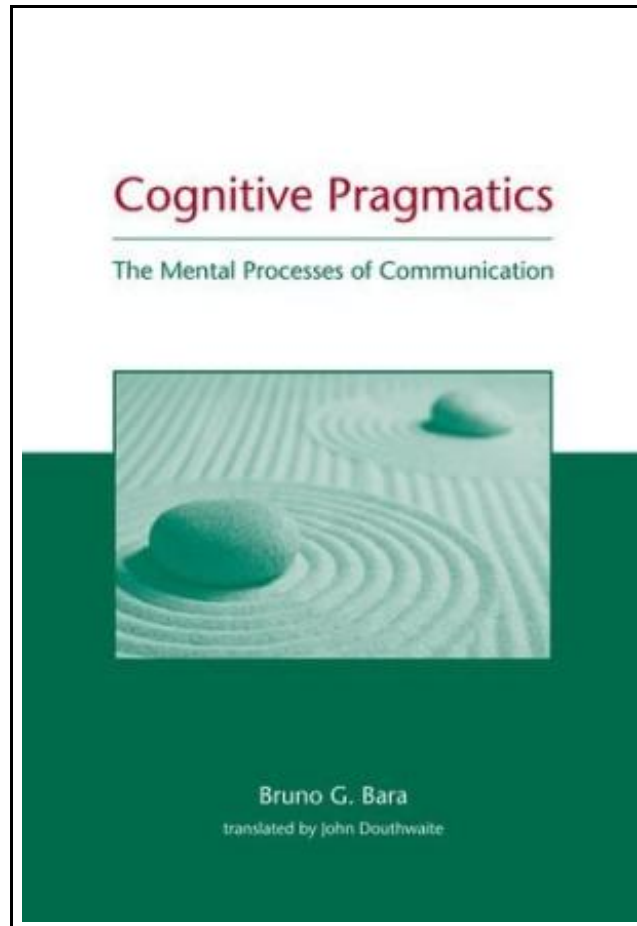


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Reviews

Undoubtedly, this is the best work by any author. It is really simplified but shocks within the 50 % in the publication. Its been written in an extremely straightforward way and is particularly just following i finished reading this publication by which basically altered me, modify the way in my opinion.
(Vivianne Dietrich)

COGNITIVE PRAGMATICS: THE MENTAL PROCESSES OF COMMUNICATION (HARDBACK)

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MIT Press Ltd, United States, 2010. Hardback. Book Condition: New. New. 230 x 152 mm. Language: English . Brand New Book. In *Cognitive Pragmatics*, Bruno Bara offers a theory of human communication that is both formalized through logic and empirically validated through experimental data and clinical studies. Bara argues that communication is a cooperative activity in which two or more agents together consciously and intentionally construct the meaning of their interaction. In true communication (which Bara distinguishes from the mere transmission of information), all the actors must share a set of mental states. Bara takes a cognitive perspective, investigating communication not from the viewpoint of an external observer (as is the practice in linguistics and the philosophy of language) but from within the mind of the individual. Bara examines communicative interaction through the notion of behavior and dialogue games, which structure both the generation and the comprehension of the communication act (either language or gesture). He describes both standard communication and nonstandard communication (which includes deception, irony, and as-if statements). Failures are analyzed in detail, with possible solutions explained. Bara investigates communicative competence in both evolutionary and developmental terms, tracing its emergence from hominids to Homo sapiens and defining the stages of its development in humans from birth to adulthood. He correlates his theory with the neurosciences, and explains the decay of communication that occurs both with different types of brain injury and with Alzheimer's disease. Throughout, Bara offers supporting data from the literature and his own research. The innovative theoretical framework outlined by Bara will be of interest not only to cognitive scientists and neuroscientists but also to anthropologists, linguists, and developmental psychologists.



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