

LSA Institute

Mental Spaces  
and  
Conceptual Blending

Lecture 2

# OVERARCHING GOALS

**Achieve human scale**

*Noteworthy subgoals:*

Compress what is diffuse

Obtain global insight.

Strengthen vital relation.


Come up with a story.

Go from Many to One.

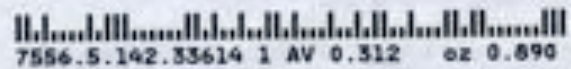
Envelope

PO BOX 129123 • SAN DIEGO, CALIFORNIA 92112-9123



A  Sempra Energy utility®

ADDRESS SERVICE REQUESTED



7556.5.142.33614 1 AV 0.312 oz 0.890

GILLES FAUCONNIER  
13030 VIA GRIMALDI  
DEL MAR CA 92014-3728

PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
SAN DIEGO GAS AND  
ELECTRIC COMPANY

383550

**Make this envelope disappear. Go paperless with  
My Account at [www.sdge.com](http://www.sdge.com). Save trees, time and postage  
with this secure, easy online billing option.**

*Save yourself the hazards - and costs - of damaging underground utilities.  
Call 811 two workdays before you dig.*

2 competing scenarios are set up:

- envelopes came in the past and will keep on coming
- envelopes came in the past but no longer will.

*analogy --> identity --> uniqueness*

“the same envelope comes every month”

“here it is”

Emergent, blended, human scale scenario:

you had the envelope, it's gone

emergent structure through completion and  
recruitment of the disappearance frame/magic  
trick frame:

you made the envelope disappear

notice all the other compressions:

time, space, cause-effect, disanalogy/change

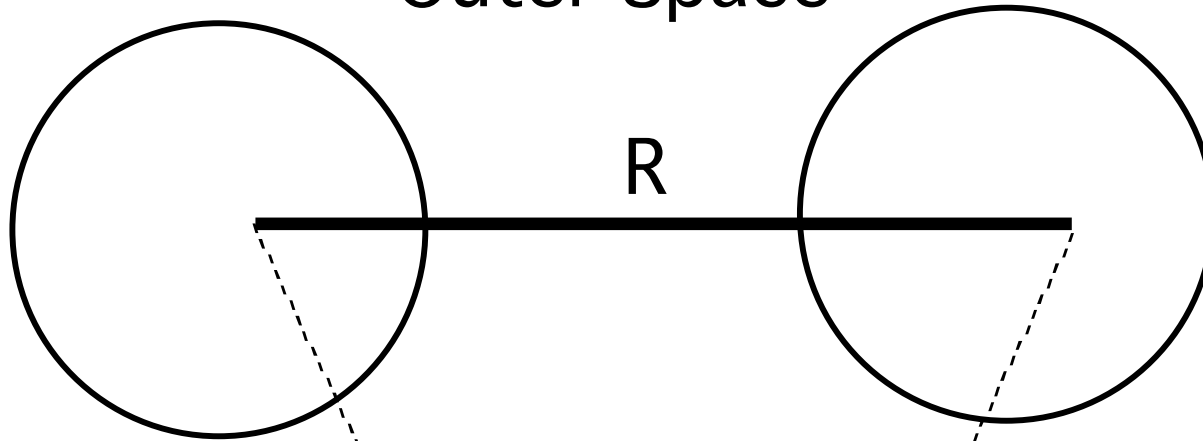
*result: a short, “human scale”, action, visible all at once, with only two entities (you and the envelope)*

[in fact, the statement targets thousands of customers, hundreds of thousands of envelopes with bill inside them, with very complex causal chains linked to the equivalence of online and paper payments.

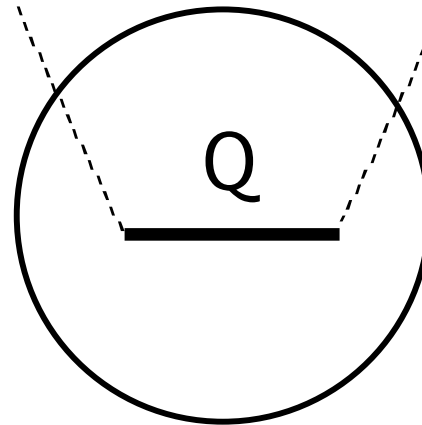
The trees that had been skeletal and grey the day before were coming into leaf this morning [...]. The harder I stepped on the gas the faster I could make things grow. I made the first magnolias burst suddenly into flower, woke the first snake from hibernation. [...] At the rate I was going, it would be Fall by Tuesday morning.

