Conceptual blending

An introduction
Conceptual Blending

- Many conceptual mappings are not metaphorical (G. Fauconnier and M. Turner)

- Example: Counterfactuals
  - « Had Clinton been French he would have never had problems with Monica … »
The Clinton/Mitterrand Blend

US gossip/politics
- Male person
- President elected democratically
- President having affairs (i.e., Clinton)
- Public opinion going crazy
- Political process affected

French gossip/politics
- Male person
- President elected democratically
- President having affairs (i.e., Mitterrand)
- Public opinion couldn’t care less
- Political process unaffected

Blended Space
- Male person
- President elected democratically
- President having affairs (i.e., Clinton)
- Public opinion couldn’t care less
- Political process unaffected

Entailment: A «French» President Clinton has affairs and has no problems!!
Conceptual Blending

- General cognitive mechanism
- Not just about linguistic expressions
Conceptual Blending
**Input Space 1:** Economic indicators

<table>
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<tr>
<th>Dow</th>
<th>Nasdaq</th>
<th>S&amp;P</th>
<th>Russell 2000</th>
<th>NYSE Composite</th>
<th>Dow Transport</th>
<th>Dow Utilities</th>
<th>AMEX Composite</th>
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<tbody>
<tr>
<td><strong>Dow Jones Industrial Average</strong></td>
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<tr>
<td>12,786.64</td>
<td>+19.07 / +0.15%</td>
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<td>Open:</td>
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<td>High (day):</td>
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<td>Low (day):</td>
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<td>YTD % Change:</td>
<td>2.60%</td>
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<td>Volume:</td>
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</table>

**Input Space 2:** Martyrdom of San Sebastian

**Blended Space**

**Selective projection:**
- shapes of graphs (I1)
- piercing of arrows (I2)
- passivity (I2)

But not …
- numerical magnitude (I1)
- nudity (I2)
- location of arrows (I2)

**Purely imaginary domain with new precise inferences!!**