LEARN 2015

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A cat jumps on the wall

But why?
A cat jumps on the....

Why?

What is this??
A (docile) cat jumps on the wood-burning stove (first)
A (docile) cat jumps on the wood-burning stove (first)

IT'S ALWAYS THE QUIET ONES...
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.
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.
Frame: National Holiday 명절 증후군
ROLES: 며느리, 남편, 시댁, 제사
STARTING STATE: 며느리가 명절을 준비한다
명절증후군을 앓는다
남녀차별, 성차별, 역할차별
공평명절, 공정명절,