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
SDGE
A Sempra Energy utility®
ADDRESS SERVICE REQUESTED
PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
SAN DIEGO GAS AND
ELECTRIC COMPANY
7556.5.142.33614 1 AV 0.312 oz 0.890
GILLES FAUCONNIER
13030 VIA GRIMALDI
DEL MAR CA 92014-3728

383550

Make this envelope disappear. Go paperless with My Account at *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:

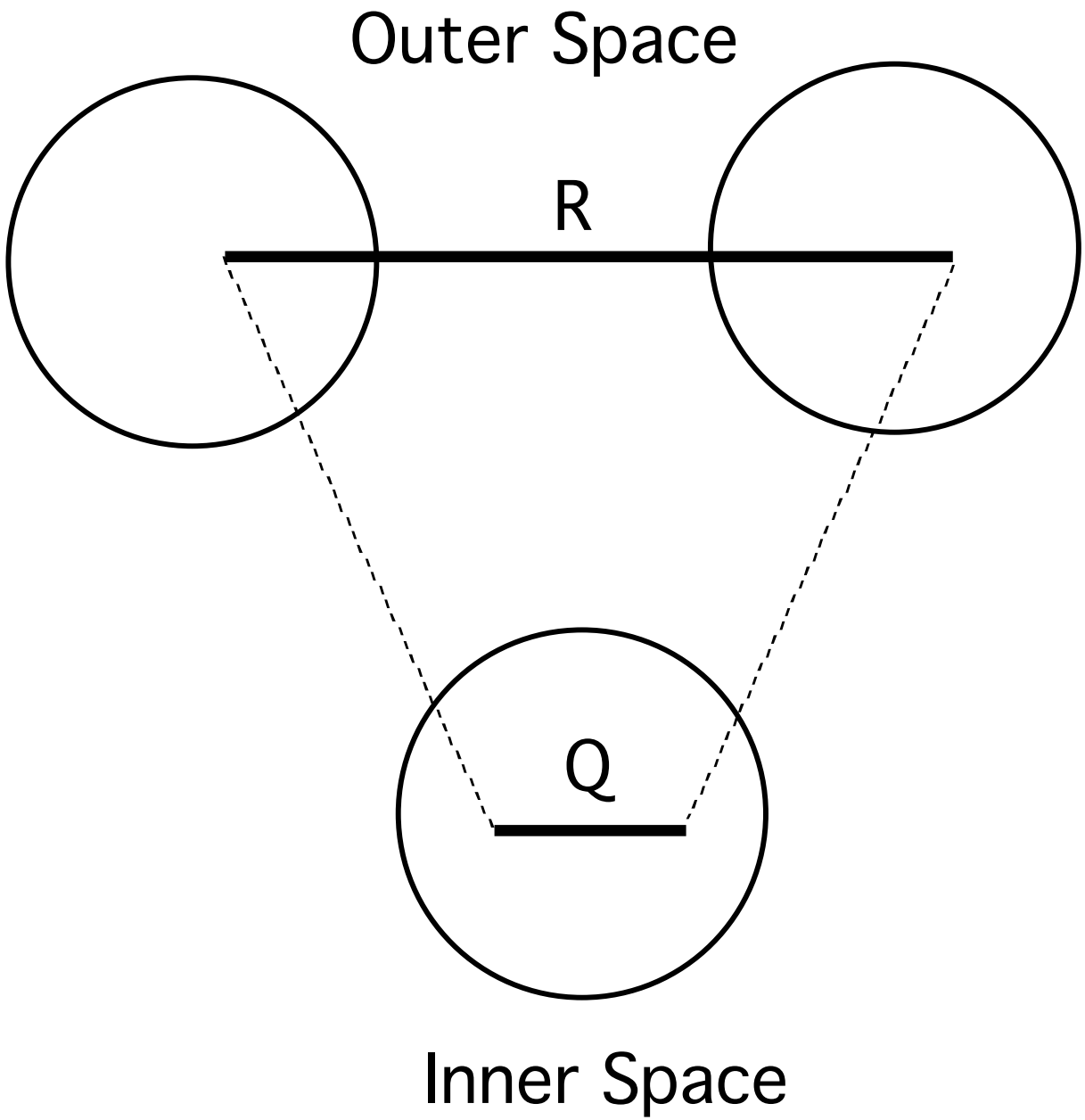
time, space, cause-effect, disanalogy/change

