

LEARN 2015

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A cat jumps on the wall

But why?



A cat jumps on the...

Why?

What is
this??



(얌전한) **고양이**가 **부뚜막**에 (먼저) **올라간다**

A (docile) cat jumps on the wood-burning stove
(first)



A (docile) cat jumps on the wood-burning stove
(first)



What does it tell us?

- Language is representation of our experience of reality.
- Our experiences and realities are often culture-specific.

What is frame semantic?

- People think in terms of conceptual frames, mental structure that organize people's thought.
- Meanings of words are often grounded in frames.

Commercial Event Frame (Fillmore, 1976)

- ROLES: **Buyer** **Seller** **Goods** **Money**

- STARTING STATE:

Buyer has the **money**; **buyer** wants the **goods**

Seller has the **goods**; **seller** wants the **money**

- TRANSCATION:

Buyer gives **money** to **seller**,

seller gives **goods** to **buyer**

Buy, sell, cost,
price, spend,
charge, pay,
profits

Why frame semantics?

- A frame structures the meanings of words, or rather, the word evokes the frame.
- The frame available to us may depend on culture.
- The same entity can be framed in different ways, correlating with differences in how it's conceived.

Land vs. ground

Pre-born human vs. fertilized ovum

A docile cat jumps on the stove first

- This frame a well-behaved referent (cat) but shift to frame of a ill-behaved cat.
- Docility is perceived as good-behavior
- Jumping up to the stove is perceived as hasty, wild behavior
- Related word profiles: 정숙, 온순, 단정, 조용
올라가다, 뛰어가다.



Perception Survey

- Subjects: Native Korean vs. Native English
- Pictorial experiment 1: subjects see pictures and select word that best describe the pictures they see.
- Pictorial experiment 2: subjects are given the same picture in different order with different probing words and asked to select words that best describe the pictures

Result

- English background students choose notional holiday to describes family dinner, gathering, celebration, cooking, food tables.
- Korean background students choose labor to describe family dinner, cooking, gathering, food tables.

Application

- Frame: National Holiday 명절 증후군
- ROLES: 며느리, 남편, 시댁, 제사
- STARTING STATE: 며느리가 명절을 준비한다
- 명절증후군을 앓는다
- 남녀차별, 성차별, 역할차별
- 공평명절, 공정명절,