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# The Aesthetics and Multimodality of Style

Experimental Research on the Edge of Theory

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## New publication

Style research has a long and venerable tradition, but its results are highly fragmented. Style exists in language and literature, art and architecture – but every discipline has its own theories. New approaches in empirical aesthetics and multimodality call for broader perspectives. This book offers an overview of experimental research on style, and proposes a common theoretical basis. How do we perceive styles? How do styles change – and why? What is multimodal style? Are style and personality really connected? How is style related to aesthetic experiences? Which cognitive mechanisms are relevant for the creation and perception of styles? Are there neural correlates for style use? The book discusses these and further questions, providing researchers with a valuable source of new ideas.

**CONTENTS:** Style • Neuroaesthetics • Stylistics • Linguistics • Cognition • Art • Design • Rhetorics • Experimental aesthetics • Gustav Theodor Fechner • Cognitive psychology • Theories of perception • Cognition • Linguistics • Genre • Multimodality • Multimodal text • Semiotics • Hermeneutics • Interpretation

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