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 1-800-96-PROMISE.
If we make changes now, we can prevent a lot of pain later on.
Ad Council

poor education ----cause----> low competence

child -----identity------> doctor

-----change------>

classroom -----space-----> operating room

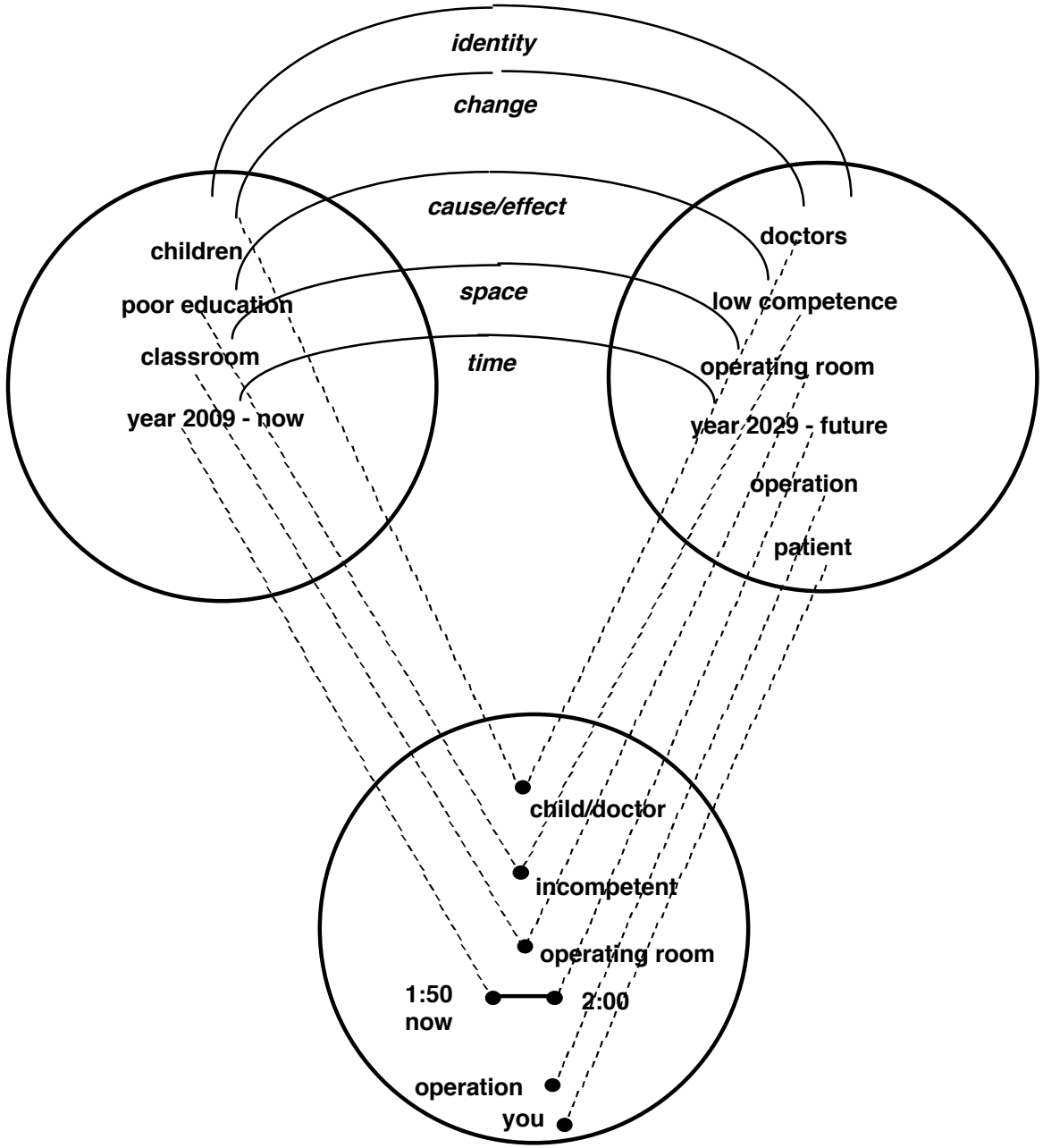
year 2006 ---time (~20yrs)---> year 2026

