



Figure 7.1
Frame creation as zooming out and concentrating.

be seen as a “reasonable” person. Straying from the narrow path of rationality is “not normal,” and while some groups (such as artists) can get away with it to some extent (as cultural court jesters), a perceived lack of rationality sets a person apart from polite society. Irrational people are outcasts who cannot be tolerated. The veneration of rationality that underpins our view of the world has been critically investigated by George Lakoff and Mark Johnson in their groundbreaking book *Philosophy in the Flesh* (1999). They list five key assumptions behind what they call the “theory of rational action”: (1) rational thought is literal, (2) rational thought is logical, (3) rational thought is conscious, (4)