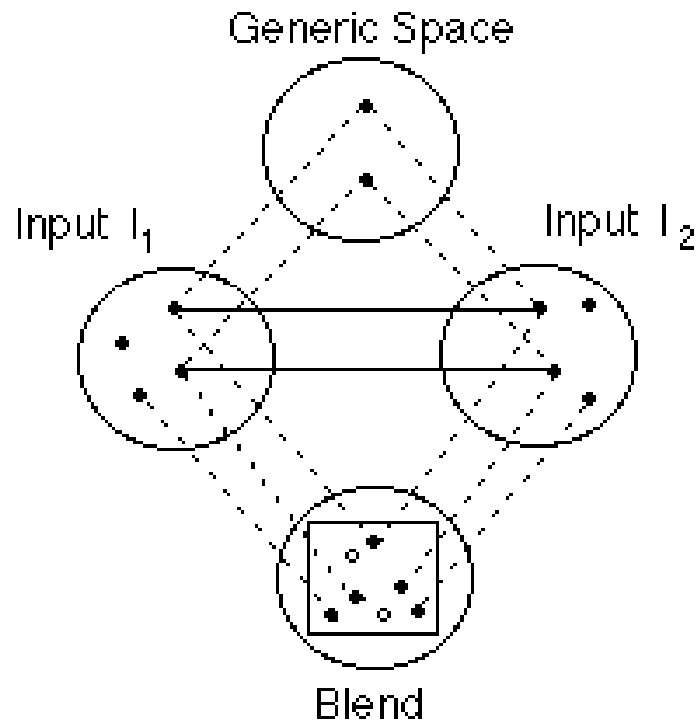


Text Comprehension and Translation

- Level of Language
- Level of Culture
- Knowledge

Blending and Conceptual Integration

<http://markturner.org/blending.html>



During the Upper Paleolithic, human beings developed an unprecedented ability to innovate. They acquired a modern human imagination, which gave them the ability to invent new concepts and to assemble new and dynamic mental patterns. The results of this change were awesome: human beings developed art, science, religion, culture, refined tool use, and language. Our ancestors gained this superiority through the evolution of the mental capacity for conceptual blending. Conceptual blending has a fascinating dynamics and a crucial role in how we think and live. It operates largely behind the scenes. Almost invisibly to consciousness, it choreographs vast networks of conceptual meaning, yielding cognitive products, which, at the conscious level, appear simple. Blending is a process of conceptual mapping and integration that pervades human thought. A mental space is a small conceptual packet assembled for purposes of thought and action. A mental space network connects an array of mental spaces. A conceptual integration network is a mental space network that contains one or more "blended mental spaces." A blended mental space is an integrated space that receives input projections from other mental spaces in the network and develops emergent structure not available from the inputs. Blending operates under a set of constitutive principles and a set of governing principles. The theory of conceptual blending has been applied in cognitive neuroscience, cognitive science, psychology, linguistics, translation studies, music theory, poetics, mathematics, divinity, semiotics, theory of art, psychotherapy, artificial intelligence, political science, discourse analysis, philosophy, anthropology, and the study of gesture and of material culture.

- **Cultural Networks**

Human beings create culture by constructing and transforming conceptual networks, which are shared by people in a certain community and transmitted and developed from generation to generation.

- **Frames/ Cultural Models**

Cultures develop conceptual integration networks/cultural networks where partial representations connected to long-term schemes of knowledge - culturally shared frames - cultural models - serve as mental inputs.

- **Text Analysis**

Conceptual integration approach to text and discourse analysis makes social and cultural aspects of meaning construction its principal concern.

Examples

С начала *перестройки* официозная литература растерялась.
'With the advent of perestrojka official writers grew confused'.

Славянофилы идеализировали допетровское прошлое, но все же не *опричнину* Ивана Грозного.

'Slavophiles idealized life in Russia before Tsar Peter the Great, but not the "*oprichnina*", *special administrative elite* under Tsar Ivan the Terrible.'

Text Comprehension and Translation

Example of Analysis:

Покупая бриллианты, прокуроры вместо денег предъявили продавцу свои удостоверения.

