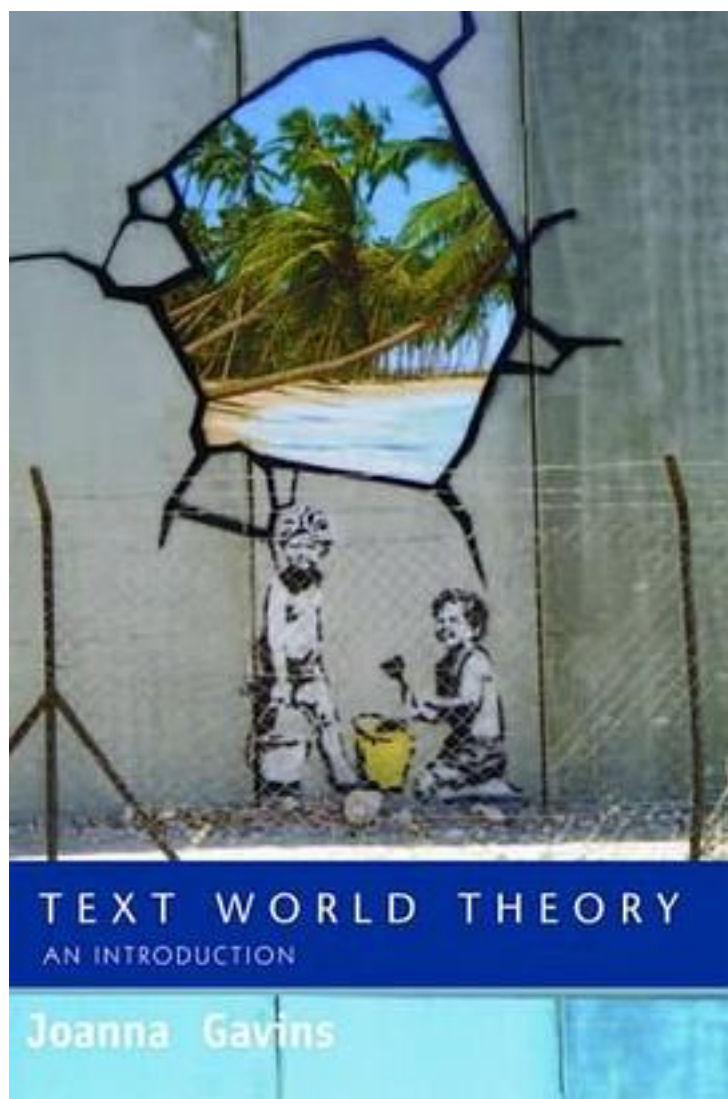


Text World Theory



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Text World Theory is a cognitive model of all human discourse processing. In this introductory textbook, Joanna Gavins sets out a usable framework for understanding mental representations. Text World Theory is explained using naturally occurring texts and real situations, including literary works, advertising discourse, the language of lonely hearts, horoscopes, route directions, cookery books and song lyrics. The book will therefore enable students, teachers and researchers to make practical use of the text-world framework in a wide range of linguistic and literary contexts. Features *An accessible and enabling course book which includes suggestions for exploration and further reading. *Draws on linguistics, cognitive science, psychology, philosophy, poetics and stylistics, and will be attractive to students and researchers working in all of these disciplines. *Each chapter provides a reader-friendly introduction to an aspect of Text World Theory and includes at least two practical applications of these ideas to real discourse examples.

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