*(Hunting Mr. Heartbreak, J. Raban)*

Outer Space

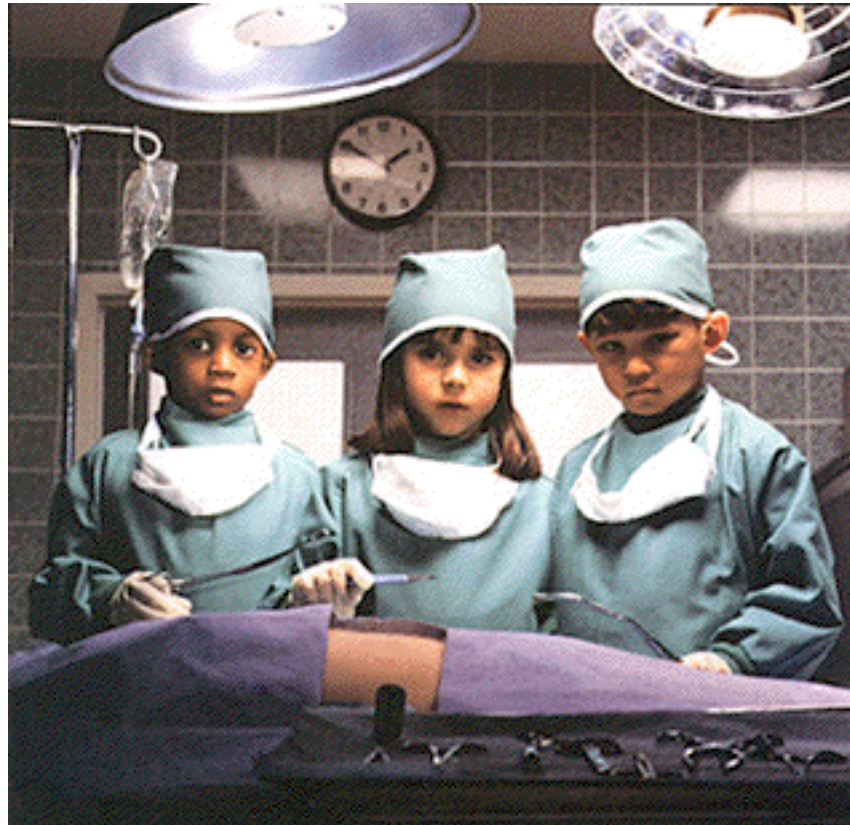


R



Q

Inner Space



## Joey, Katie and Todd will be performing your bypass.

Before you know it, these kids will be doctors, nurses and medical technicians, possibly yours.

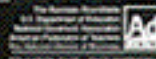
They'll need an excellent grasp of laser technology, advanced computing and molecular genetics. Unfortunately, very few American children are being prepared to master such sophisticated subjects.

If we want children who can handle

tomorrow's good jobs, more kids need to take more challenging academic courses.

