

Dominant Metaphors of Creativity

- **Creativity as Agile Locomotion in a Conceptual Space**

A.I.

Mental "leaps", "flights" of the imagination, "quick"-witted, "nimble"-minded

- **Creativity as Perception or Innate Ability**

Phenomenology

"Seeing" a solution, mental "acuity", "visionaries" with "insight"

- **Creativity as a Force**

Poetry

Creative "flashes", Brain-"storming", inspiration "strikes", creative "energy"

- **Creativity as Figure-Ground Reversal**

Science, Philosophy

Thinking "outside" the box, a "revolution", turning convention on its head, etc.

Let's Start with a Joke:

Mary's husband works in the Guinness factory in Dublin. One fateful day, A man walks ominously up the path and knock's on Mary's door.

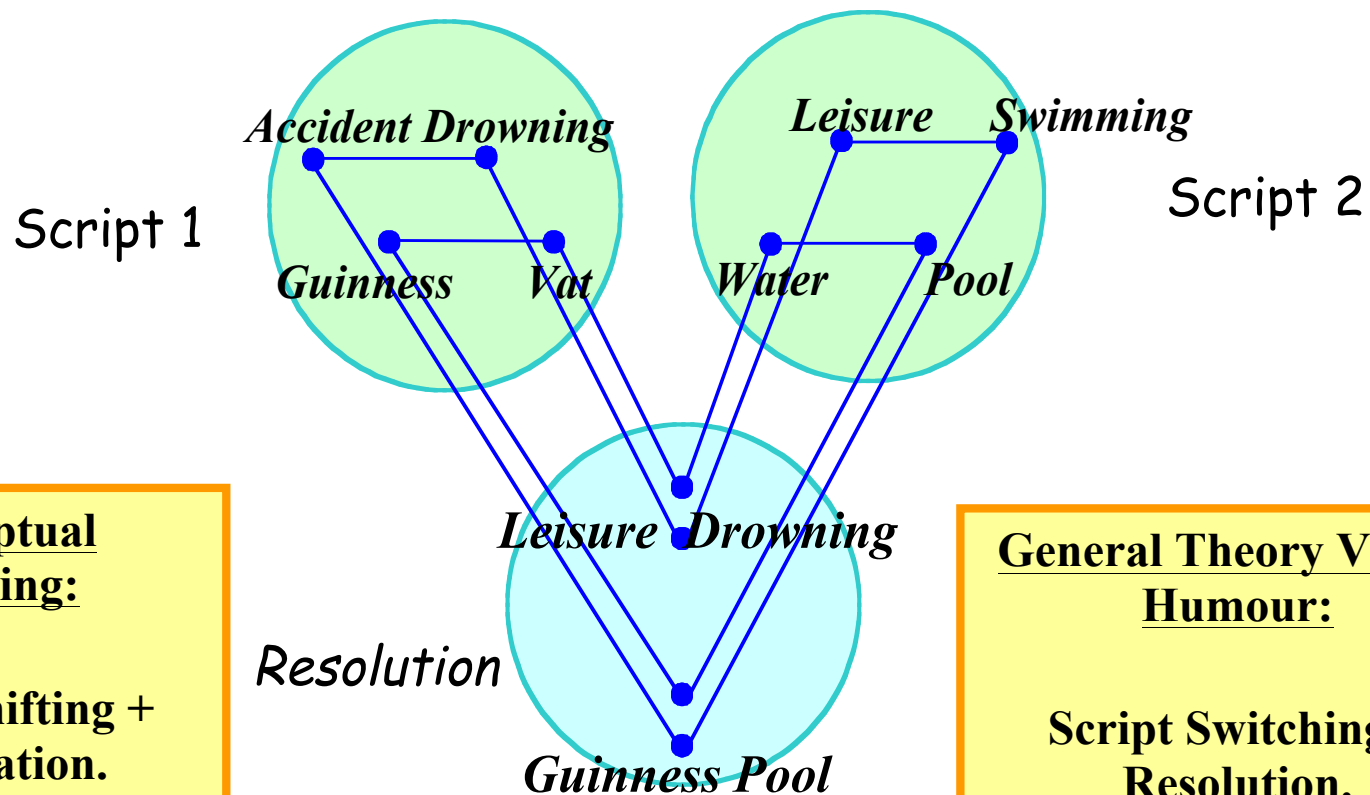
Man: I'm sorry Mary, but your husband Pat is dead. He drowned after falling into the Guinness vat at the factory.

