



Why is novel metaphor (not) special?: Insights into creative cognition grounded in electrophysiological data

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One of the ways in which human creativity manifests itself in language is via the use of novel metaphoric language. In this perspective, novel metaphor is not only one of the many kinds of figurative language, but also a window into creative cognition. In this talk, I will discuss the methodological challenges related to investigating novel meaning both in language production and comprehension, as well as mechanisms involved in meaning construction, which underlie both novel metaphoric and literal language processing. The discussion will be based on electrophysiological data from experiments tapping into creative thinking.