low competence cause/effect

child/doctor uniqueness

operating room single space

ten minutes scaled time


identity
change
cause/effect
space
time
children
poor education
classroom
year 2009 - now
doctors
low competence
operating room
year 2029 - future
operation
patient
child/doctor
incompetent
operating room
1:50
now
2:00
operation
you

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)

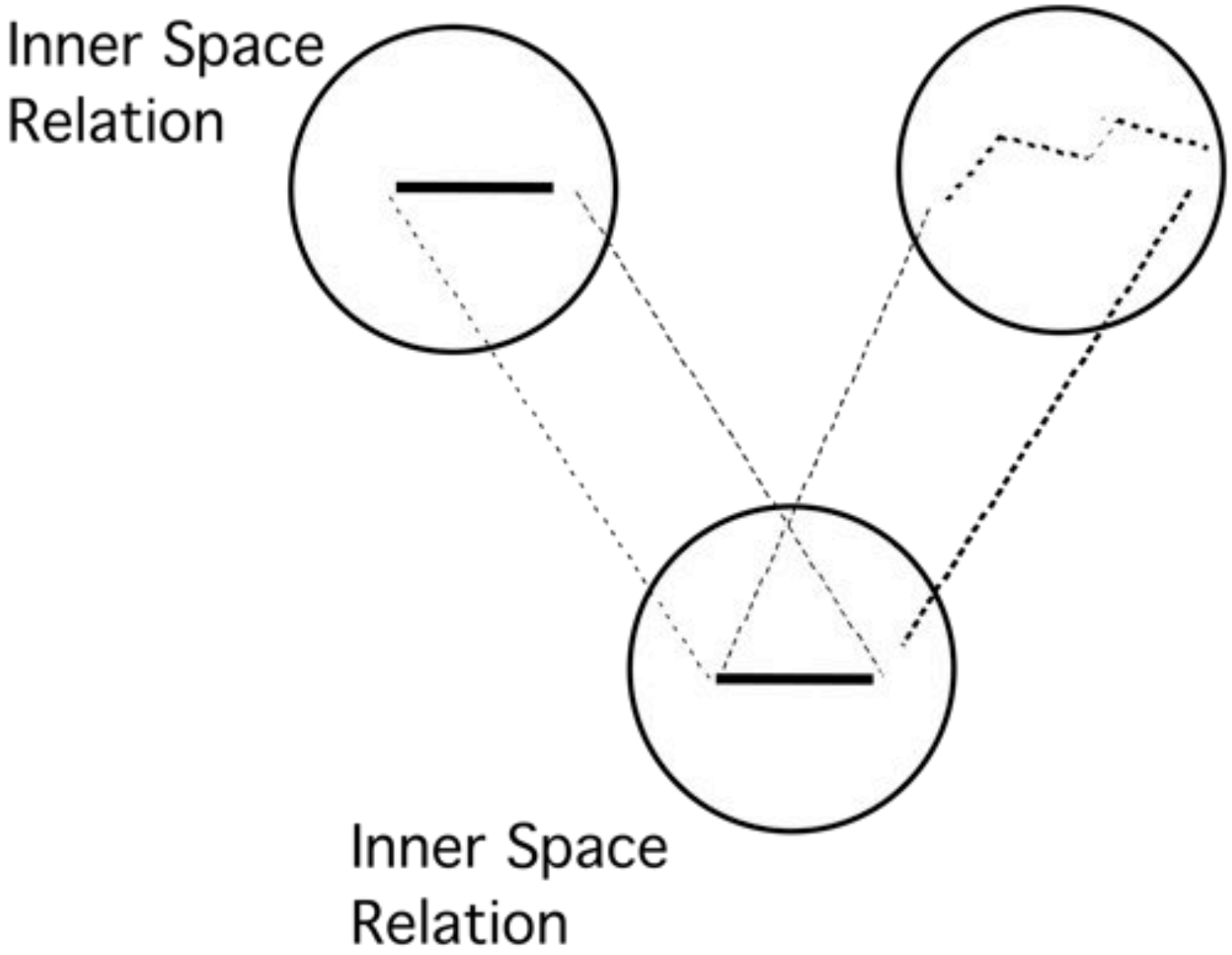
result: ***human scale***

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 <u>not</u> 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 <u>not</u> coded in the output signal

and yet they are fully retrieved by the listener

Compare:

Martina is 3 points away from the airport

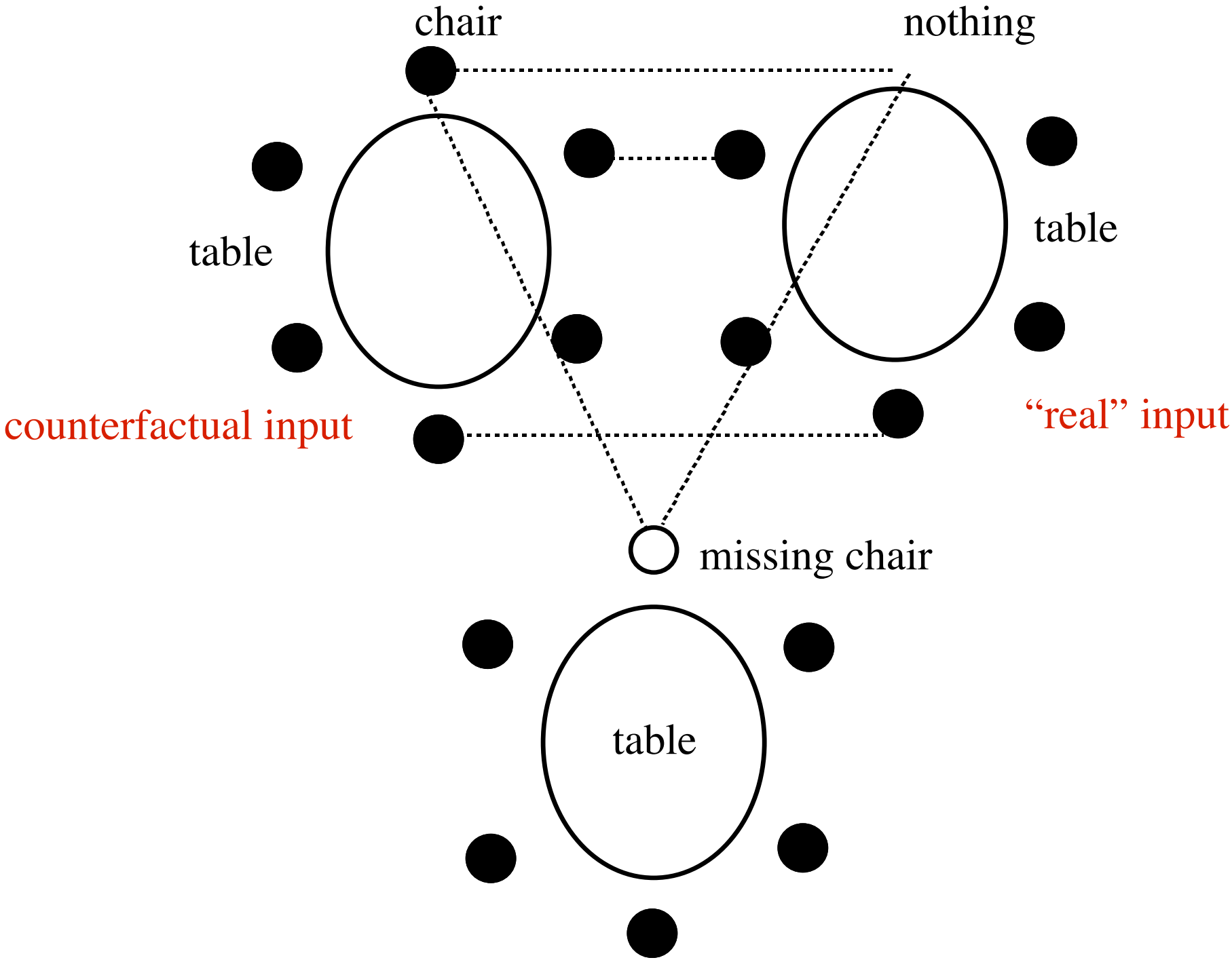
Svetlana is an inch away from the podium

