Appendix

Figure 3.1
Figure 3.2

Base: Enunciation $\alpha$

- Speaker $\alpha$
- Addressee $\alpha$

Time: $T$

Conversation

- Speaker $\beta$
- Addressee $\beta$

Time: $T-1$

- Animator-Addressee $\beta'$
- Principal-Speaker $\beta''$
- Addressee $\alpha'$

"Mind your own business"

Time: $T-1$

Blend: Enunciation $\beta$
Figure 3.3

Go
Sam
Ethel
Time: \( t+1 \)

Comes
Sam
Ethel
Time: \( t+2 \)

Comes
Ethel
Sam
Time: \( t+1 \)

Go
Ethel
Sam
Time: \( t+2 \)
Figure 3.4

Browser $x$
Website $z$
Point Mouse
Click Mouse $y$

Web Browsing

Agent $x'$
Place $z'$
Action $y$

Move a ($z'$)
act $y$ ($a$) ($z'$)

Peruser-Agent $x''$
Website-Place $z''$
-Pointing & Clicking is Acting $y''$

-an action (mouse click) in input 1 has an causal effect in input 2 (saving money).

Blend: Point & Click
Figure 3.5

- Clicking & Saving $y''$,$p'$
- Virtual-Shopper $x''$
- Website-Store $z''$
- E-Coupons $w'$

Web Browsing

Browser $x$

Website $z$

...click $x,(z)$...

Grocery Shopping

Shopper $x'$

Store $z'$

Groceries $y$

Coupons $w$

...buy $x,y(w)$...

M

Blend: Web Shopping

Cost $\beta$

Price $p'$

Cost $\alpha$

Price $p$

Near-Far

Away $\beta$

Away $\alpha$

—an action (mouse click) in input 1 has an effect in input 2 (saving money).
Figure 3.6

Browser $x$

Website $z$

*click $x, (z)$*

Point & Click

Debter $x$

Lender $z$

Loan $y$

Rate $r$

lend $x, z (r)$

$M$

Debt Management

Virtual-Debter $x''$

Website-Creditor $z''$

Interest rate $r'$

Clicking & Saving $y'', r'$

*an action (mouse click) in input 1 has an effect in input 2 (saving money).*

Blend: E-Finance

Loan $\beta$

Rate $r^{T+1}$

$M$

Loan $\alpha$

Rate $r^{T}$

In-Out

$T \rightarrow T+1 \rightarrow T+2$
Figure 3.7

**Music**

**Musician X**

**Horn Y**

- produces sound

\[\text{blow } y, x\]

**Subject S**

**Speaker X''**

**Voice Y'**

- uses voice

\[\text{praise } z, x'\]

**Horn Blowing**

(Source)

**Encomium**

(Target)

\[\text{A I I}\]

**Speaker is Musician X''**

**Speaker is Subject S’**

\[\text{blow } y'', x''\]

\[\text{praise } s', x''\]

- speaking is playing a horn
- blowing a horn is bragging

**Bragging**
Figure 3.8

- Travis Fryman -intent to get hits and score runs for his team
- Travis Fryman -unable to get hits and score runs for his team
- Travis Fryman -playing in peak condition
- Travis Fryman -playing in peak condition

Intention (mind)
Game (body)

Future: In Shape
Past: In shape

Base
Blend: Getting in Shape
Final Blend: Return
Figure 3.10

- Dr. Johnson
- Self
- Body (speech, gesture, etc.)
- Others (female)
- Dialogue

Dr. Johnson Subject
- Rough Manner

Dr. Johnson Subject
- Smooth Manner

Subject α

Subject β

- Dr. Johnson
- Self-Subject
- Rough Manner = Ago

- Others

Emergent Structure:
- agonist
- overcomes
- inhibitory force
- of antagonist

- agonist wins
- control of
- Johnson's body,
- determining his
- public manner

- Ago's control is
- irregular or
- intermittent

Blend: Occasional Outbursts

- Agonist
- Agonist
- Antagonist

Ago Tendency
- (rest or motion)

Ago Power
- (stronger or weaker)

Result
- (rest or motion)

Force Dynamic Interaction