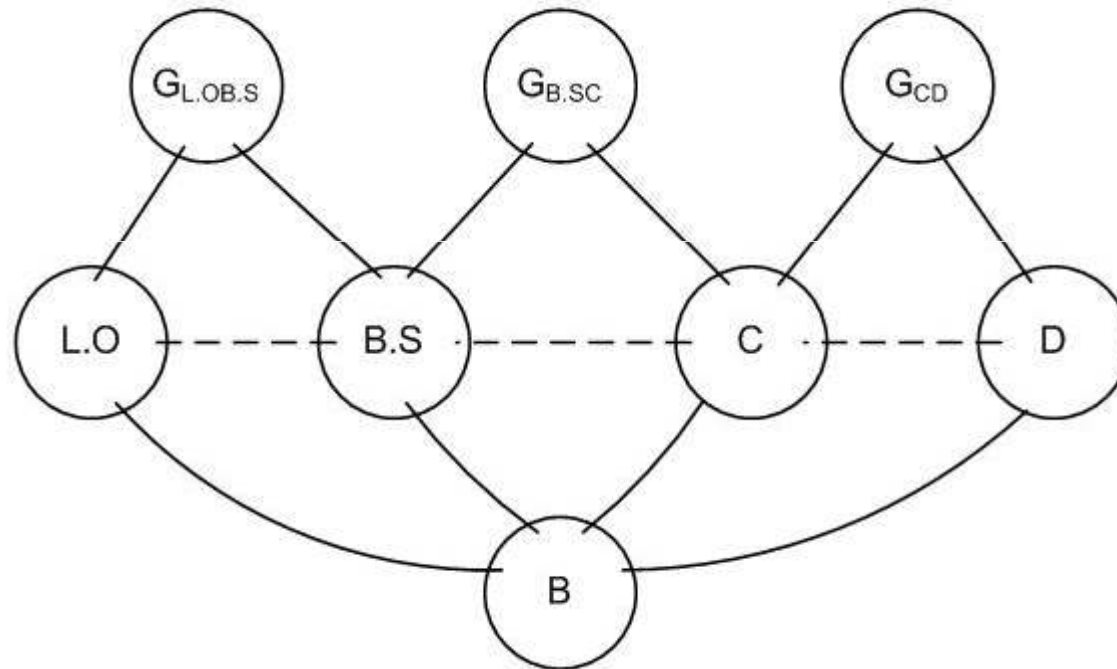
Старший помощник и начальник отдела Тульской прокуратуры были задержаны сотрудниками **РООП** по распоряжению прокурора области Анатолия Седухина. В начале 1997 года работники прокуратуры купили через посредника три бриллианта. В момент совершения сделки они вместо денег достали свои удостоверения вместе с Уголовным Кодексом и, крепко напугав продавца, **«изъяли»** бриллианты в свою пользу. Продавец решил получить свои \$5 тысяч с посредника, для чего привлек **«крутых ребят»**. Запуганный ими посредник обратился в РООП. Вчера прокурорам было предъявлено обвинение в злоупотреблении служебным положением.

Translation

- When buying diamonds, Prosecutors show the seller their identification instead of money. The Senior Assistant and the Head of Department of the Tula Region Prosecutor's Office were arrested by members of **the Regional Department dealing with Organised Crime (RDOC)** following a directive from Anatolij Sedukhin, the Regional Prosecutor. At the beginning of 1997 employees of the Prosecutor's Office bought three diamonds through a mediator. At the moment of purchase, instead of producing the money, they took out their identification along with the Criminal Code and, having thoroughly intimidated the seller, "**confiscated**" the diamonds for their own benefit. The seller decided to recover his \$5,000 from the mediator and hired some **thugs** to that end. Frightened by them, the mediator turned to RDOC. Yesterday the Prosecutors were charged with abuse of office.'

Cultural Network behind the Text

“Покупая бриллианты, прокуроры вместо денег предъявили продавцу свои удостоверения”



The dashed lines represent the cross-space mappings between the spaces and the solid lines indicate the mappings to the generic space and the selective projections to the blend. The generic space (G) is a schema common to all input spaces - ‘actor/patient and normal event versus abnormal event plus evaluation’.