The podium would mean a lot to Svetlana

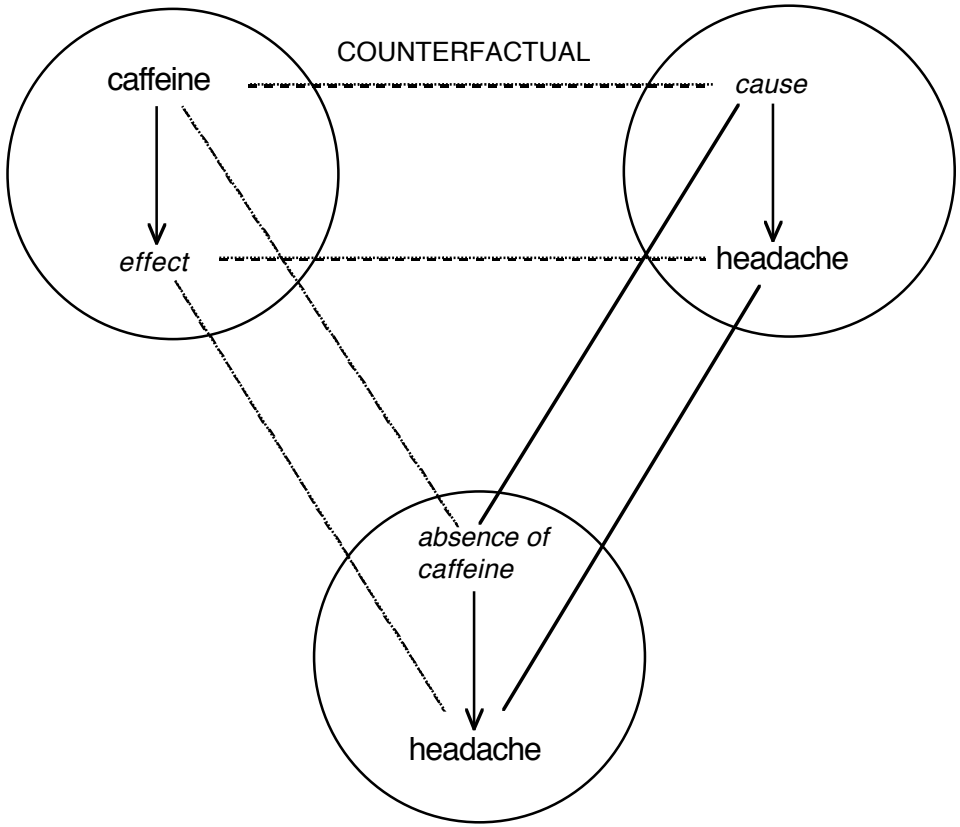
**The airport would be a disaster for Martina*

