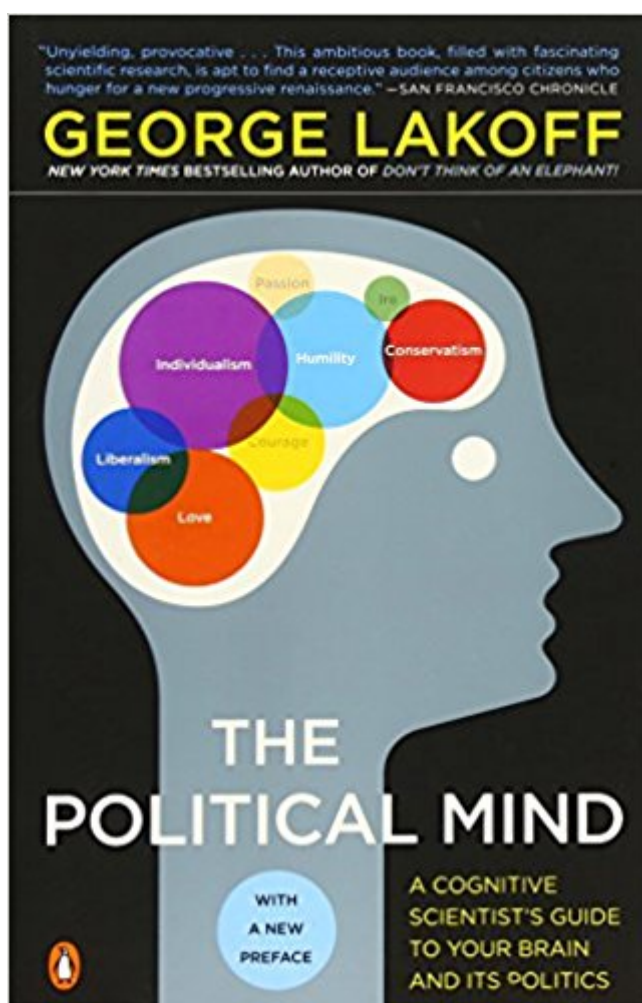


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# The Political Mind: A Cognitive Scientist's Guide To Your Brain And Its Politics



## Synopsis

A groundbreaking scientific examination of the way our brains understand politics from a New York Times bestselling author. One of the world's best-known linguists and cognitive scientists, George Lakoff has a knack for making science make sense for general readers. In his new book, Lakoff spells out what cognitive science has discovered about reason, and reveals that human reason is far more interesting than we thought it was. Reason is physical, mostly unconscious, metaphorical, emotion-laden, and tied to empathy—and there are biological explanations behind our moral and political thought processes. His call for a New Enlightenment is a bold and striking challenge to the cherished beliefs not only of philosophers, but of pundits, pollsters, and political leaders. *The Political Mind* is a passionate, erudite, and groundbreaking book that will appeal to anyone interested in how the mind works and how we function socially and politically.

## Book Information

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## Customer Reviews

Lakoff (*Don't Think of an Elephant*) harnesses cognitive science to rally progressive politicians and voters by positing that conservatives have framed the debate on vital issues more effectively than liberals. According to his research, conservatives comprehend that most brain functioning is grounded not in logical reasoning but in emotionalism—as a result, huge portions of the citizenry accept the Republican framing of the war in Iraq and supporting the troops rather than liberal appeals and phrasing of the occupation in Iraq and squandering tax money. George W. Bush

won the presidency by concocting a redemption narrative, persuading tens of millions of voters that his past moral and business shortcomings should be viewed as a prelude to pulling himself up, rather than as disqualifying behavior. While sections of the book employ technical scientific terminology, the author masterfully makes his research comprehensible to nonspecialists. His conclusion is that if citizens and policy-makers better understand brain functioning, hope exists to ameliorate global warming and other societal disasters in the making and will be of vital importance and interest to all readers. (June) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the Preloaded Digital Audio Player edition.

" Unyielding, provocative, ambitious . . . filled with fascinating scientific research, is apt to find a receptive audience among citizens who hunger for a new progressive renaissance." -San Francisco Chronicle

Superb! The first third is heavy, the second third is not that easy but worth the effort - but the last third hits pay dirt! The main drive of the book (IMHO) is to explain why so many vote against their self interests. And it does this very well. The book concludes with the outlines of an action plan - what we now call "Resist". If you've never read Lakoff before, this book is well worth reading!

An excellent probe into our bicameral mind. Our divisions are laid out with cogent detail and examples.

One of the most important, illuminating books I've ever read. Lakoff provides both scientific and sociological insight into what makes us tick. It's not always pretty -- be prepared stash those Enlightenment ideas about our rationality -- but it is always fascinating.

Classic cognitive study

Great book that helps you understand thought processes behind politics It is informative and eye opening and will lead you down another thought process. I highly recommend this book if you are interested in politics as a career or hobby.

One of the most interesting books I have read in may years.

pleased

none

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