

Blending

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 - Combining familiar spaces (domains of understanding, mental simulations, motor routines) to produce novel space with emergent structure
 - General cognitive process
 - Accidental or Creative
 - Linguistic or non-linguistic

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 - Linguistic
 - combining form (*frenemies*, *brunch*)
 - Expression refers to blend

Blending

- Purpose of Blends
 - Event Integration
 - Combining domains for creative purpose
 - Metaphor, Image Club
 - Elaboration/Problem solving
 - Combining domains as a means of understanding relations between participants separated in time, space, etc.
 - Buddhist Monk, French Watergate, Wax on/Wax off

Blending

- Metaphor as Blending

John is a chicken.

Chicken

back away when
approached
beak
feathers
pecking...

John

human

John

Avoids unfamiliar

Blending

Our relationship is on the rocks

Boat

conveyance on
path

on the rocks =
stuck, in trouble

Relationship is a journey
couple are travelers
path is status of rel.

Relationship is not
progressing

Blending

- Event Integration - non-linguistic
 - Image Club
 - Schoolhouse + whorehouse
 - “It looks like a real classroom, and baby-faced Kaori looks just like a real Japanese schoolgirl. But it is all make-believe, for here in Japan the best way for a prostitute to recruit clients is to put on a school uniform...In this club, customers can choose from 11 rooms including classrooms, a school gym changing room and a couple of imitation railroad cars...”
 - Combination is goal

Blending

- “Living in the Blend”
 - Blending imaginatively transforms reality. Meaning goes far beyond word play.
 - Image club
 - Genocide
 - Mass killing + ordinary beaurocracy
 - “Because the projection to the blends is only partial, certain people who could not bring themselves to operate in the frame of genocide may find themselves operating comfortably in the blend.”

Blending

- Blending for elaboration
 - Reasoning/Problem solving
 - Buddhist Monk example
 - Boat race

Blending

– Counterfactual reasoning

- Certain linguistic expressions trigger blending which evokes counterfactual space as one input
- ‘missing X’ , ‘not X’
 - Evoke counterfactual scene in which missing item/action is present
 - » John didn’t throw the baseball
 - » A missing chair

Blending

- 'safe'
 - Evokes abstract frame of danger
 - » Victim, location, instrument
 - X is safe
 - » Blended space in which elements of danger frame are combined with specific situation
 - » *The child is safe*
 - » *The beach is safe*
 - » *The shovel is safe*
 - » *The beach is shark-safe*
 - » *The beach is child-safe*

Blending

- Inputs to blend can be blends
 - *Our relationship is on the rocks*
 - Computer desktop example
 - Blend is an imaginative mental creation that lets us use the computer effectively. Lifting, moving, opening files
 - Deletion - already understood (falsely) as destruction of file

Blending

- Discordance
 - Desktop example
 - Some discordant structure not objectionable
 - Trashcan and folders both on desktop
 - Some discordant structure objectionable
 - Dragging floppy to wastebasket to eject
 - Creates deletion fears

Blending

- Projection to the blend is non-trivial

What elements in inputs will be mapped together?

What elements will be present/absent in blend?

Blending

- Blending achieves compression
 - Over space and time
 - Buddhist Monk example
 - Boat race example
 - Adds human scale to conceived scene

Blending

- Over Cause and effect
 - Recoil from rattle of rattlesnake
 - integration with its effect
 - Pavlov's dogs
 - Global understanding
 - Causes and effects combined in one space
 - mathematical argument

Blending

- Vital relations
 - Basic associations
 - Basic knowledge types
 - Time, space, cause effect, identity, etc.

Blending

- Change/Identity
 - Compression change --> identity over time
 - John at 63 seen as same person as John as baby
 - Caterpillar --> Butterfly
 - *Your tax bill gets bigger every year*
 - Children as surgeons example

Blending

- Change/Identity
 - Pronghorn Antelope example:
 - “The Pronghorn runs as fast as it does because it is being chased by ghosts--the ghosts of predators past...As researchers begin to look, such ghosts appear to be ever more in evidence, with studies of other species showing that even when predators have been gone for hundreds of thousands of years, their prey may not have forgotten them.”
 - Compression over contemporaneous individuals
 - Compression over time - prehistoric and modern Pronghorn compressed into one individual with memory

Blending

– Category

- Compression --> identity between category members
- Boat race
 - Catamaran, Clipper 2 kinds of vessel
 - Considered equal within the blend

Blending

– Part/Whole

- Compression --> Metonymy
- Understanding picture of face as referring to whole
- Voodoo death
 - Causation for parts is causation for whole
 - Burning the hair --> death
- *The Giants need a stronger arm in the right field*

Blending

– Representation

- Compression --> Metonymy
- loss of distinction between representation and thing represented
- Voodoo doll
 - Acting on representation is believed to act upon represented

Blending

– Role

- Compression --> Analogy
- element can be linked as a role to another element which counts as its value
- *In France, Watergate would not have happened*

Blending

- Other associations in metonymy
 - Controller/Controlled
 - *Napolean lost at Waterloo.*
 - *Some care rear-ended **me**.*
 - Institution/people in institution
 - *You'll never get the university to agree to that.*
 - *The Senate thinks abortion is immoral*
 - User/Used
 - *The BLT is a lousy tipper*
 - *The gun he hired wanted 50 grand.*

Blending

- Other associations in metonymy

- Place/Event
 - Vietnam was humiliating for the U.S.
- Producer/Product
 - I don't like to read Dickens
 - He bought a Ford
- Thing perceived/Perception
 - My knee is acting up