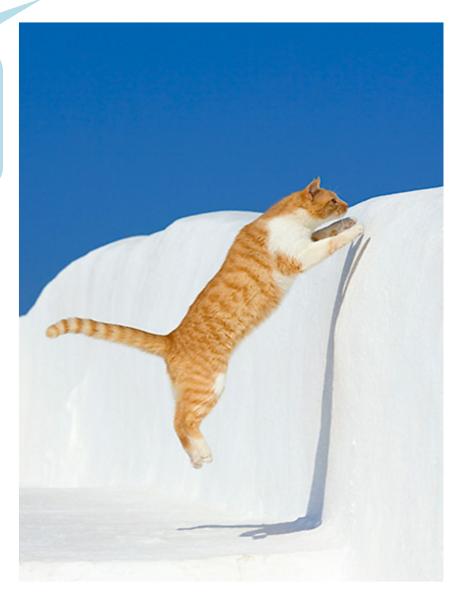
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A cat jumps on the wall

But why?

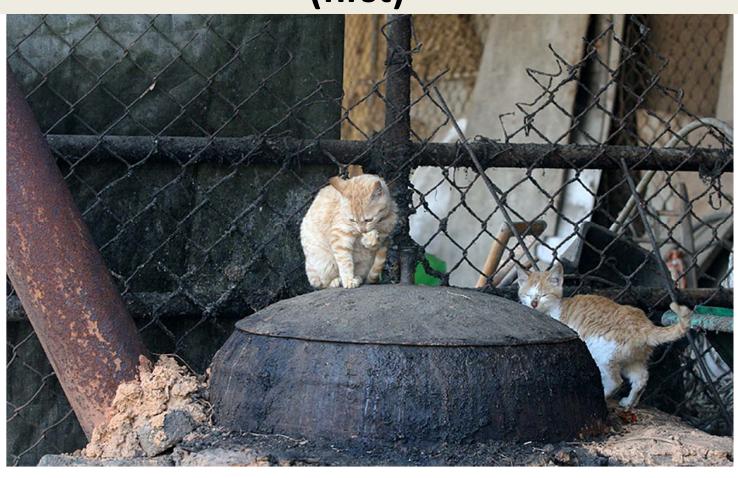


A cat jumps on the....



(얌전한) 고양이가 부뚜막에 (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,