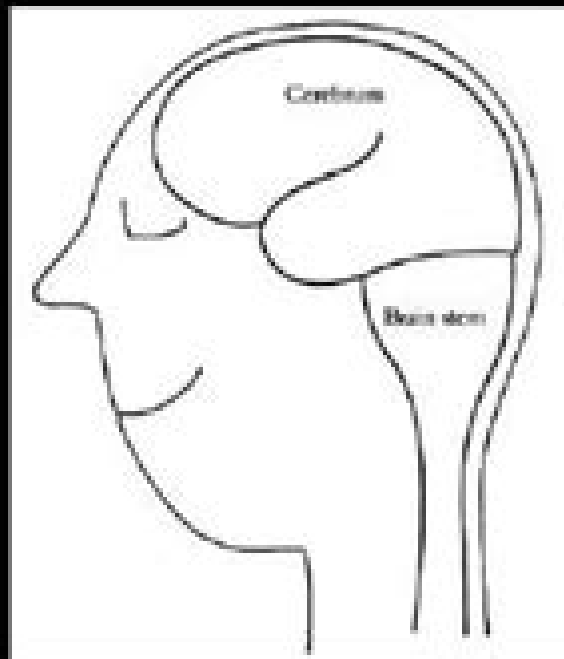


# Language and the Brain

## Is there biological evidence for innate language capacity?

(Aitchison, 2008. p. 60-79; Yule, 2006. p. 149-160; Brown, 2007. p. 58-60, 125)



The **human brain** is divided into a lower section (the brain stem) and a higher section (the cerebrum).

**The brain stem** keeps the body alive by controlling breathing, heartbeats and so on.

**The cerebrum** purpose seems to be to integrate an animal with its environment. This is the part of the brain where language is likely to be organized.

The cerebrum is divided into two halves, the cerebral hemispheres, which are linked to one another by a series of bridges.

# The Language Of Television Advertising Perspectives In Neurolinguistics

**Pamela Sue Morgan**



## **The Language Of Television Advertising Perspectives In Neurolinguistics:**

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