Mary: Oh My God!!! Poor Pat! Please tell me it was a quick death ...

Man: I'm sorry Mary, but it was quite a slow death. In fact ...

Jokes as Juxtaposition + Resolution

Man: ... he got out twice to use the toilet!



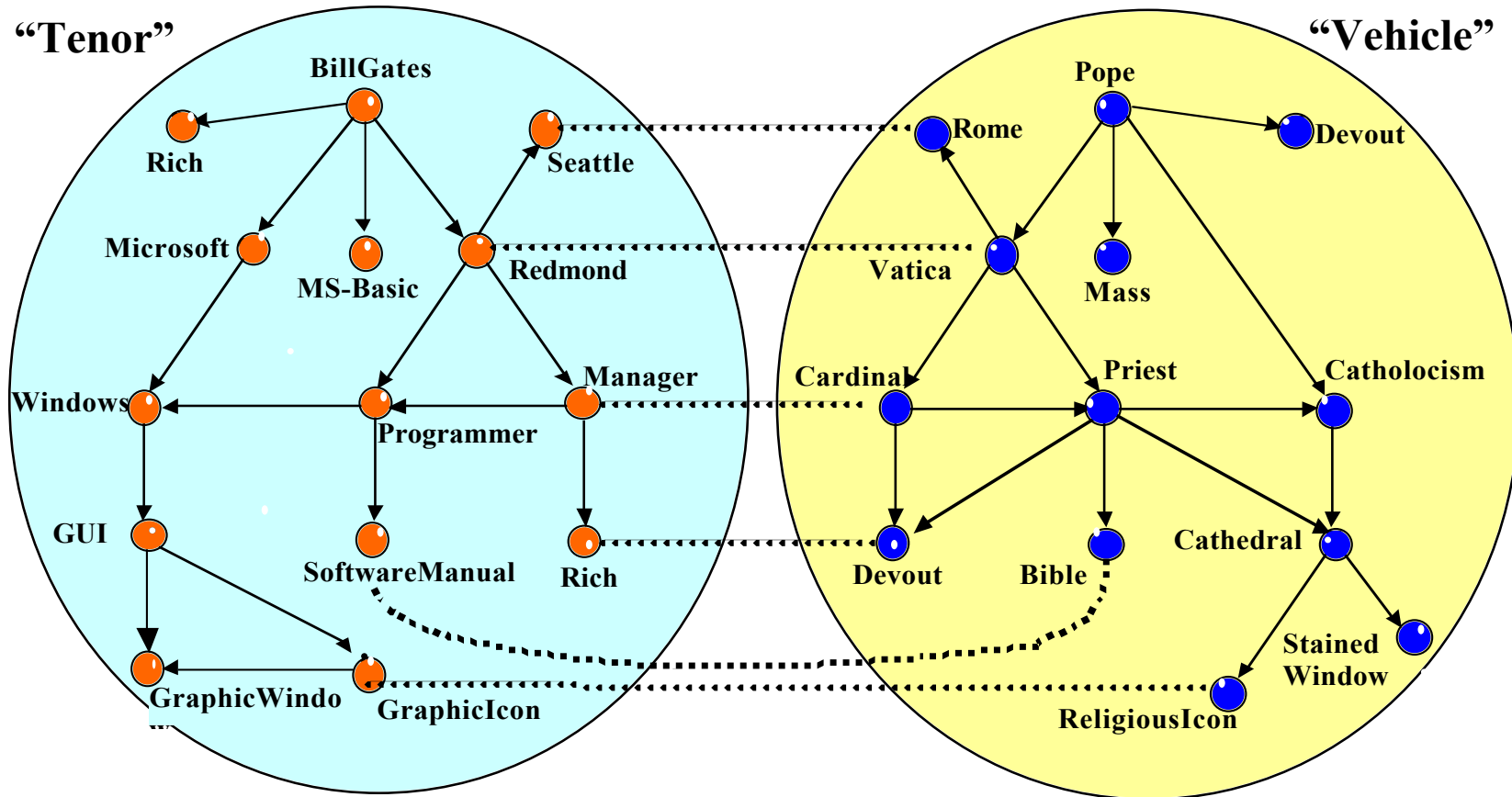
Conceptual
Blending:

