

**FOR IMMEDIATE RELEASE****CONTACT:**

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**RENOWNED PSYCHOLOGIST STEVEN PINKER TO LECTURE  
ON LANGUAGE AND HUMAN NATURE  
AT USCB'S SAGE CENTER FOR THE STUDY OF THE MIND**

*Los Angeles, London, New Delhi, and Singapore* (January 16, 2007) – Harvard University Psychology Professor Steven Pinker, a leading researcher in language and cognition who has been named one of *Time Magazine's* 100 most influential people, will deliver a free public address titled "Language as a Window into Human Nature" at the SAGE Center for the Study of the Mind at UC Santa Barbara at 4:00 p.m. on February 2, 2007 in Corwin Pavilion.

A dynamic and entertaining speaker, Pinker will explore how language is used in our society, examining such ideas as:

- whether politicians can manipulate voters by using metaphors to frame debates
- why people swear and why others take great offense in response
- why legislators are passing tougher legislation to ban profanity from the airways when, at the same time, cursing is exploding on satellite radio, the Internet, and cable television
- the use of innuendo and double speak for sensitive propositions such as bribes, threats, and sexual come-ons
- how people deal with sexual harassment, veiled threats, or bribes to politicians by lobbyists, when the propositions are not stated clearly

**Steven Pinker**, the Johnstone Family Professor at Harvard University, has received numerous awards for his work. In addition to being named one of *Time Magazine's* 100 most influential people in 2004, he was named one of *Prospect* and *Foreign Policy's* 100 top public intellectuals in 2005. He also received the Troland Award from the National Academy of Sciences and two prizes from the American Psychological Association for his experimental research on cognition and language.

Pinker has written extensively on language, politics, consciousness and genetic enhancement, being frequently published in *The New York Times*, *Time* and *Slate*. He's written six books for general audiences, including the best selling, *The Blank Slate: The Modern Denial of Human Nature*. His new book, *The Stuff of Thought: Language as a Window into Human Nature*, will be available in September 2007.

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**About SAGE Center for the Study of the Mind**

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