The Department of Cognitive Science and the Department of Political Science cordially invite you to a public lecture by

**GEORGE LAKOFF**  
*University of California, Berkeley*

on

**“NEURAL POLITICS”**

Political ideology is mostly a matter of unconscious thought, carried out by brain circuitry we normally do not notice. Neural politics is the study of making the unconscious conscious. At present, both America and Europe are beset by ideological differences that are largely reflections of unconscious thought that is automatic and effortless, and resides in neural circuitry. This lecture will review what is known about how such unconscious thought works, how it changes, and the role of framing in the process of political change. The major ideological issues in both America and Europe will be discussed.

**Welcome remarks:** John Shattuck, President and Rector, CEU  
**Discussant:** Zoltan Kovecses, Professor, Department of American Studies, ELTE

**Date:** Tuesday, October 15, 2013  
**Time:** 5:30 p.m.  
**Venue:** CEU Auditorium (Nador u. 9)

**George Lakoff** is a Richard and Rhoda Goldman Distinguished Professor of Cognitive Science and Linguistics at the University of California at Berkeley, where he has taught since 1972. Lakoff previously taught at Harvard and the University of Michigan. He graduated from MIT in 1962, in Mathematics and Literature, and received his PhD in Linguistics from Indiana University in 1966.

**RSVP to:** LakoffLecture@ceu.hu