

**Chinese Experiential rational thinking and its cognitive function:
a textual analysis of *Zhongyong***

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Abstract

Most reports on Chinese thinking ways are extra model, which were based on the west conceptions. Considering cultural diversity, it is better to take the intra approach, which emphasises on intra cultural cue. This presentation takes *Zhongyong* (the Doctrine of Mean), one of the Four Books in the Confucian classics, as the analysis text to study Chinese traditional thinking way. In the Doctrine of Mean, the categorical judgments, metaphors from life experiential insight, persuading by the words of great man, *paibi* (sentence arranged way), *Gu* (Therefore), *lianzhu* (last word of the former sentence as the beginning word of next sentence), affective evocation in statement, indicated that Chinese traditional thinking way has been the features of Experiential rationality. Compared with west conception, Chinese traditional experiential rational thinking was not logic. It was meaning thinking, judging others with the personal values. It was rationality in scale of life experiences. It has made the approach of moral knowledge in civilization, experiential technique, and harmony civilization in some degree.

Key words: Chinese culture, thinking way, cognitive style, cognition