عنوان فارسی مقاله:

تعبیر سازمان اجتماعی باستان: استعاره‌های مفهومی وطرح های تصویری

عنوان انگلیسی مقاله:

Time and Mind: The Journal of Archaeology, Consciousness and Culture

توجه!

این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک مایید.
Conclusion
In this article, I have shown how an important family of social concepts forms. All members of this family are conceptual metaphors. These metaphors are cognitive mappings and, ultimately, neural networks within the human brain. When these concepts and neural networks activate, people comprehend and reason about their society by drawing on commonplace experiences within their culture. Modern Westerners draw on their use of machines, Sumerians on sheep-herding, and the Maya on corn-growing. They use these experiences to suggest how people should be organized within society. While people in the three case studies employed very different source materials, the concepts they used all share a common structure: the RULING schema. The reason that these three unrelated cultures all employed the same schema is because it is based in the universal human experience of applying force to objects.