Frame Shifting +
Elaboration.

General Theory Verbal
Humour:

Script Switching +
Resolution.

Juxtaposition involves Structure-Mapping



Also: Analogy, Bisociation, Script Switching, Frame Shifting, ...

Logical Mechanisms (LMs)

Figure Ground Reversal (Tactical):

How many semanticists does it take to screw in a lightbulb?

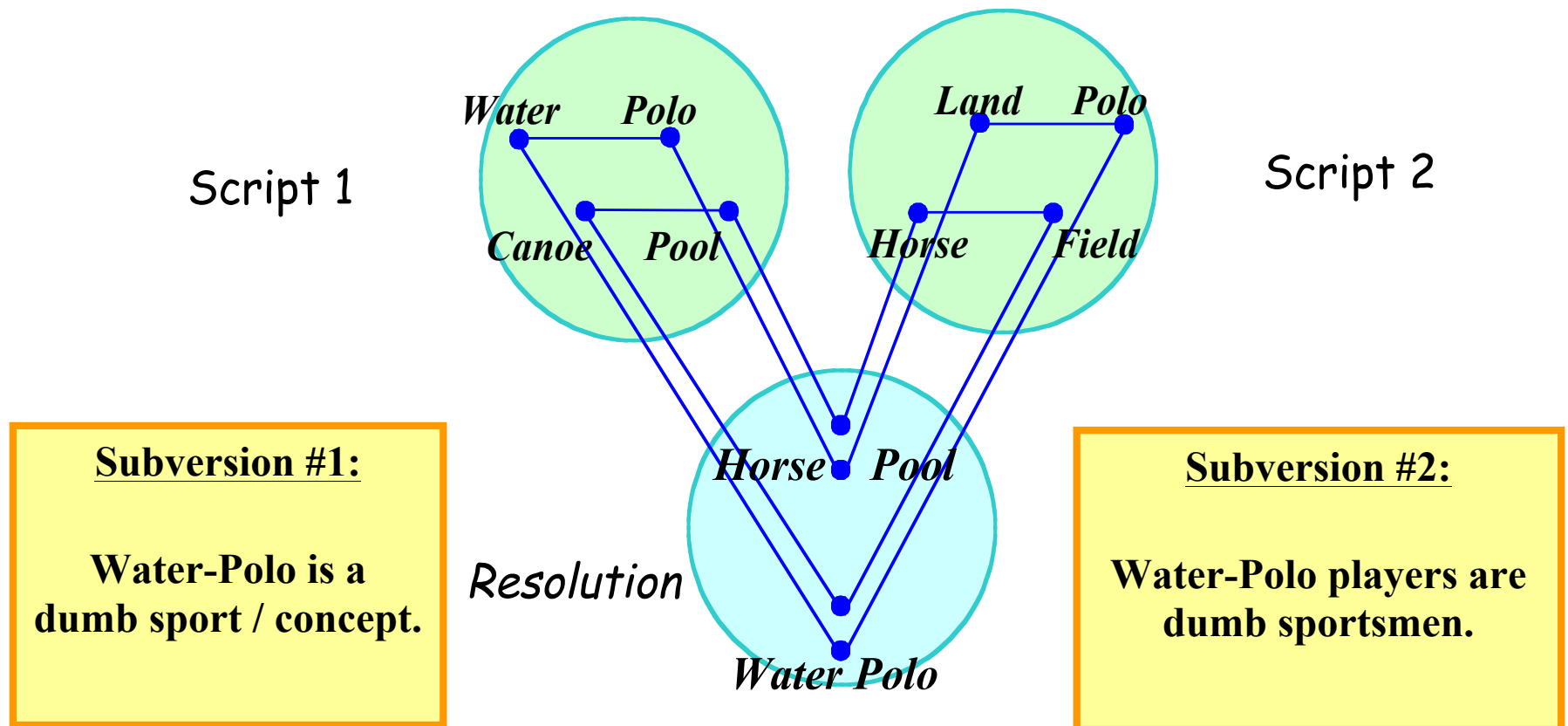
100. One to hold the bulb and 99 to spin the room around.

