

George Lakoff (University of California, Berkeley)

The nature of thought: the multiple roles of the neural theory of metaphor

The Neural Theory of Metaphor (NTM), as I've written, explains why we have the primary conceptual metaphors we have, why they are learned early and unconsciously, what is and is not mapped, why they are asymmetric, why they precede linguistic expression, and why complex metaphors "decompose" as they do. What is more interesting is that NTM explains our conceptions of morality, much of how political ideologies are structured, how conceptual systems as a whole are structured, and much more. The talk will also go into why blends arise through neural binding, why no special neural operation of "blending" is needed, and how basic properties of neural circuitry explain the properties of blends.