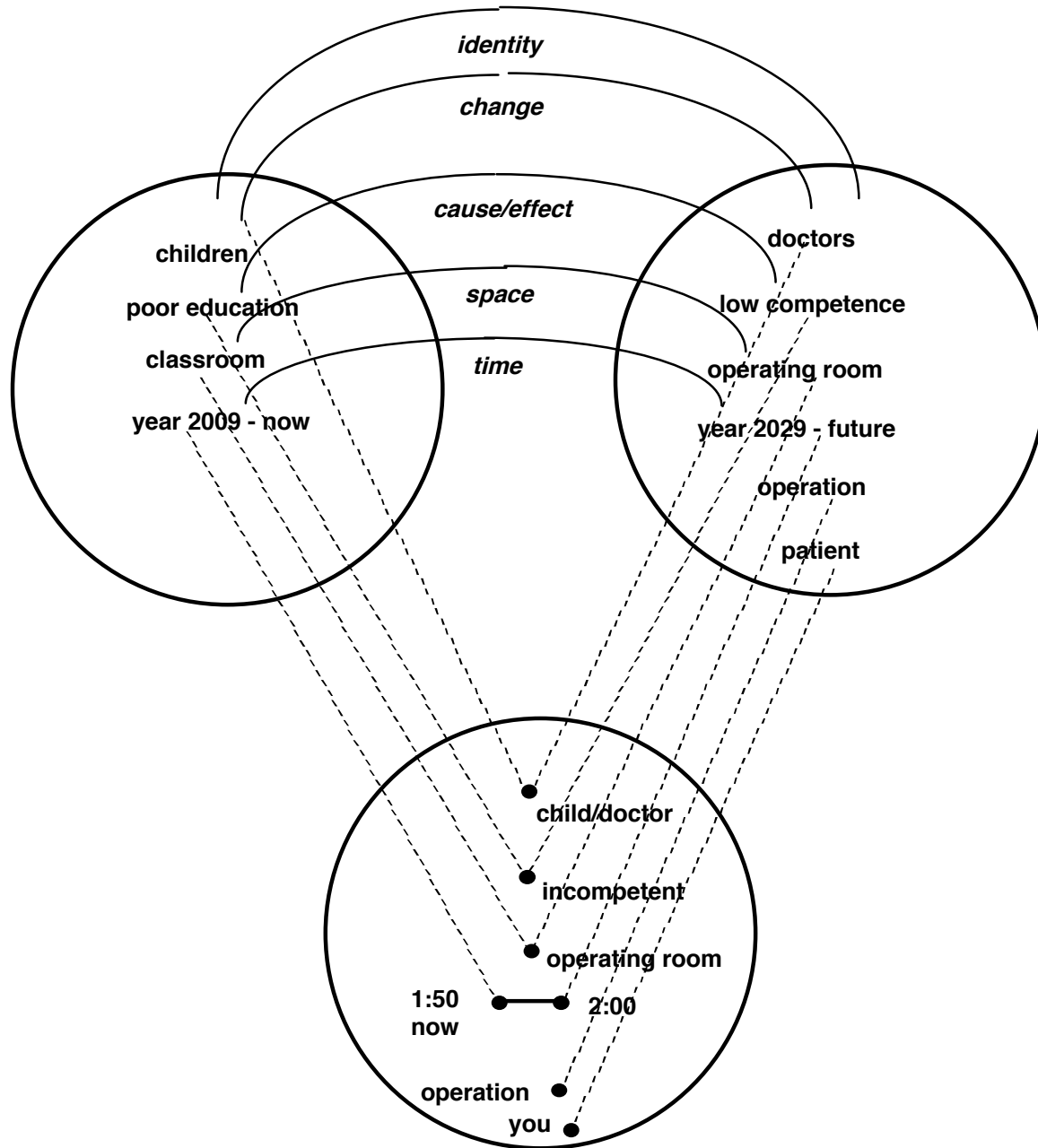
To find out how you can help the effort to raise standards in America's schools, please call 1-800-99-PROMISE.

If we make changes now, we can prevent a lot of pain later on.



poor education ----**cause**----> low  
competence  
child ----**identity**----> doctor  
----**change**---->  
classroom ----**space**----> operating  
room  
year 2006 ---**time (~20yrs)**---> year 2026

*low competence* **cause/effect**  
*child/doctor* **uniqueness**  
*operating room* **single space**  
*ten minutes* **scaled time**



*Politician vetoes foreign aid  
bill*

*“He’s snatching the food out of  
the mouths of starving  
children”*

*“He’s killing innocent children”*

Compression:

Analogy ---> Uniqueness

(one group of 2 or 3 children)

Cause-Effect scaling

(long causal chain compressed to direct action)

Time scaling (instant action)

*result: human scale*

Alternative spaces:

