FOREWORD

   This special issue presents the fruits of the symposium on Narrative Blending and Scientific Communication at the Department of Cognitive Science, Case Western Reserve University, 26 April 2019, organized by Professor Rosana Ferrareto of the Instituto Federal de Educação, Ciência e Tecnologia de São Paulo. Professor Ferrareto had spent the preceding academic year as a Visiting Researcher in our community, giving colloquia, engaging with students and professors, and working on research in scientific communication. The honor of hosting Professor Ferrareto was spectacular and highly productive. This workshop, now recorded in this special issue, was only one of the many international collaborations she brought to us. This one included the group of Brazilian researchers in cognitive linguistics whose work is published here.

   The workshop was dedicated to basic mental operations of cognitively modern human beings—anyone alive in the last fifty or maybe eighty thousand years—and the way in which they are deployed to produce amazingly complex conceptualizations, including concepts of scientific realities, and the way in which they are deployed to communicate those conceptualizations. In this case, the emphasis was on the communication of scientific conceptualizations, with an even closer focus on the operations of story and blending, to produce blended stories, a basic and extremely powerful genre in scientific invention and communication.

   Maria Flávia Figueiredo, in following Aristotle and then extending that analysis, considers additional pathways of pathos in communication and their effect in scientific persuasion. Adriano Chan, observing the common mental operations of cognitively modern human beings, emphasizes their constant production of somewhat different cultural products, and the all-important resulting sources of deep global misunderstanding across cultural lines—inevitably, science tries to take the best from everywhere and make it available to everyone, in a global collaboration, but given cultural lines, the scientific effort to achieve communications that improve human understanding is fraught with the risks of misunderstanding and even offense. Rosana Ferrareto proposes an important program for using methods of data science on actual datasets of scientific articles to test

hypotheses about what works and what does not in scientific communication. Beatriz Arruda Doná, emphasizing the process of repeated blending to produce hyper-blends, takes up the intriguing question of how titles guide reader expectations of scientific articles; the reader's understanding begins with the title, and may not recover if that start is flawed. Antônio Suárez Abreu uses principles of cognitive science, especially of the way we think narratively, to offer ways to make scientific writing tractable, to make it fit rather than fail natural human paths of understanding.

In addition to the individual analyses offered by these authors, this issue shows as a whole the possibilities for advancing the practices of scientific communication through global collaboration. The department of Cognitive Science at Case Western Reserve University is proud to have served as the venue for such a promising demonstration.

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