Figure Ground Reversal (Strategic):

A man leaves the factory every night pushing a wheelbarrow full of worthless dirt. The security guard knows he is stealing something, but careful searches never reveal any stolen goods from the factory. Of course, he's stealing the wheelbarrows!

Figure-Ground-Reversal as **Category Subversion**

Tim used to play water-polo until his beloved horse drowned.



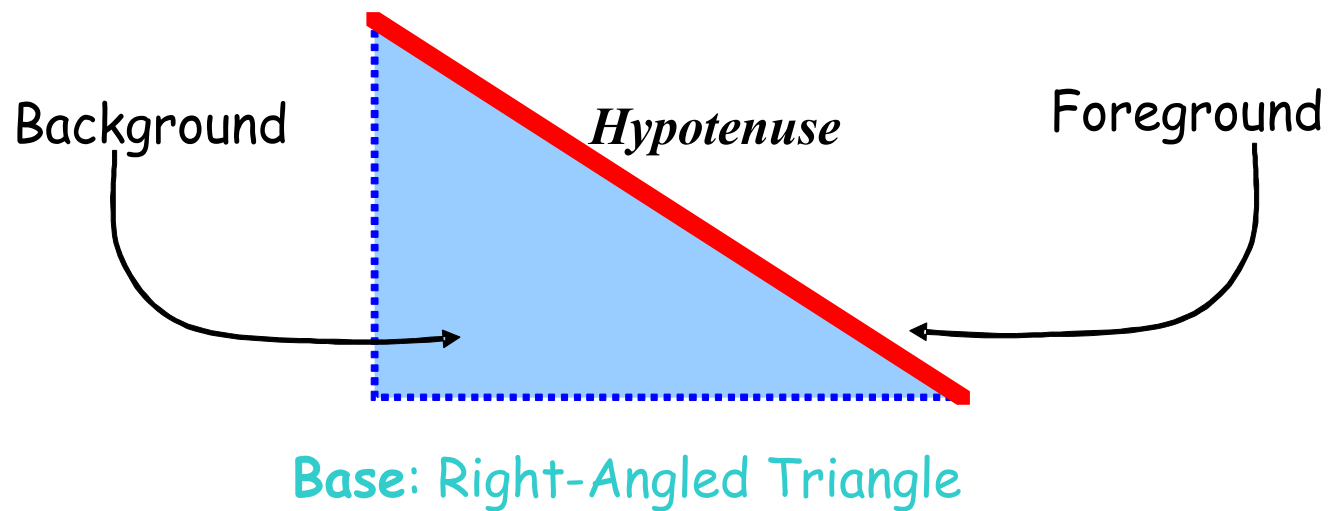
FGR often results in Appealing Symmetry



The Balance of Nature

FGR subverts **Dependent Concepts**

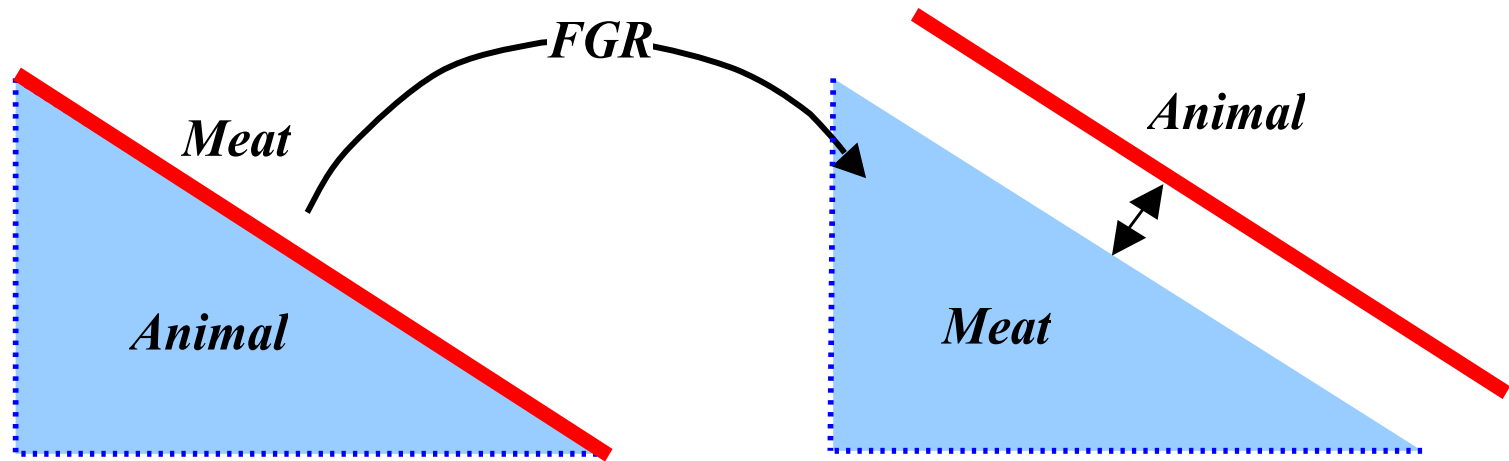
Base-Profile conceptual description in Cognitive Linguistics
(a la Ron Langacker)



“Hypotenuse seeks two straight sides to form love triangle”