Dawn Harper

MD echoue au pied du podium

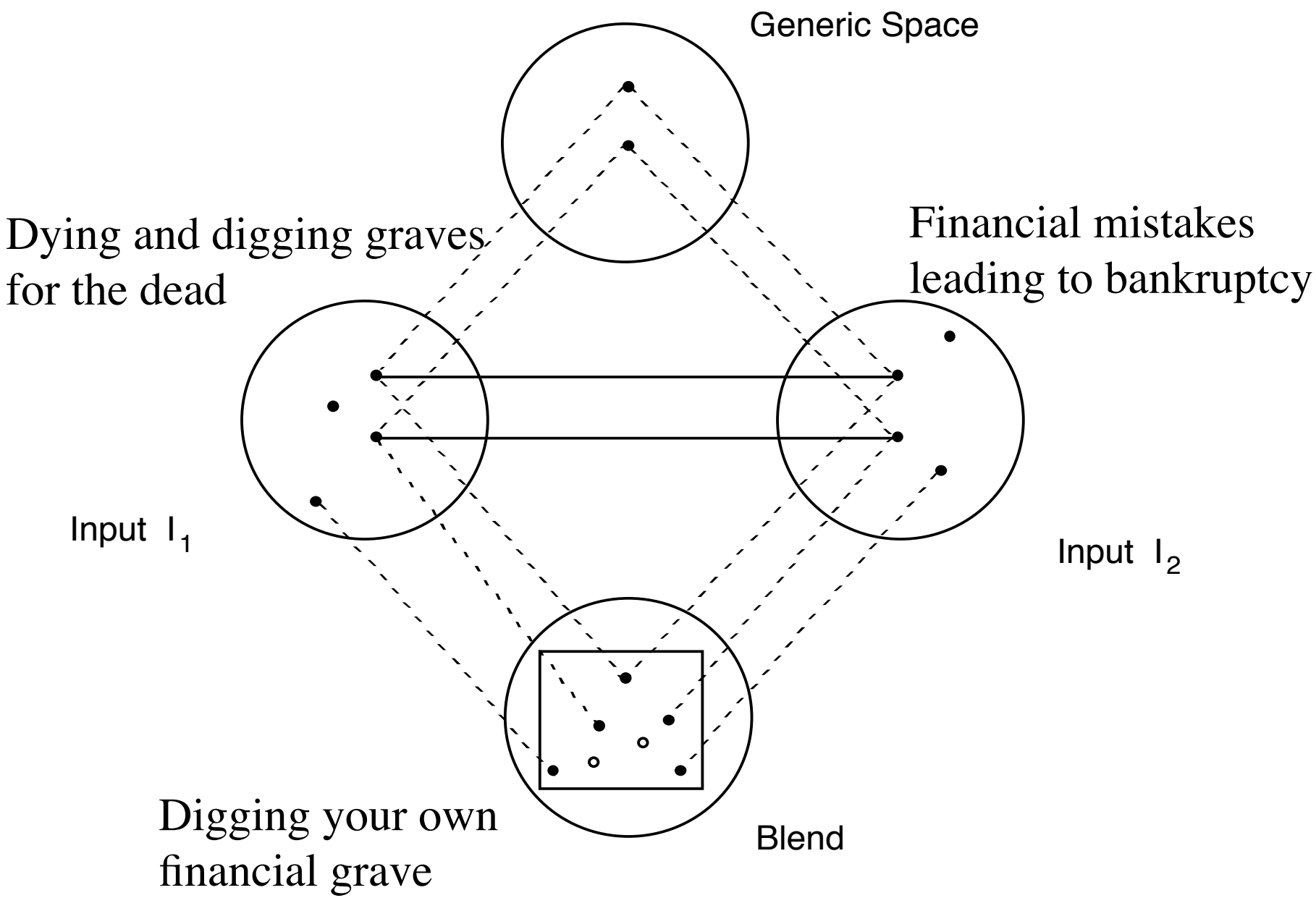

chair
nothing
table
table
counterfactual input
"real" input
missing chair
table

