

Monday, March 19. 2012

### **Talking brains: a cognitive semantic analysis of an emerging folk neuropsychology**

Wie verändert sich das Bild mentaler Prozesse im Zeitalter der Hirnforschung in der Alltagspsychologie? Der Forscher Paul Rodriguez, der sich u.a. mit methodologischen Fragen im Zusammenhang mit bildgebenden Verfahren beschäftigt, hat 2006 eine interessante Arbeit veröffentlicht, in der er - in Anschluss an die metaphortheoretischen Konzepte von Lakoff und Johnson - anhand von Beispielen aus den öffentlichen Diskursen zeigt, wie die Idee des Gehirns zunehmend ein Konzept mentaler Zustände ersetzt. Im Abstract heißt es: "What is the influence of neuroscience on the common sense way we talk about behavior and mental experience? This article examines this influence and the diffusion of neuroscience terms as it appears in everyday language that reflects shared cultural knowledge. In an unsolicited collection of speech acts and metaphors I show that the word "brain" often substitutes for "mind" and brain states are often asserted as the cause of mental states. I also present several examples of visual depictions of the brain, including modern brain scans, which have become the basis for new cultural symbols that are identified with mental experience. Taken together, the linguistic and visual brain metaphors highlight the concrete nature of the brain in contrast to the abstract nature of the mind. This, in turn, provides a physical dimension to the way we conceptualize mental phenomena in ordinary language. Thus, a modern folk neuropsychology is emerging which provides an alternative, reductionist, and sometimes competing network of concepts for explaining the mind in comparison to conventional folk psychology." Zum vollständigen Text...

Posted by Tom Levold in Links at 00:00