An approach that has been remarkably successful in recent years is to frame the study of consciousness within the broader context of the evolution of the brain and its environment. This approach, which has been called "neocortical" or "neural," involves the investigation of the neural mechanisms underlying conscious experience. It has been argued that this approach is the only one that can account for the complex and dynamic nature of consciousness.

One of the key figures in the development of this approach was the Danish neuroscientist Hans Sørensen. Sørensen was a pioneer in the field of neurophysiology and made significant contributions to our understanding of the neural basis of consciousness. In his book "Neurophysiology of the Mind," Sørensen argued that consciousness is a product of the activity of the neocortex, the outer layer of the brain responsible for higher-order functions such as perception, thought, and action. Sørensen's work was influential and has been cited by many other researchers in the field.

Despite its success, the approach has not been without its critics. Some have argued that it is too reductionist and fails to account for the subjective and experiential nature of consciousness. Others have argued that it is too complex and fails to provide a clear and precise account of the neural mechanisms underlying consciousness. Nonetheless, the approach has continued to be used by many researchers in the field and has led to significant advances in our understanding of the neural basis of consciousness.