Model answers for Exercise

1 Jokes

a. Diagram an annotated conceptual integration network for this joke; don’t include the ‘generic’ space in your diagram.

Q. What do you get if cross a vampire with a teacher?

A. Homework that’s a pain in the neck.

**Diagram:**

- **Input 1:**
  - **Role:** Teacher
  - **Activity:** Educates
  - **Method:** Assigns homework
  - **Consequence:** Pupil fatigue/boredom

- **Input 2:**
  - **Role:** Vampire
  - **Activity:** Sucks blood
  - **Method:** Neck puncture
  - **Consequence:** Sore neck

- **Blend:**
  - **Role:** Teacher
  - **Activity:** Education
  - **Method:** Homework
  - **Consequence:** Sore neck

**Emergent structure:**

Homework gives you a physical pain in the neck
3 Formal blends

(1) welfare shopping

a. Provide an integration network for the example in (1), and explain how formal blend is achieved. There is no need to include the generic space.

(Note: this model answer is an abbreviated integration network, and doesn’t include the cross-space counterpart mappings and so on that you may have included in your answer.)

4 A more complex example

(1) low carbon diet

a. Now diagram an integration network for the formal blend in (1). There is no need to include a generic space in your diagram.

(Note: this model answer is an abbreviated integration network, and doesn’t include the cross-space counterpart mappings and so on that you may have included in your answer.)
INPUT 1:
Carbon emissions management
- carbon dioxide production
- industry and individual consumers
- environment
- reduction in production of waste gases
- sustainable ecosystem
- low carbon emissions
- reduction in production of waste gases causes low carbon emissions

INPUT 2:
Household energy husbandry
- energy
- households
- household energy consumption
- reduction in energy use
- energy efficient household
- reduction in household energy consumption causes better finances

Entity reduced: household energy
Agent: individuals and households
Affected party: household energy consumption
Actions involved: reduction in household energy use
Aim: sustainable ecosystem
Goal 1: low carbon emissions
Goal 2: better finances
Form: low carbon diet

Dieting frame
Diet:
- Entity consumed
- Unwanted by-product
- Reduction in entity consumed causes reduction in unwanted by-product

Emergent structure: reduced household energy consumption causes a reduction in carbon emissions