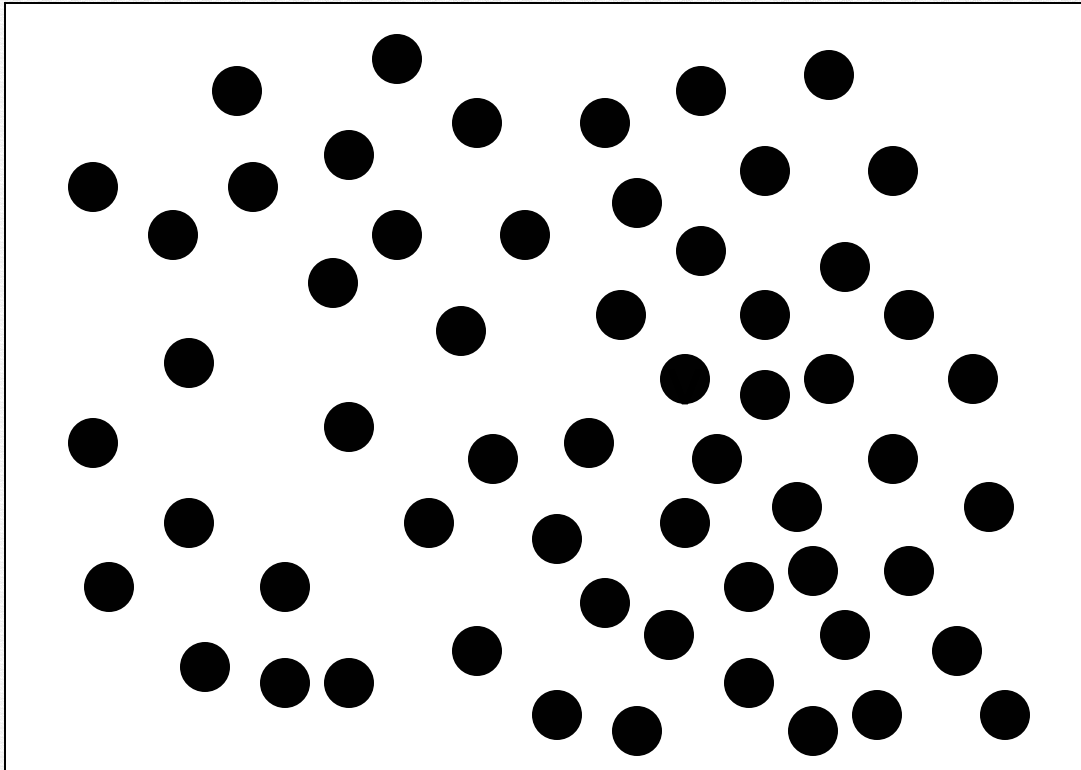


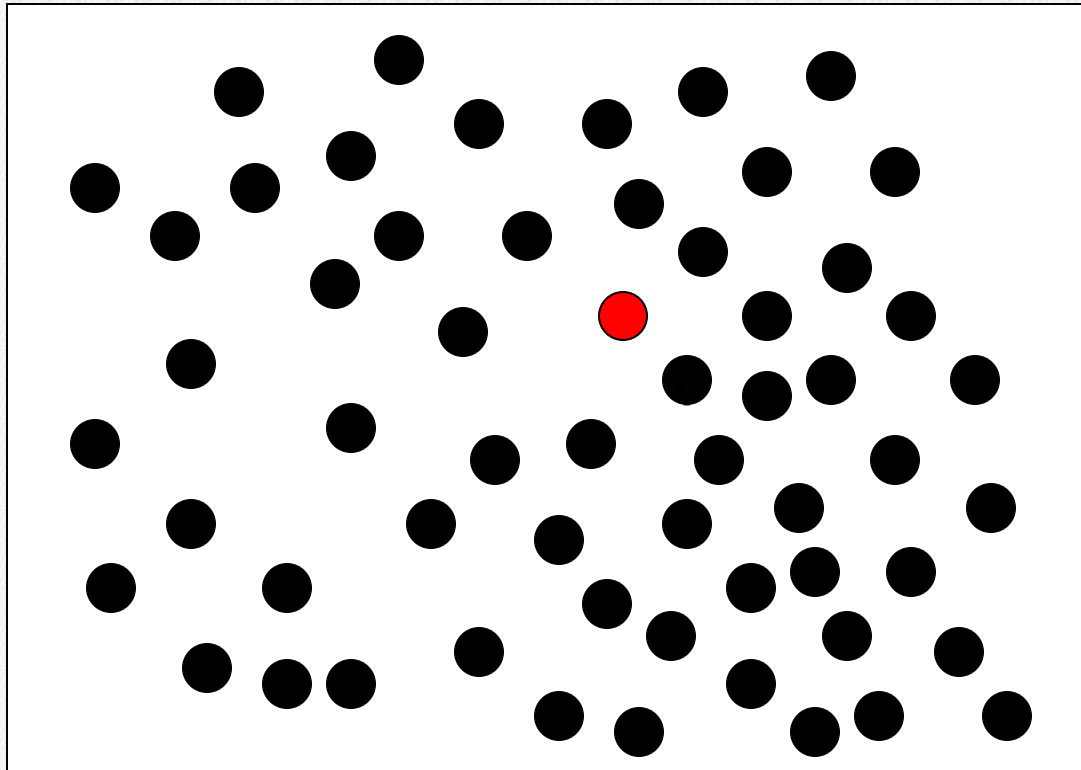
Construal

- Attention - Our mental filter:
 - We are surrounded by numerous people, objects, events.
 - We cannot pay attention to everything. Instead, we focus on events of particular salience
- What is perceived as an object or event also depends on experience and present mental state.

Construal



Construal



Construal



construal

- Where we focus our attention in a scene, what participants we identify and how we interpret them constitute *construal*
- Language reflects construal

construal

- (Zwaan and Madden) Construal is “The mental simulation of an experience conveyed by an attentional frame.”
- (Langacker) Construal contrasts with content (not sharply). “Expressions which evoke essentially the same conceptual content can nonetheless be semantically distinct because they construe that content in alternate ways.
 1. The waiter kicked a woman’s dog.
 2. Someone did something.

construal

- Some dimensions of construal (Langacker)
 - Specificity
 - Scope
 - Perspective
 - Prominence

construal

- Specificity
 - Level of detail included in describing a scene.
 1. The tall surly waiter viciously kicked an elderly woman's yelping poodle.
 2. The waiter kicked a woman's dog.
 3. The man struck a canine.
 4. Something happened.

construal

■ Scope

- Zooming in and out of a scene. An object can be focal in two scenes, but construed differently depending on how it is observed with respect to its background.
 - Every arm has an elbow.
 - ?Every body has two elbows.
 - ? There are almost 600 million elbows in the U.S.
 - ? See that porch up there on the hill.
 - See that house up there on the hill, now look at that porch.

construal

- Perspective
 - Come vs. go usually assume speaker perspective
 - Come over here.
 - Let's go over there.
 - He performed in L.A. and his fans came to see him.
 - Tense
 - Locates events relative to time of speaking
 - Direction terms
 - Left, right assume speaker perspective
 - N, S, E, W do not

construal

- Prominence
 - Assume categories of interaction with the environment at various levels of complexity.
 - May include: goals of interaction, objects involved, relationships between them, function of objects, motor & linguistic routines used to interact with, associated emotions, etc.)
 - Ex. Colors, Greeting behavior, participation in religions
 - Such categories provide a network of knowledge necessary for understanding referring expressions.

