Institutions

Krasnow Institute for Advanced Study (George Mason University, Fairfax, VA)

Cultural Logic LLC (Providence, RI)

Lead Investigators

Giorgio Ascoli Ph.D., Professor of Neuroscience

Joseph Grady Ph.D., Co-Founder, Cultural Logic LLC

Current Team Members

None so far – we are open to joining a team with complementary strengths and compatible interests

Research areas of interest

… develop and test methods for automating metaphor discovery, semantic definition, mapping and categorization processes

… produce and compare structured representations of the shared perspectives in multiple cultures and languages

- *Cross-cultural metaphor comparison* as a tool for assessing commensurability of basic socio-cultural concepts (freedom, friendship, respect, support, respect, pride, success, failure, etc.)

- *Typology of concepts* relevant to metaphor mapping (e.g. *sensory* vs. *goal-related* vs. *superschematic*); possible correlates in neural representation

- *Quantitative analysis of meaning* in human communication through computer-assisted experiments and data mining of large corpora

- Neurobiologically realistic *simulations of networks underlying higher cognition*, such as autobiographic memory retrieval by the hippocampus

Unique qualifications and capabilities

Ascoli:

Leading expert in computational neuroscience with >100 publications (incl. Nature Reviews Neurosci., Behav. Brain Sci., PNAS…) and >1000 citations (incl. Nature, textbooks, Wash Post, Natl TV/radio).

Currently funded by NIH, Darpa, ONR, AFOSR, INCF (>$1M/yr total), consultant/scientific advisor on SenseMaking IARPA grant and on cognitive mapping AFRL contract.

Founder/Director of Center for Neural Informatics, Structures, and Plasticity (~30 FTEs, including 3 tenure-lines), founding Editor-in-Chief of top Neuroinformatics journal.

Grady:

Foremost academic expert on "primary metaphor" – crosscultural patterns pervasive in shaping thought and language – over a dozen publications related to primary metaphor

Leading expert on metaphor more broadly – e.g. author of "Metaphor" article in *Oxford Handbook of Cognitive Linguistics*

Former faculty member at Georgetown University; University of Maryland (tenure-track)

Expertise in applying study of metaphor to analysis of public discourse on social issues – on behalf of national foundations, NGOs, legislators

Universal (primary) vs. culture-specific metaphor

- *PRIMARY*: E.g. Difficulty as Heaviness ("workload")

- Arabic, Basque, Finnish, Hawaiian, Japanese, Malay, Mandarin, Old Irish, Russian, Sanskrit, Swahili, Tagalog, Turkish, Zulu etc.

- Sensory (Heaviness) → Goal-related (Difficulty) :: Shared superschematic structure (Scalar Property)

- Universal correlation in experience (Interacting with heavy objects)

- Inputs to more elaborate conceptual blends (Sisyphus)

- Hypothetical: Connect distinct types of neural representation

- *CULTURE-SPECIFIC*: E.g. "ship of state," "bonds of matrimony," "corporate ladder"

- Typically based on Primary pattern(s) plus culturally contingent concepts, associations

Krasnow Institute
for Advanced Study

cultural logic LLC

Contact Information

Joseph Grady, Ph.D.

Co-Founder

Cultural Logic LLC

joegrady3@verizon.net

401-383-6500

www.culturallogic.com, krasnow.gmu.edu/cn3