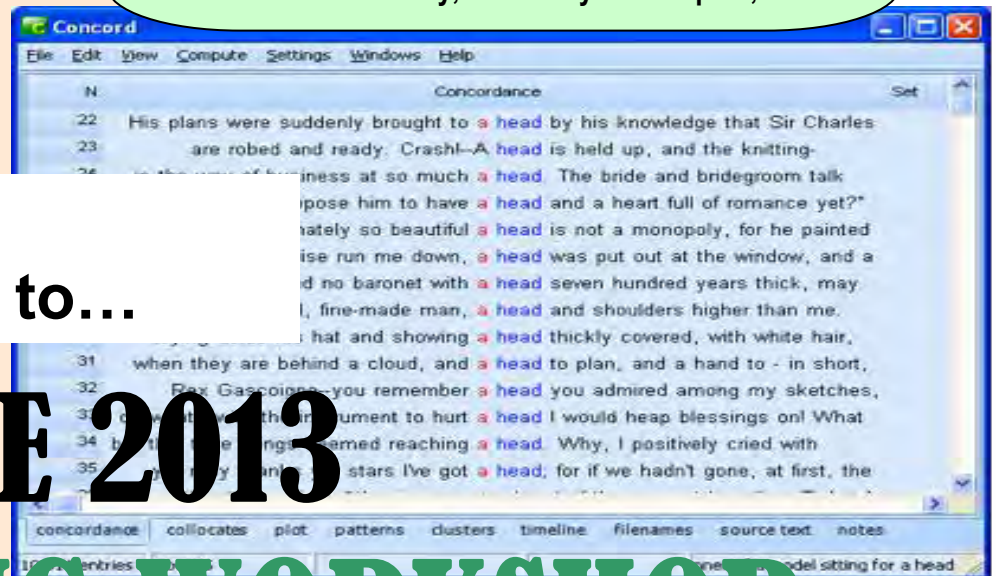


**Lexical Priming** proposes a new theory of the lexicon, defining and explaining how words are used in the real world. Rather than confined to dictionary definitions, words interact with each other in common patterns of use. These patterns can be explained through corpus linguistics....



"Whenever listeners or readers encounter a word, they note subconsciously the linguistic context in which it occurs and, as they repeatedly encounter it, they begin to identify the features of the context that are also being repeated"

...Lexical Priming Theory  
Professor Michael Hoey, University of Liverpool, U.K.



Sounds exciting?  
Then why not come along to...

**12<sup>th</sup> JUNE 2013**

# LEXICAL PRIMING WORKSHOP-

## How corpus linguistics can assist in the understanding of texts

### ALL WELCOME!

as part of **'SALC IV 2013'** Conference  
(Scandinavian Association for Language and Cognition)  
University of Eastern Finland - June 12-14<sup>th</sup>

To enrol, follow this link:

<https://elomake.uef.fi/lomakkeet/6027/lomake.html>

Workshop participation only requires no payment

#### WHAT THE WORKSHOP COVERS (BETWEEN 9-12 AM):

- Language issues in the light of corpus led investigations: (Sinclair, Louw, Stubbs, Hoey).
- Introduction to the Theory of Lexical Priming: Collocation/colligation/semantic association
- Lexical Priming and Metaphor: Discussing how far Lexical Priming Theory allows for a social and cognitive based analysis of metaphorical language, focusing on frequency of real-world usage and reader/listener expectations.
- Hands-on working using the corpus software WordSmith 5: Learn how to create word lists, concordances and cluster lists and apply theory to data.

For any further information see <https://www.uef.fi/salc2013>

or email: [Michael.pace-sigge@uef.fi](mailto:Michael.pace-sigge@uef.fi)

Room 155 Agora