Title
Neuroscience of Rhetoric and Poetry, Abstract

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Author
Bhagavatula, Anila

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Neuroscience of Rhetoric and Poetry
Anila Bhagavatula

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.