

## ★ ABOUT THE AUTHOR ★



BART NAGEL

**George Lakoff** is the country's leading expert on the framing of political discourse and one of the world's most renowned linguists and cognitive scientists. He is the author of numerous books on politics—including *Don't Think of an Elephant!*, *The Political Mind*, *Moral Politics*, *Thinking Points*, *The Little Blue Book* (with Elisabeth Wehling), and *Whose Freedom?*—as well as numerous books on language and the mind.

Lakoff has consulted with the leaders of hundreds of advocacy groups on framing issues, lectured to large audiences across the country, run dozens of workshops for activists, spoken regularly on radio talk shows and TV shows, addressed the policy retreats and the caucuses for both the Senate and the House Democrats, consulted with progressive pollsters and advertising agencies, been interviewed at length in the public media, and continues to do extensive research on the framing of public discourse.

Currently Distinguished Professor of Cognitive Science and Linguistics at the University of California at Berkeley, Lakoff is a founder of the fields of cognitive science and cognitive linguistics and has previously taught at Harvard and the University of Michigan and was a fellow at the Center for Advanced Study in the Behavioral Sciences at Stanford. For more than two decades, he was codirector of the Neural Theory of Language Project at the International Computer Science Institute at Berkeley. He also spent more than a decade as senior fellow at the Rockridge Institute, a nonpartisan think