

Narrative

An **elemental cognitive strategy**—universally practiced in all cultures to encode and propagate knowledge, and to entertain.

Analogy

An elemental cognitive strategy—**universally practiced** by all humans to understand, explain, and extend knowledge.

Allegory

A narrative structure following analogic grooves. The seventeenth century story of *Pilgrim's Progress*, for instance, perhaps the most famous allegory in English, follows the analogic narrative structure, LIFE : JOURNEY, populated by analogic characters (DOUBT : GIANT, HOPE : COMPANION), with analogic materials (SIN : BURDEN, PROMISE : KEY), in analogic settings (DESPONDENCY : SLOUGH, HEAVEN : CITY). But the allegorical tradition stretches from pre-literate antiquity (echoed, for instance, in the *Iliad's* shield of Achilles) to post-modern cool (the Mac vs. PC ads). The medieval period, significantly at the cusp of oral and literate cognitive styles, is particularly rich in allegory.



Workshop on Cognitive Allegory

The University of Waterloo
Waterloo ON Canada

Siegfried Hall, St. Jerome's University, 26 June 2009

The Department of English, Saint Jerome's University, The Cognitive Science Program, The Faculty of Arts, and The University of Waterloo present a one-day, inter- and multi-disciplinary workshop on the cognitive underpinnings of allegory, bringing together medievalists who work specifically on allegorical texts with rhetoricians, literary theorists, psychologists, and philosophers who focus on representations of knowledge. The workshop opens with an address by University of Waterloo

Research Chair, **Paul Thagard** (Molson Prize winner, Fellow of the Cognitive Science Society and the Royal Society of Canada; author of numerous articles and books; including *Mind*, and, most recently, *Hot Thought*); includes roundtable sessions on Narrative, Personification, Metonymy, and Cognitive Maps; and closes with a summative address by University of California at Santa Cruz Professor of Psychology, **Raymond W. Gibbs, Jr.** (author of numerous articles and books, including *The Poetics of Mind* and, most recently, *Embodiment and Cognitive Science*, editor of the journal, *Metaphor and Symbol*).



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