Text Analysis

From the outset, the frame of buy-sell (B.S) is evoked by the name of action central to this frame - the gerund 'покупая' and the name of the participant, 'продавец'. One of the central slots in this frame, however, is filled by an unexpected value – 'удостоверение'. The unexpectedness of this infill is emphasized by the expression 'вместо денег'. The buyer in this frame has a value of 'прокуроры' and along with the conventional expression 'предъявили свои удостоверения', it immediately activates the frame of law and order (L.O). The usage of a gerund construction in the title emphasizes that actions from both frames are happening simultaneously and have the same actor. There is *ANALOGY/DISANALOGY* and *ROLE-VALUE* outer-space relations between 'деньги' in the buy-sell input and 'свои удостоверения вместе с Уголовным Кодексом' in the law and order input, which compresses into *CHANGE* and further into *UNIQUENESS* in the blend. These elements are analogous because according to the text both are used for buying but the connection is disanalogous because the reader immediately realizes that what the seller is shown instead of money cannot be used as a substitute for it. The violation of the *ROLE-VALUE* vital relation prompts a frame-shifting and activates the frame of crime-robbery (C).

Text Analysis

Buyers are mapped into prosecutors and initiators of a crime by *ANALOGY/DISANALOGY*. There is an *ANALOGY + VALUE* connector between these elements in the inputs (the same people acting in different roles) but these elements are disanalogous because of the *ROLE* this *VALUE* is attached to in each input. *ANALOGY/DISANALOGY* is compressed into *IDENTITY + CHANGE* and further into *UNIQUENESS* in the blend. As the text comprehension continues, the *ROLE* of money acquires additional *VALUE* from the crime input - 'крепко напугав продавца' - which enriches the clash between the buy-sell, the law and order and the crime input frames.

Text Analysis

The topologies of the inputs clash on causality and intentionality: whereas buy-sell is a planned event, event-crime is unexpected; while buy-sell aims at achieving a positive goal, the crime leads to something which is evaluated negatively. The topologies also clash on participant roles, identity and internal event structure: the prosecutors are buyers in the frame of buy-sell but they are mapped to the role of initiators in the frame of crime, which is projected onto the blend along with their identity.

Text Analysis

In Nineties' Russia, the scenario whereby prosecutors abuse their power to force the seller to give them something for free presents a blend reflecting a new level of norm violation. It seems that the high creativity in this text and the emergence of **беззаконие** и **беспредел** 'infinite lawlessness' in the blend is motivated by the fact that in the process of understanding this text, subjects have to deal with two levels of norms or their violation simultaneously. Initially norms in law and order are violated by the event-crime of robbery because of the nature of this event and then norms are violated again when the expectations of subjects about this type of crime are not confirmed. An event, such as the one constructed in the integration network for the news text about prosecutors, is defined as abnormal.

It can be suggested that in our case a conventional type of robbery as the crime input is considered to be a normal event in the sense that it confirms expectations about crimes in general. Defined as 'an unanticipated event', it is judged normal because it simply fails to evoke strong alternatives. A novel type of crime described in this text, however, is considered to be abnormal or violating norms for the second time on the next level of consideration, and thus, it is comprehended through the construction of a double-scope integration network and a new emergent structure in the blend.

Text Analysis

There is a vital inner-space relation of *CAUSE-EFFECT* between the prosecutor/criminal/buyer and the victim/seller/criminal in the blend. It results from scaling down a long causal chain and its combination with the compression of analogous and disanalogous relations. The seller is mapped into the protected people in the law and order input space, the victim in the crime and 'cause/initiator' in the debt collection input (D) by *ANALOGY/DISANALOGY* and *ROLE-VALUE* outer-space relations, which compress into *IDENTITY + CHANGE*. Together with the tightened *CAUSE-EFFECT*, this vital relation is further compressed into *UNIQUENESS* in the blend. The unique criminal is a cause for the emergence of the unique victim. *CAUSE-EFFECT* compression is accompanied by the creation of a new *INTENTIONALITY*: a huge lack of trust and belief in law enforcement agencies is demonstrated here, linguistically marked by the phrase 'Продавец решил получить свои \$5 тысяч с посредника, для чего привлек «крутых ребят»'.

