

| Context                                          | Congruent Target (semantic fits) | Incongruent Target (semantic doesn't fit) |
|--------------------------------------------------|----------------------------------|-------------------------------------------|
| On a windy day, its fun to go out and fly a .... | KITE                             | TABLE                                     |
|                                                  | Neutral                          | Neutral                                   |
| I bought a new .....                             | KITE                             | TABLE                                     |

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

## 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** – Grammar
- **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