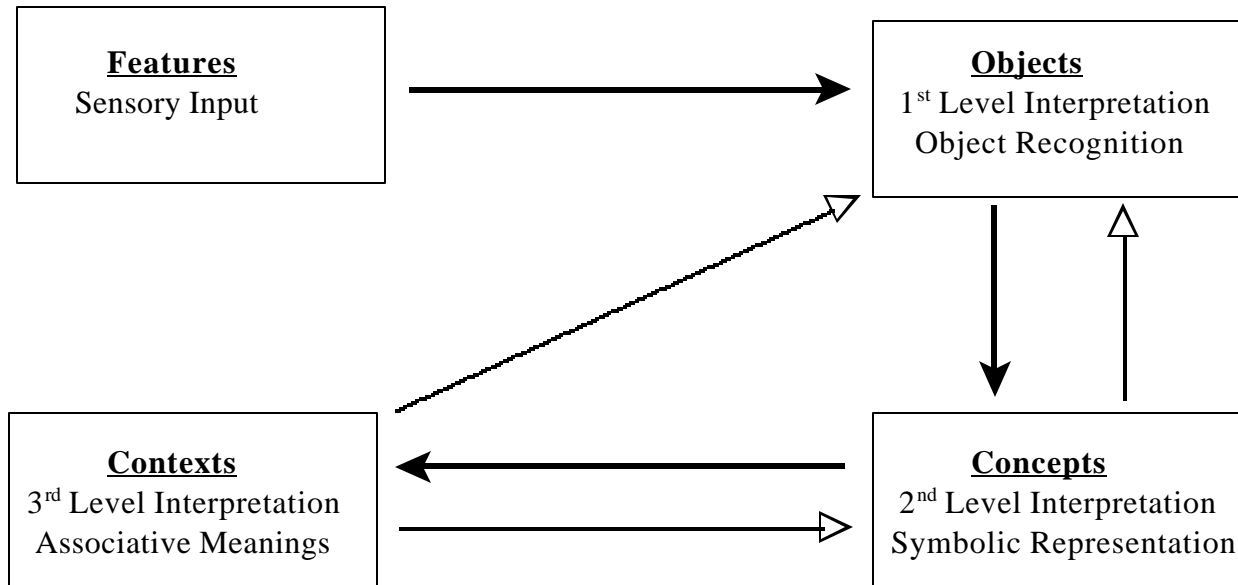


Cognition Simplified



Icon: A similarity between sign and object. Examples: Photograph of you, “Boom”, Sculpture.

Index: A physical or temporal relationship between sign and object. Examples: Smoke/Fire Thermometer/Temperature, Speedometer/Movement.

Symbol: An arbitrary agreed upon relationship between sign and object. Examples: Badge, Peace Sign, Language.

Things to Think About

- A. The content of thought is symbolic in nature - that is, it is interpreted.
- B. Thought, as we experience it, is actually a constellation of neural firings within our brain. We do not fully understand how it actually works. We know, however, it relies on neural networks.
- C. Neural pathways conform to the laws of biology. Understanding the “wiring” of the brain and synaptic potentiation helps us understand thought and how it can be changed.
- D. There is limited plasticity in neural networks. Once potentiated, neural networks tend to remain potentiated.
- E. When considering change to thought, we must evoke additive rather than supplantive methodologies.