FGR separates **Dependent Concepts**

E.g., Meat is a profiled foreground of the concept Animal

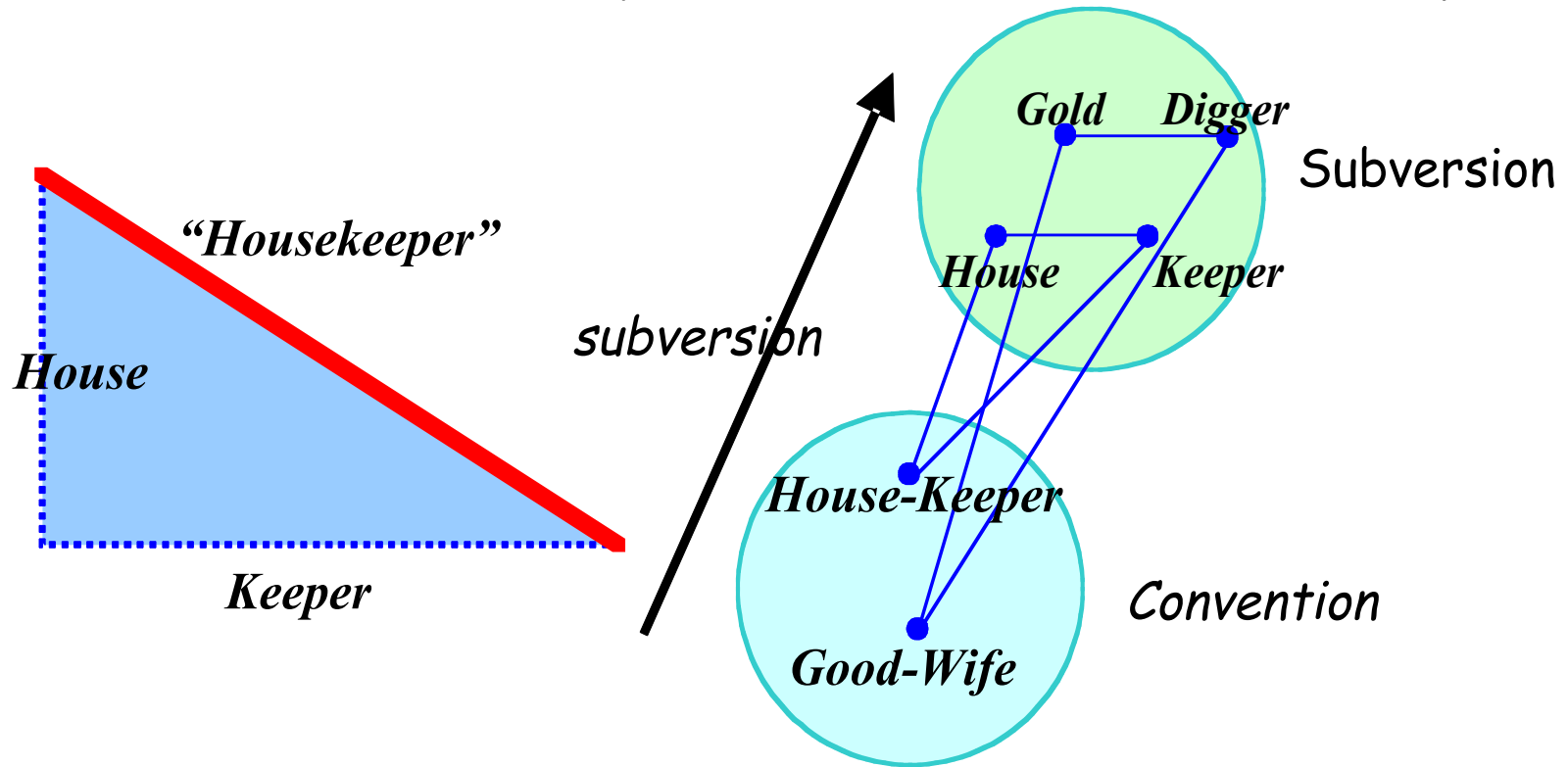


FGR makes dependent concepts more Separable and Independent

"If God wanted us to be vegetarians he wouldn't have made animals out of meat"

FGR creates new meanings from old

Zza Zza: Darlink, actually I am an excellent housekeeper.



Zza Zza: Every time I leave a man, I keep the house.

Subversion via FGR: A Broad Cognitive Spectrum

- *Humour: profiled / base elements of conceptual structures*
- *Reductio Ad Absurdum: Hypothesis → Axiom → Contradiction*
- *Mathematics: Postulate → Hypothesis → Dismissal*
- *Magic Tricks: Sleight of Hand → Misdirection → Surprise*
- *Thought Experiments: Theory Subversion → Focus on implicit assumpt.*
- *Narratives: Red Herrings → Misdirection → Surprise*

FGR and Subversion in Humour

- *FGR can operate in any crevice of language where base/profile is used*
- *FGR is used to subvert conventional categories and word meanings*
- *"Humour as subversion" explains why humour is funny, daring, painful*
- *Subversion is risky, rebellious, leveling, thrilling, dangerous, social*
- *FGR/Subversion as a general framework for Creative Computation*

➔ FGR on computational representations, in computational search spaces