Schuberth & Eimas (1977): Sentence context has strong excitatory and inhibitory effects

<table>
<thead>
<tr>
<th>Context</th>
<th>Congruent Target (semantic fits)</th>
<th>Incongruent Target (semantic doesn’t fit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On a windy day, its fun to go out and fly a ....</td>
<td>KITE</td>
<td>TABLE</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
<tr>
<td>I bought a new .....</td>
<td>KITE</td>
<td>TABLE</td>
</tr>
</tbody>
</table>

OTHER VARIABLES

- **WORD LENGTH** – longer words are more cognitively demanding. The length of a word can be measured by the number of letters, the number of syllables, how long it takes to say the word, number of phonemes.
- **MORPHOLOGICAL COMPLEXITY** – morphology
- **LEXICAL AMBIGUITY** – Homophones, multiple meanings
- **IMAGEABILITY** – the ability to form a mental image of the word
- **EMOTIONALITY**
- **PERCEPTUAL CLARITY**
- Reducing the **CONTRAST** between the word and the background
- **ROTATING** the word to an unusual angle
- **FORM** – meaning conflict (Stroop effects)

Orange    Green    Brown    Blue    Red    Black
Orange    Green    Brown    Blue    Red    Black

If there is conflicting instruction – this will take longer to process

How does the brain cope with spoken and written input to derive meaning?

PROCESSING OF WORDS