



Neurocomputational Poetics How the Brain Processes Verbal Art

By Arthur Jacobs

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This is a very unique book that introduces a new thrilling field that aims at uncovering the secrets of verbal art reception. This is a very interesting read.

This book introduces a new thrilling field– neuro computational poetics, the scientific ‘marriage’ between cognitive poetics, data science and neuroscience – that aims at uncovering the secrets of verbal art reception.

Readership

Everyone interested in verbal art and reading. People working in literary studies, education, reading and media psychology, data and neuroscience, journalism or the publishing industry.

Contents

Acknowledgements; Preface; 1. Introduction: The Two Boons of an Unnatural Daily Activity; 2. Models and Methods; 3. Text Analysis; 4. Reader and Reading Act Analysis; 5. Computational Poetics I: Simple Applications; 6. Computational Poetics II: Sophisticated Applications; 7. Neurocomputational Poetics I: Upper Route Studies; 8. Neurocomputational Poetics II: Lower Route Studies; 9. Conclusions; References; Index

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Arthur Jacobs is Professor of Experimental and Neurocognitive Psychology at Freie Universität Berlin (FUB). He is (co-)author of more than 250 scientific publications in the fields of reading research, psycholinguistics, affective neuroscience and neurocognitive poetics, among which is the book *Gehirn und Gedicht* (Brain and Poetry, 2011; with R. Schrott).

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