

UC Irvine

2016 Conference Proceedings

Title

Neuroscience of Rhetoric and Poetry, Abstract

Permalink

<https://escholarship.org/uc/item/5dq3z200>

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Publication Date

2018-01-08

Peer reviewed

BODY of KNOWLEDGE

Neuroscience of Rhetoric and Poetry

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We discuss the contribution of neuroaesthetics and cognitive paradigms to rhetoric in art and humanities and also ask the question of how art and humanities can better help us understand specialization in brain function. These questions will be addressed within the theoretical framework of Cognitive Psychology, Cognitive Linguistics, and Cognitive Poetics. An analysis of literary style elements and perceptual symbols will conclude the discussion.