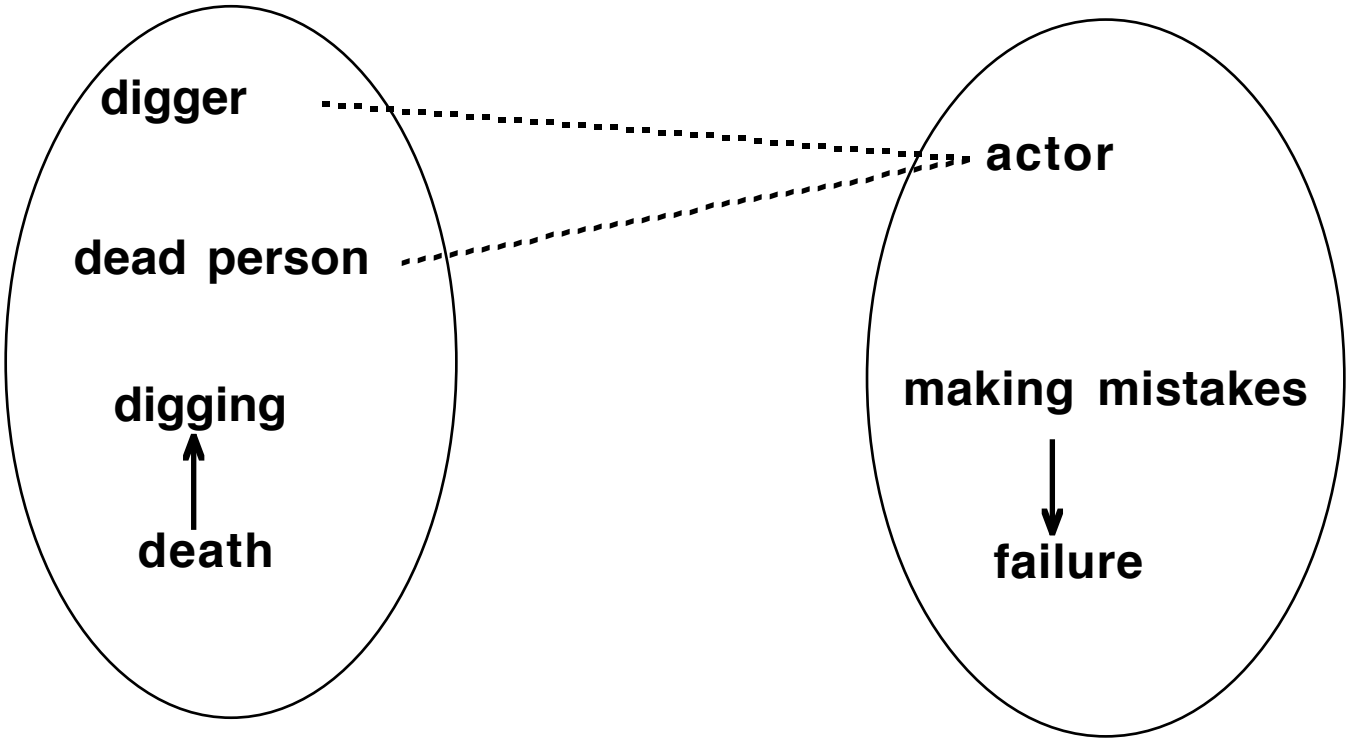
caffeine headache
money problem
nicotine fit
security problem
arousal problem
insulin coma
insulin death
food emergency
honesty crisis
rice famine

