George Lakoff

George Lakoff is the Goldman Distinguished Professor Of Cognitive Science and Linguistics at the University of California at Berkeley, where he has taught since 1972. He previously taught at Harvard (1965-1969) and the The University of Michigan (1969-1972). He received his S.B. in Mathematics and English Literature from MIT in 1962 and his PhD in Linguistics from Indiana University in 1966.

Professor Lakoff has been a major figure in Linguistics since the 1960's, when he introduced the theory of Generative Semantics, which brought formal logic and into linguistics integrating semantics and grammar. In the 1970's, he was one of the founders of the field of Cognitive Science, and shortly thereafter integrated Cognitive Science with Linguistics, joining with other colleagues to found the field of Cognitive Linguistics. In the late 1970's, he discovered the mechanism of metaphorical thought, writing *Metaphors We Live By* with philosopher Mark Johnson, and helping to bring into existence the study of Embodied Cognition. In 1986, he joined with Jerome Feldman to form the Neural Theory of Language research group at Berkeley's International Computer Science Institute. Since then, he has worked on the details of a theory applying neural computation and cognitive linguistics to the study how thought and language arise from neural circuitry in the brain.

His other major purely academic books are: Women, Fire, and Dangerous Things; What Categories Reveal about the Mind; More than Cool Reason: A Field Guide to Poetic Metaphor (with Mark Johnson), Philosophy in the Flesh: The Embodied Mind and Its Challenge to Western Thought (with Mark Johnson); and Where Mathematics Comes From: How the Embodied Mind Brings Mathematics Into Being (with Rafael Núñez).

Beginning in 1996, he began applying his research on the mind and language to the framing of political discourse, publishing *Moral Politics*, which showed in great detail how liberal and conservative political views are based on opposing moral worldviews. In the late 1990's he was one of the founders of The Rockridge Institute, which was dedicated to studying the framing of political discourse. He has published five more books on various aspects of political framing. His best-known book is *Don't Think of an Elephant! Know your Values and Frame the Debate* (2004). Other books on political framing include: Thinking Points (with the Rockridge Institute, 2006), Whose Freedom? The Battle Over America's Most Important Idea (2006), *The Political Mind: A Cognitive Scientist's Guide to Your Brain and it's Politics* (2008), and *The Little Blue Book: The Essential Guide to Thinking and Talking Democratic* (with Elisabeth Wehling, 2012).

He has been invited to speak at Democratic Senate and House retreats and caucuses, has lectured widely on political discourse both in the US and abroad, has blogged extensively at the Huffington Post, Alternet, Truthout, and Common Dreams, and has been widely interviewed in the press, on radio and on tv. And he has worked with hundreds NGO's on the framing of virtually all social and political issues.

He is presently working with Srini Narayanan, Director of AI at the International Computer Science Institute, on a book whose tentative title is *Cascades: How the Brain Creates Thought and Language*. His website is: www.georgelakoff.com.