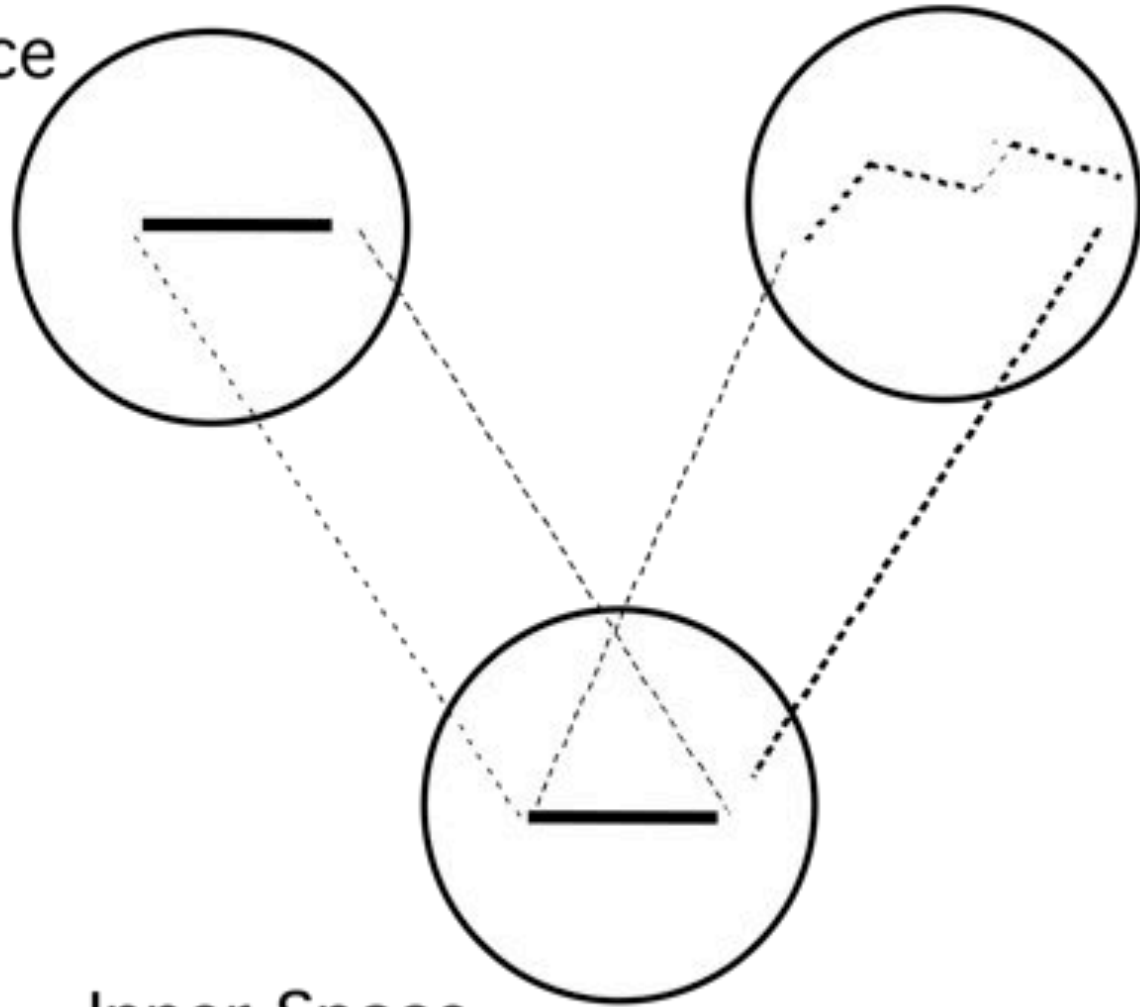
food snatcher input:

child starves vs. child eats food

projected to blended space as a  
compression of political input:

politician vetoes bill vs. bill goes through

Inner Space  
Relation



Inner Space  
Relation

**Metaphor: borrowed compression**

*Is a snoring partner driving you to an early grave?*

*Pamela Anderson's wild habits alleged to be driving her to an early grave.*

*You're driving me into my grave!*

Inputs:

1) graves, dying, funerals , ...

2) pushing into a container (hole? cave?)

3) human behavior makes life shorter

Emergent structure of blended space:

alternative scenarios:

progressing normally towards end of  
life=reaching grave at normal time

being pushed = reaching earlier than  
expected

Two compressions are borrowed:

- familiar scenario of graves/death
- pushing someone to speed them up

*crucially: emergent metaphorical meaning  
is not produced by direct inference  
transfer*



One input is the human scale scenario of helping someone by giving them a ride.

Another input has the elaborate causal chain:

**riding alone --> use too much gas --> waste gas --> harm the community that needs gas --> harm the country at war --> help the enemy --> help Hitler.**

A third (counterfactual) input is set up without any explicit linguistic marks:

**car-share --> save gas --> help country at war --> hurt the enemy --> hurt Hitler.**

The blended space is framed by the human scale scenario of the "giving a ride" input.

Hitler is projected from the "riding alone" input into the role of person being helped.

Hitler takes on "ghost-like" features that help to prompt the decompression and block any literal interpretation.

A covert counterfactual for the human scale input is perhaps transporting other people (car-sharing), countrymen that you help, and who occupy all the seats in the car, preventing Hitler's ghost from sharing the ride.

