The foreign language effect

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Does the sentence ‘Je t’aime’ gives the same emotional kick as the sentence ‘I love you’ for a native French?
Recent history

• Theory of modularity
• Language has historically been assumed to be independent from emotions
Research

Advertising slogans
- found more emotional if written in native language

Polish bilinguals
- offended in Polish but in English they overlooked the offensive words.

Decision making
- Second language as a distancing mechanism (turns on the analytical system)
- Diminishes the influence of affective processes
Assumed reasons

• Early language develops at the same time as emotion regulatory system

• The family context of learning – everyday language carries a full range of emotions.

• A mechanism for connecting the physical experience of emotion with specific phrases and words is amygdala mediated learning

• Human experiences are learned and stored in a context-dependent manner.
Consequences

- Personal interaction
Thank You for your attention!
List of references:
