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## **MEDIATION AS A CATEGORISATION STRATEGY**

### **Abstract**

The work looks at confrontation as one of the mechanisms of mediated categorization, involving the interpretation of a primary object through a secondary one. In the course of the analysis of mediated categorization, the characteristics of the object denoted by the mediate component are highlighted. The mediator is considered as a basis for interpretation of various phenomena or situations. In the case of an interpretative mapping the representation of a certain class or situation takes place, allowing to draw a conclusion about the qualification of the perceived object. Characteristic features of this type of analogy are: a) this process does not lead to the synthesis of two objects; b) the images are often occasional in nature; c) the mapped phenomena can be members of the same class. In the matching process two strategies can be used: the mediator functions along with the perceived object to highlight the relevant property. The aim of the analogy is formation of a gestalt and the allocation of the gestalt quality. Another way of interpretation is the confrontation of a primary object with a secondary one associated with the necessary qualification.

**Keywords:** cognitive structures, categorisation, analogy, interpretation, deduction, gestalt.

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