

Introduction to Computational Creativity, 2015
Mini test on Assignment 3: figurative language, especially metaphor

This is a mini test taken in the class room. It will not be collected and will not affect your grade. The purpose of this test is to help you learn.

Instructions: *First*, work on these tasks individually. Write your answers directly on this paper. *Then* you can discuss them in groups, discussing and solving differences and issues. In the group discussion, help you and your group members *learn*, not just get the answer right.

Let's first look at the elementary wildcards or operators introduced in Tony Veale's paper.

- 1) Consider the *cultural stereotype* operator '@'. (For a noun N, @N matches stereotypical properties [e.g., adjectives] of N. For a property P, @P matches nouns that are stereotypically associated to P.)

List several different example words that could match '@computer'.

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- 2) List words that could match '@@computer'.

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- 3) List words that could match '@creative'.

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- 4) Consider the *neighborhood* operator '?'. (?P matches properties are mentioned together with property P; ?N nouns that are mentioned together with noun N. Note: these do not need be synonyms.)

List words that could match '?computer'.

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5) List words that could match '?creative'.

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Next, let's construct creative/figurative expressions to say that 'my computer is creative' using your answers to the questions above.

6) Give expressions of the form 'My computer is as creative as a/an @creative'.

(This is a *simile*, i.e., a direct comparison of two [unlike] things to make the expression more vivid.)

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7) Let's enforce the property 'creative' by adding related ones to the simile; this gives us *poetic similes*. Give expressions of the form 'My computer is as creative and ?creative as a/an ?creative @creative'.

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8) If we drop the explicit mention of 'creative', we obtain a *metaphors*. Give expressions of the form 'My computer is a/an ?creative @creative'. Do they seem to be effective in implying that your computer is creative?

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Underline the *vehicles* of the metaphors above. What are their *tenors*?

9) (Optional) Did you list any noun for both tasks 3 (@creative) and 4 (?computer)? If yes, a better vehicle than nouns that do not match '?computer'? (A vehicle that matches '?computer' gives a close metaphor or *epiphore*. More distant vehicles give *diaphores*.)

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10) Finally, what if we want to be *ironic*? In irony, there intended meaning is actually opposite to the literal expression, and this hidden meaning must be detected by the audience. A simile is a common form for irony. There are characteristics that help make (and interpret) ironic similes.

- First, the intended meaning must be sufficiently obvious, given the context, e.g., general attitudes. So, let's express in this task the more conventional view/attitude that computers are *not* creative.
- Second, the use of 'about' as in "He is about as P as N" is a clue that this is not a literal simile.
- Third, we can introduce an apparent conflict by describing a noun by an opposite of its stereotypical property. This suggests to the reader to look for a non-literal interpretation.

Finally, let '-' be an operator that gives the opposite of a property. For instance, '-strong' matches weak. What could be opposites of 'creative'?

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Now, equipped with this information, construct ironic expressions of the form 'My computer is about as creative as a/an ?creative @-creative'.

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