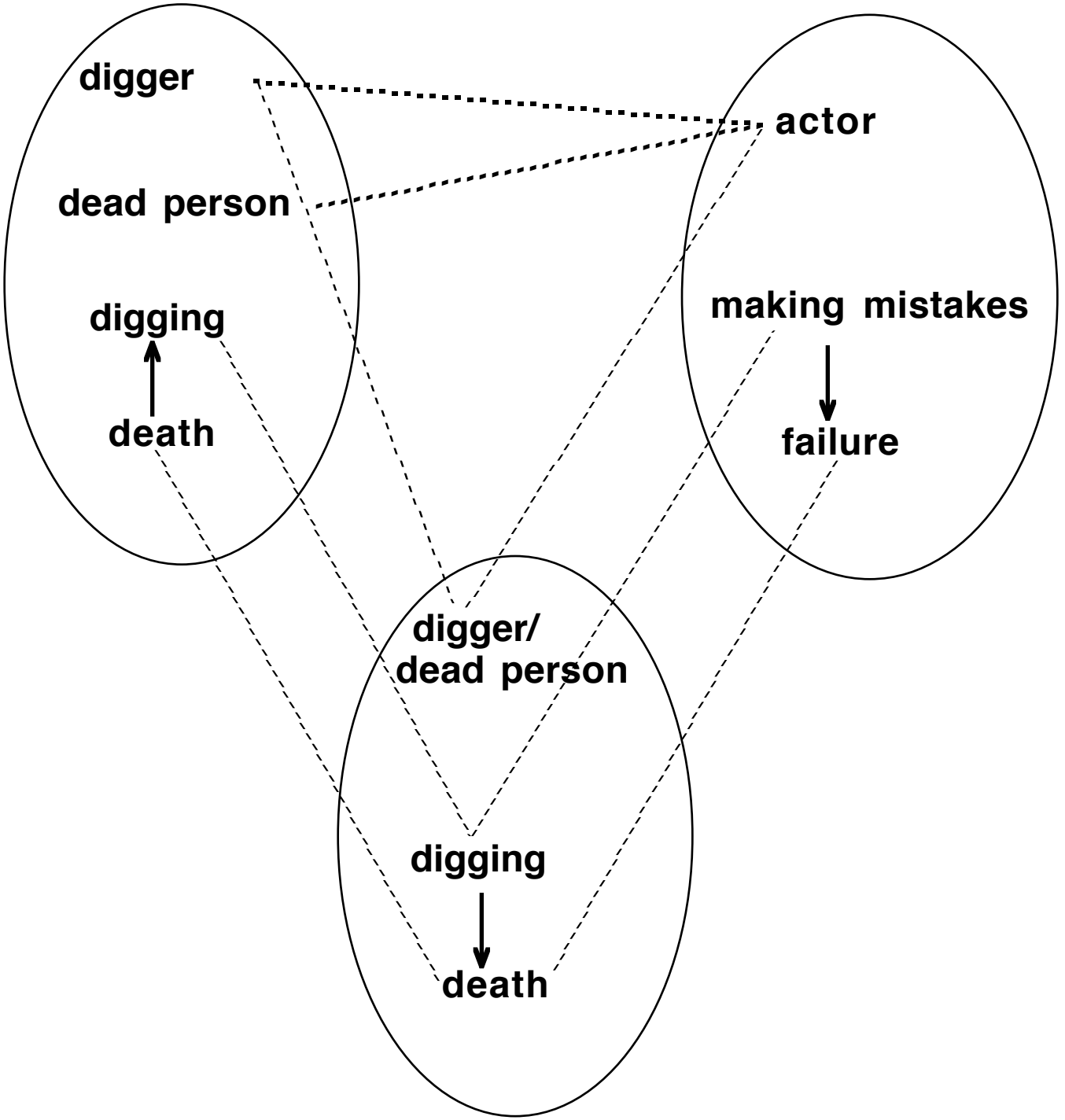


"Caffeine headache"

He is digging his own financial grave.


Generic Space
Dying and digging graves for the dead
Financial mistakes leading to bankruptcy
Input I_1
Input I_2
Digging your own financial grave
Blend


digger
dead person
digging
death
actor
making mistakes
failure


digger
dead person
digging
death
actor
making mistakes
failure
digger/
dead person
digging
death

Causal Structure

Intentional Structure

Frame Structure

Event Structure