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*Martina is three points away from the airport.*

*Martina is 3 feet away from the precipice.*

*Martina is 3 points away from the end of the match.*

*Martina is 3 points away from losing the match.*

*Martina is 3 points away from being eliminated.*

Structure of the "tennis" ICM:

**lose next three points --> lose second set -->**

**lose match --> be eliminated from tournament**

competition ICM

provides the causal compression:

*Martina is 3 points away from going home*

"go home" ICM

provides the conceptual metonymy:

*Martina is at the airport -->*

*Martina is going home*

Finally:

*Martina is 3 points away from the airport.*

Chaining of several ICM's and causal connections

**important: these successive mental leaps are not coded in the output signal**

**and yet they are fully retrieved by the listener**

Compare:

*Martina is 3 points away from  
the airport*

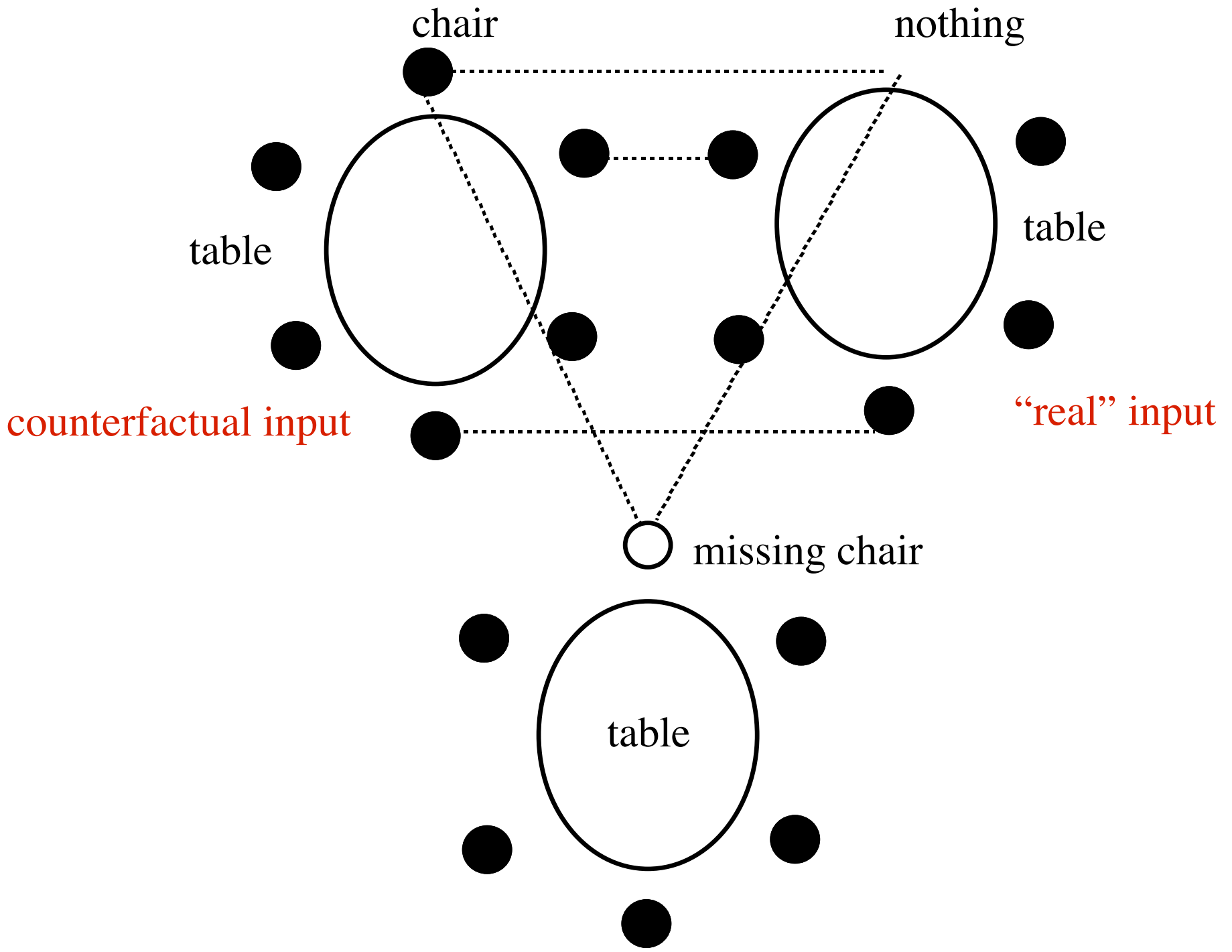
*Svetlana is an inch away from  
the podium*

