Cognitive prerequisites

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From The Encyclopedia of Arabic Rhetoric

Definition

Cognitive Prerequisites are the cognitive resources upon which a linguistic operation depends for its rhetorical functioning.

These resources may include the addressee's linguistic competence, knowledge of the world, cultural knowledge, previous experience, conceptual associations, contextual understanding, expectations, and perceptual capacities.

About this page

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Relationship to the Model for Rhetorical Action

Within the Model for Rhetorical Action, Cognitive Prerequisites are an analytical concept associated with Step 3 (Cognitive Activation). In selecting a linguistic operation, the communicator acts upon assumptions about the cognitive resources available to the addressee.

Cognitive Prerequisites describe the resources upon which a Linguistic Operation depends, while Cognitive Activation describes the engagement of those resources through the Linguistic Operation.

The identification of Cognitive Prerequisites provides a basis for understanding the rhetorical functioning and potential Failure Modes of individual Linguistic Operations.

For further discussion, see Cognitive Prerequisites in the Model for Rhetorical Action.

See also

- Cognitive activation
- Linguistic operation
- Failure modes
- Model for Rhetorical Action

Categories: Glossary of Terms Related to Arabic Rhetoric | General Terms

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