Text Analysis

The **посредник** ‘mediator’ in the buy-sell input is mapped into victim in the debt collection input by *ANALOGY/DISANALOGY* and *ROLE-VALUE*, which compresses into *IDENTITY+ CHANGE* and then further into *UNIQUENESS* in the blend. The role of the rescue team from the debt collection and crime-robbery inputs is mapped into the value of **сотрудниками РООП** ‘RDOC (the Regional Department dealing with Organised Crime) officers’ in the law and order input. There is also an analogous/dis-analogous connector observed here: officers are analogous due to their main duties – protect people/deal with criminals – and dis-analogous as **сотрудники РООП** can also deal with officers-criminals. Both *ROLE-VALUE* and *ANALOGY/DISANALOGY* relations are compressed into *UNIQUENESS*. In the blend, the unique victim-mediator knows how the unique criminals can be punished – with the help of the unique rescue team ‘РООП’.

There is a concrete organizing structure of the buy-sell frame presented in the blend, with prosecutors buying diamonds, but at the same time the blend inherits causal, intentional and internal event structures from the crime and law and order input spaces. In the blend in this double-scope network, it becomes possible to buy diamonds by demonstrating power given to legal enforcement agencies.

Text Analysis

The rich clashes between the input spaces, compressions and integrations in the blend create the new *INTENTIONALITY* – ‘the fear that bad officers are everywhere, lack of trust, the simultaneous necessity and impossibility of knowing who is an honest/good officer and who is a dishonest/bad officer, and the necessity of knowing how bad officers can be punished. Central to the blend is the action, linguistically marked by the verb **«ИЗЪЯЛИ»** in the speech marks. The action **«ИЗЪЯЛИ»** ‘to confiscate’ projected from the law and order input (where this action is a normal action), will project back to the buy-sell input (where it is perceived as an abnormal action). When **«ИЗЪЯЛИ»** is projected back to the crime input the suitable inferences related to the abnormality of this event are produced. This causes the extension of the category of crime in the blend. A single action **«ИЗЪЯЛИ»** is the integration of events to buy, to rob and to confiscate, which remains linked to events in all input spaces. **«ИЗЪЯЛИ»** in the text linguistically marks the new emergent structure in the blend with the new intentionality of **беззаконие и беспредел** ‘infinite lawlessness’: a new type of event involving officers-bandits and its evaluation as highly abnormal and unacceptable. Though **«ИЗЪЯЛИ»** successfully manifests the uniqueness of criminals-prosecutors, it takes the whole text to prompt the construction of the conceptual integration network for these corrupt officers, their crime and its evaluation.

Text Analysis

In the text, the event is also labeled as **злоупотребление служебным положением** 'the abuse of office'. Events of this type can also be referred to using other judicial terms, for example **мошенничество** 'fraud', but they appear to be insufficient in successfully categorizing this new range of events from the nineties and in highlighting their novel character. When such texts start to appear more frequently in the mass-media, a lack of a conventional word or expression to refer to this new type of crime is felt especially acutely.

There is one more interesting facet observed for the analyzed emergent structure in the blend. The sentence **‘Старший помощник и начальник отдела Тульской прокуратуры были задержаны сотрудниками РООП по распоряжению прокурора области Анатолия Седухина.** ‘The Senior Assistant and the Head of Department of the Tula Region Prosecutor’s Office were arrested by members of RDOC following a directive from Anatolij Sedukhin, the Regional Prosecutor’ prompts the emergence of the strong idea of responsibility for such a crime with the profiled role of the rescue team/saviours. The new *INTENTIONALITY* is created – ‘the criminal should and will be identified and punished’. The structure of ‘infinite lawlessness versus strong idea of responsibility’ emerges in the blend. Though this structure is realized on the level of text, a lack of a conventional word or expression to name the new type of criminals, the new type of crime, as well as to emphasize its evaluation and the crucial role of the ‘rescue team’, creates the necessary prerequisites for continuing a search for an optimal blend.

Homework

For the next session please prepare the analysis and translation of the following text:

Авиатехники отказались обслуживать самолеты. Позавчера технический персонал Пензенского аэропорта объявил бессрочную забастовку. Её причиной стала невыплата зарплаты с декабря 1995 года. Отказавшись обслуживать самолёты, авиатехники уже вчера не осмотрели и не дозаправили транзитный самолёт АН-24. Тем не менее, самолёт покинул Пензу.

(Коммерсант, 1996)