*The podium would mean a lot  
to Svetlana*

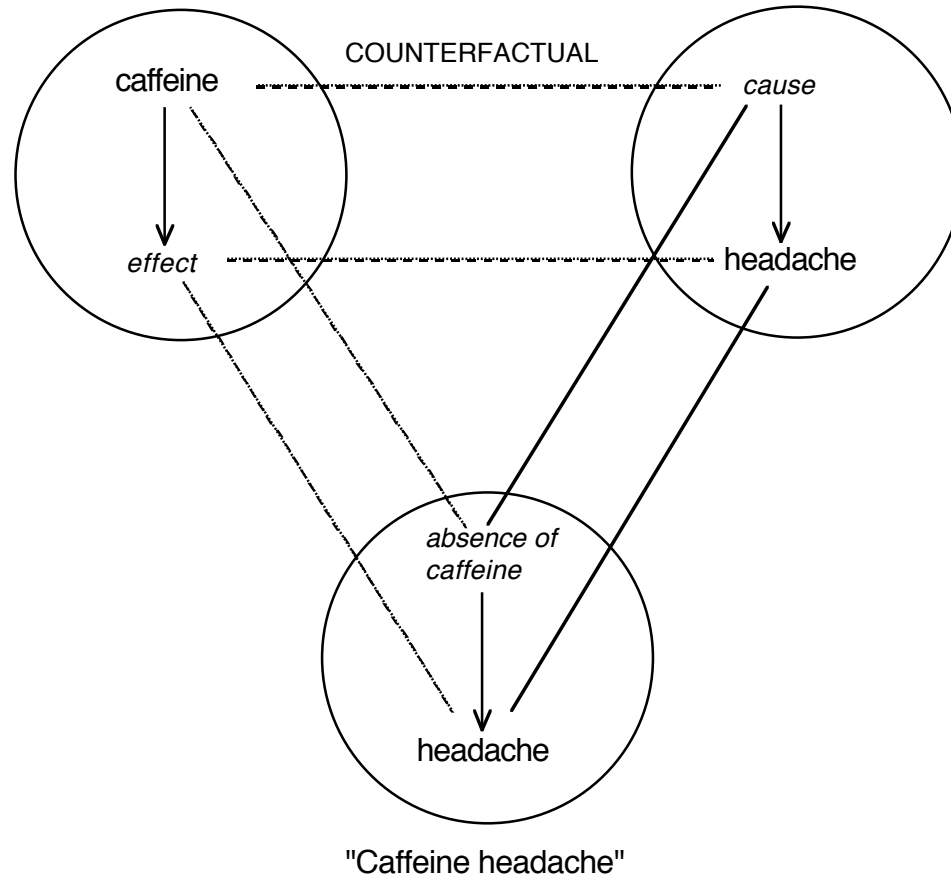
*\*The airport would be a  
disaster for Martina*