construal

- Words focus attention on a particular characters/objects/events within some category
 - *Red, blue* (color)
 - *Hello, blow off* (greeting)
 - *Minister, parish, heaven, hell* (religion)

construal

- Background/ground
 - Words are interpreted within some network of knowledge/associations
- Cognitive domains (Langacker)
 - Basic to complex
 - Color/space/time → college/marriage/eating habits
- Frames (Fillmore)

framing

- Frame semantics (Fillmore)
 - Goal: understanding what reason a speech community might have found for creating the category represented by the word and to explain the word's meaning by presenting and clarifying that reason

framing

- Words may evoke rather complex frames
 - *Heretic*
 - *Sophomore*
 - *Out West* (google search 10x more often than *out East*)
 - *Back East* (google search 8x more often than *back West*)

framing

- Frames are categories (of a more complex sort) and have prototypes – the normal way an interaction plays out
- Ex. *Orphan*
 - Prototype: Parents die, parents are caretakers, child is left helpless and his state is to be pitied
 - Violation of prototype may be felt:
 - A man on trial for the murder of his parents plead for mercy on the grounds that he was an orphan.

framing

- Violation of prototype may be acceptable to varying degrees also.
- Ex. *Breakfast*
 - Prototype: Eaten after sleeping through night, eaten early in the morning, certain foods are typical
 - Person sleeps until afternoon, eats at 3:00.
 - Person stays up all night, eats in morning.
 - Restaurant serves breakfast all day.

framing

- Sets of words may draw on the same frame
 - Judging
 - *Criticize, accuse*
 - Commercial event
 - *Buy, sell, spend, cost, charge, pay, buyer, seller*
 - Family relationships
 - *Aunt, brother, grandmother, family tree*

framing

- Framing imposes a particular way of viewing an object.
- Sometimes more than one word for same object. Meaning difference amounts to a contrast in framing
 - *Land vs. ground*
 - Land is in contrast to sea
 - *Land animals, dry land,*
 - Ground is in contrast to air
 - *Stuck on the ground, grounded*

framing

■ *Shore vs. coast*

- Shore is approached from sea
 - *Ship to shore, washed ashore*
- Coast is approached from land (not ground)
 - *Coast to coast, coaster*

framing

- *Stingy vs. thrifty*
 - Person holds onto a large proportion of his income.
- Negation of frame vs. negation within frame
 1. He's not stingy, he's thrifty.
 2. He's not stingy, he's generous.

framing

- Little while vs. short time (George Carlin)



framing

- Imitation X
 - Imitation coffee
 - Imitation diamond
 - Real butter
 - ?Real pants
 - *Imitation pants

framing

- Same word, competing frames

- *Innocent/guilty* legal vs. everyday use

L: Do you accept that a man is innocent until proven guilty? (legally)

C: He should only be treated as innocent, but I can't say he actually is innocent. (common use)

L: I'm talking about the doctrine that a man IS innocent until proven guilty.

C: If the man IS innocent, then there's no need for a trial.

framing

- Evaluative adjectives
 - Dimension indicating adjectives
 - Fragrant, tasty, efficient, intelligent, tall
 - Context determines how these will be judged
 - 5'9" average height for a man, tall for a woman.
 - Abstract
 - Good, bad
 - Noun provides evaluative dimension
 - Good pen, pilot, book
 - Context provides evaluative dimension
 - Good stick, good rock
 - Good chair, movie

framing

- Frame structures the word meaning
- Word evokes the frame

framing

- Evoked vs. invoked frames:
 - Words *evoke* frames by being strongly associated with particular categories of interaction
 - Frames are *evoked* as words are comprehended
 - Invoked frames – interpreter assigns coherence to a scene by *invoking* a particular interpretive frame

framing

- Evoking frames

- Evoking frames aids in interpreting particular senses of words
 - Good pen vs. good movie
 - Imitation leather vs. imitation coffee
- Evoking a script (sequence of events) aids coherence between sentences
 - He pushed against the door. The room was empty.