*Dawn Harper*

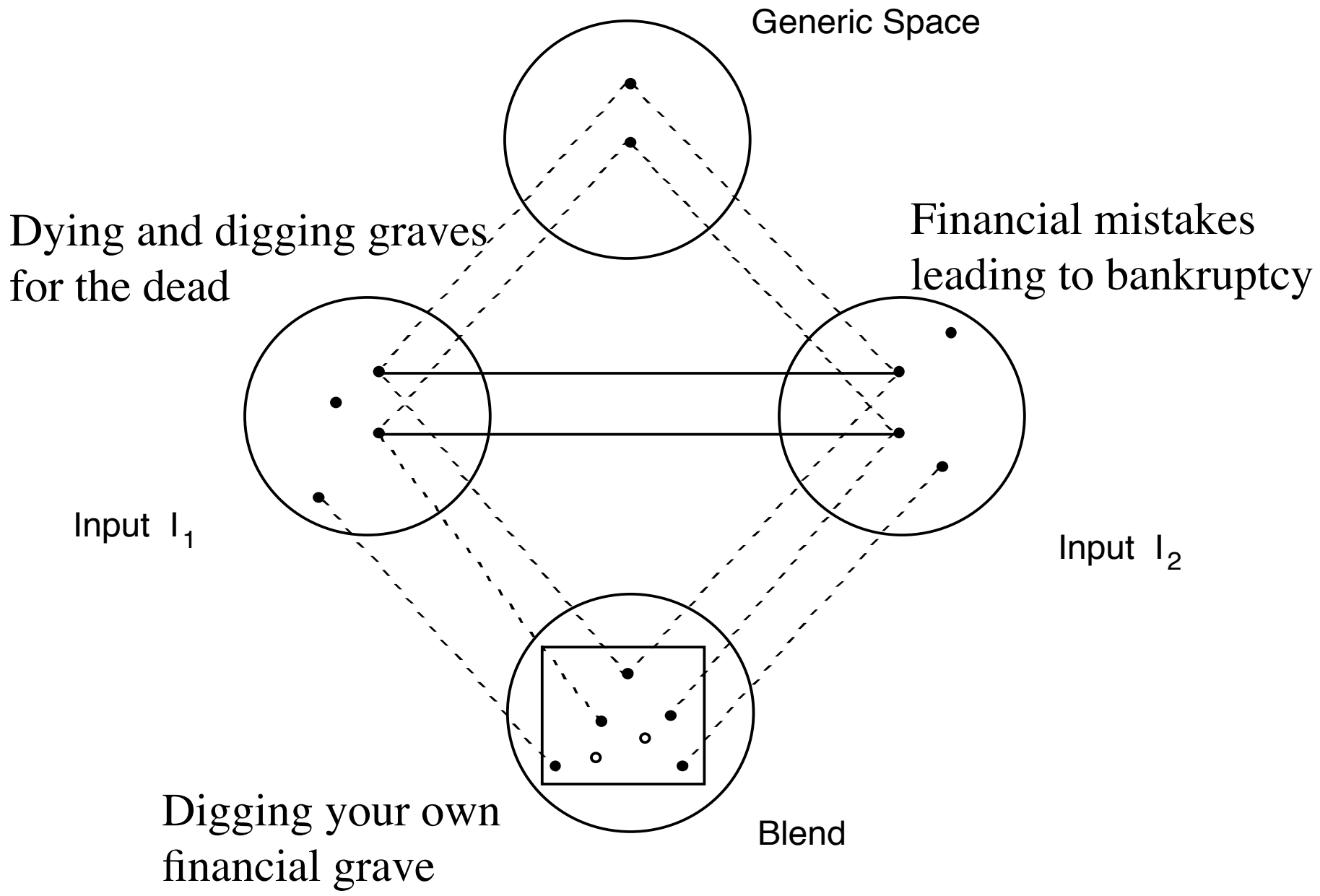
*MD echoue au pied du  
podium*

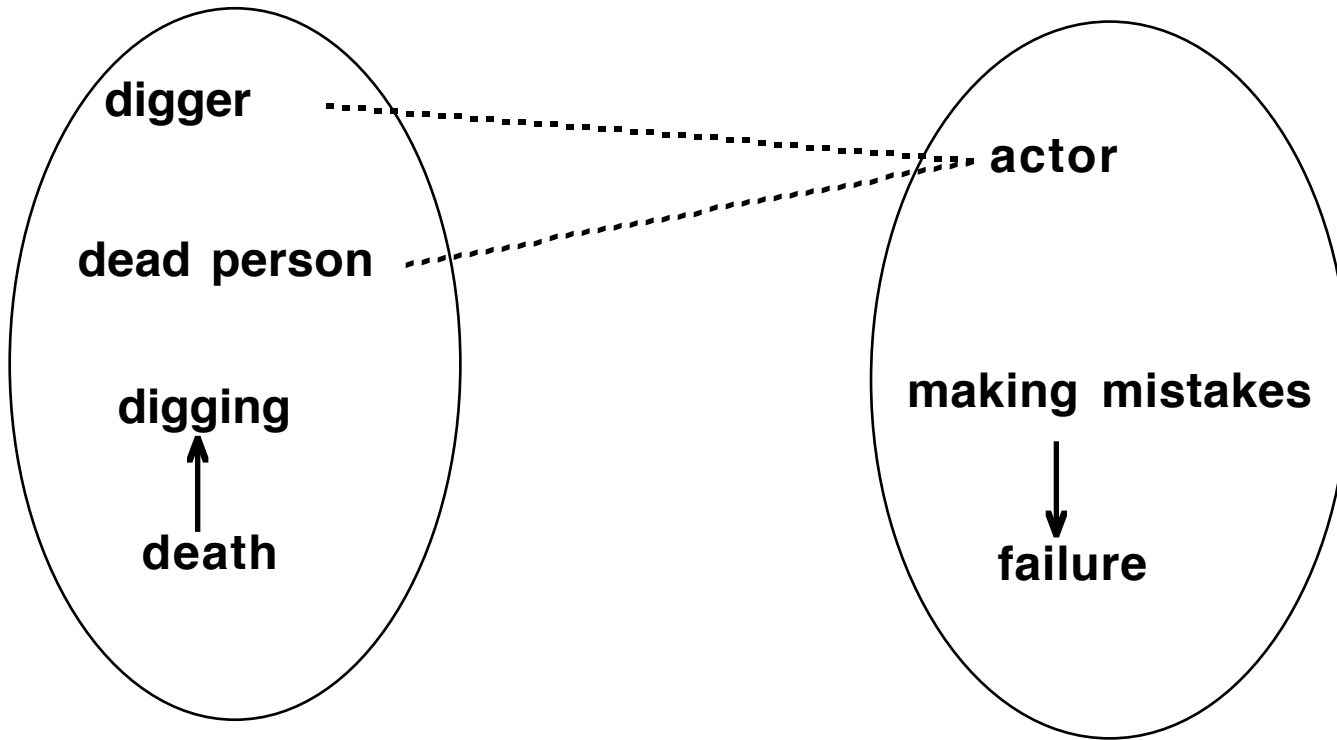


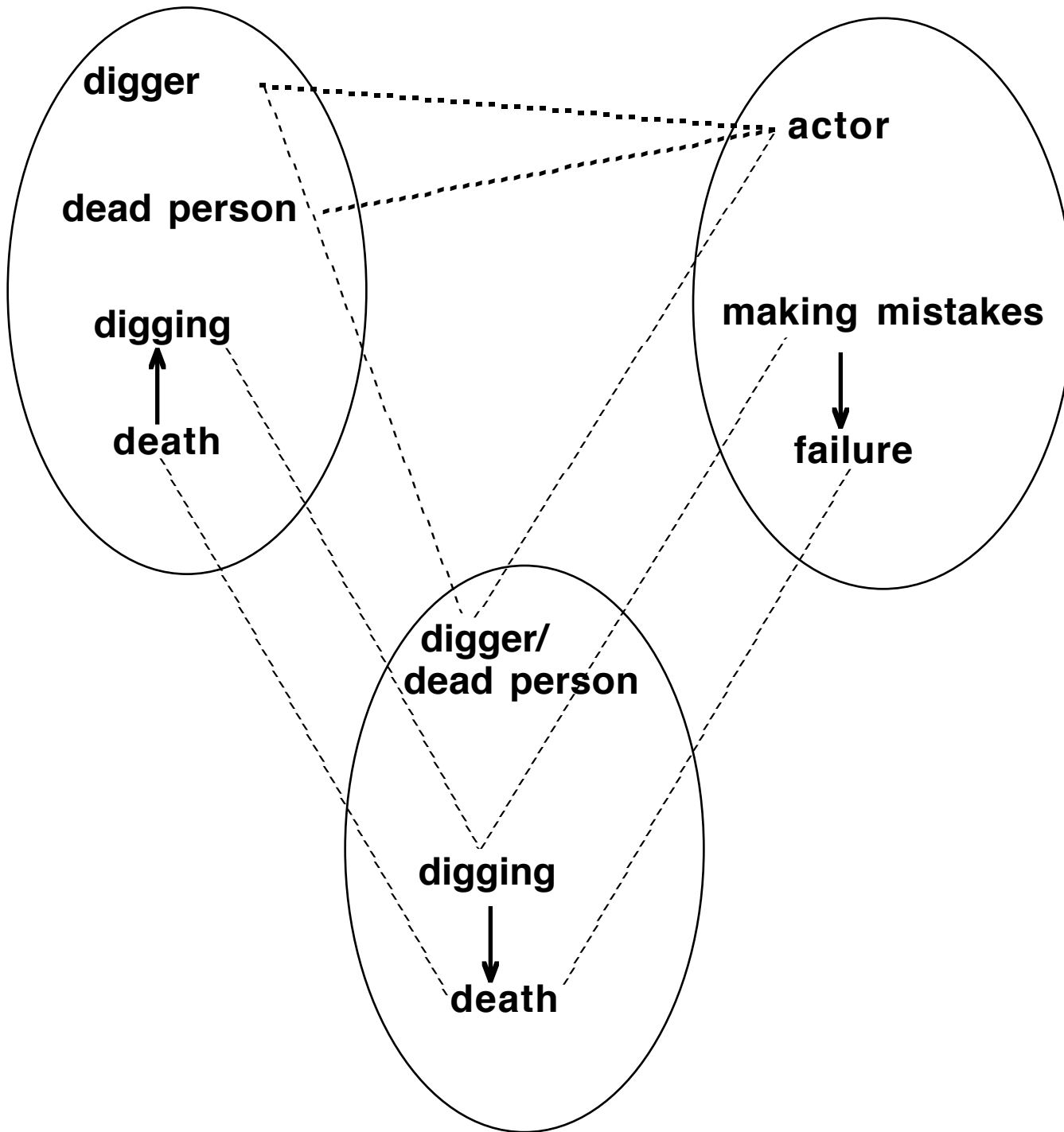
caffeine headache  
money problem  
nicotine fit  
security problem  
arousal problem  
insulin coma  
insulin death  
food emergency  
honesty crisis  
rice famine



He is digging his own  
financial grave.







Causal Structure

Intentional Structure

Frame Structure

Event Structure