

# framing

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- 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

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## ■ Evoking frames

- Evoking frame aids in interpreting an expression.
  - Good pen vs. good movie
  - Imitation leather vs. imitation coffee
  - He walked to the bank and took a swim
  - He walked to the bank and made a deposit
- Constructions are a kind of frame too.
- *Garden path* sentences cause confusion by changing constructional frames

# framing

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The

# framing

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The cotton

# framing

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The cotton clothing



# framing

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The cotton clothing is

# framing

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The cotton clothing is made

# framing

---

The cotton clothing is made of



# framing

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The cotton clothing is made of grows

# framing

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The cotton clothing is made of grows in Mississippi.

# framing

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Mary

# framing

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Mary gave

# framing

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Mary gave the



# framing

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Mary gave the child

# framing

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Mary gave the child the

# framing

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Mary gave the child the dog

# framing

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Mary gave the child the dog bit

# framing

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Mary gave the child the dog bit a bandaid.



# framing

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- Frame evoked is reinforced by vocabulary, construction type, familiar sequences.
- Word sequences
  - The United States of \_\_\_\_\_.
- Event sequences (scripts)
  - I really like you but, \_\_\_\_\_.
  - He pushed against the door. The room was empty.

# framing

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- Invoking frames
  - Japanese letter (Fillmore)
    - Letter begins with story about fallen leaves on the patio
    - Reader can invoke a letter writing frame to make sense of this
    - Frame is invoked through
  - Your “hello” is met with silence
    - Could interpret as distractedness or rudeness

# framing

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- Media, Politics frame the news
  - Selecting particular events for coverage
  - Controlling salience of event
  - Inducing comprehender to invoke a particular frame in interpreting news events
    - U.S. involvement in Iraq
      - Helping people escape bad rule is praiseworthy and heroic
      - Aggressing against a nation who has not threatened you is wrong.

# framing

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- Word to frame relationship is flexible and changing.
  - Reframing lexical items
    - Man/boy vs. Woman/girl
  - Relexicalizing unchanged frames
    - He saw an African American leaving the premises
    - "Suspect still at large in Spring Break Assault"



# Construal

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- Construal (Langacker)

“An expression’s meaning consists not just in the conceptual content it evokes, but how that content is construed”

- perceptual correlate: physical scene must be viewed from some location which imposes a particular perspective, various aspects of scene may be attended to and others in the background
- Speaker invokes frame in comprehending a scene and chooses words that help listener evoke the right frame



# Construal

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- Dimensions of Construal (Langacker)
  - Specificity
  - Focusing
  - Prominence
  - Perspective
  - Dynamicity

# Construal

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## ■ Specificity

- Events and objects must be categorized.
- Recurrence of similar events → schematization
  - Lexical items are associated with representations of object/event categories (schemas)
  - Constructions –correspond to basic event types like movement, causation, giving, etc.
- Category structure is hierarchical
  - Same object can be categorized at different levels
    - Can you hand me that *thing/tool/hammer/claw hammer*?

# Construal

## ■ Specificity

- Level of precision and detail at which a situation is characterized.
- Contrasts with schematicity.

↑	Hot	Something happened.
schematic	In the 90s	People were running.
↓	Around 95 degrees	There was a race going on.
specific	95.2 degrees	The Boston Marathon was held yesterday.

# Construal

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- Focus
  - Linguistic expressions induce us to evoke particular portions of our conceptual universe
  - Selection of content
  - Background/foreground alignment
    - Composition (constituency)
    - Scope



# Construal

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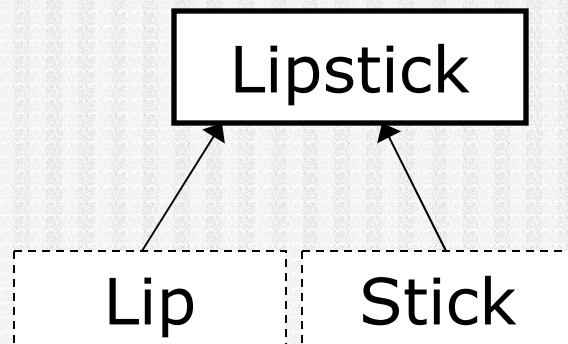
- Background/foreground alignment
  - What aspects of a conceived scene are salient, what aspects are present but not in focus?
  - Lexical items evoke frames (Fillmore) or cognitive domains (Langacker) of varying degrees of complexity but refer to particular objects, or relationships within that background.
    - Monday, aunt, bachelor's degree
    - Elbow, red, behind



# Construal

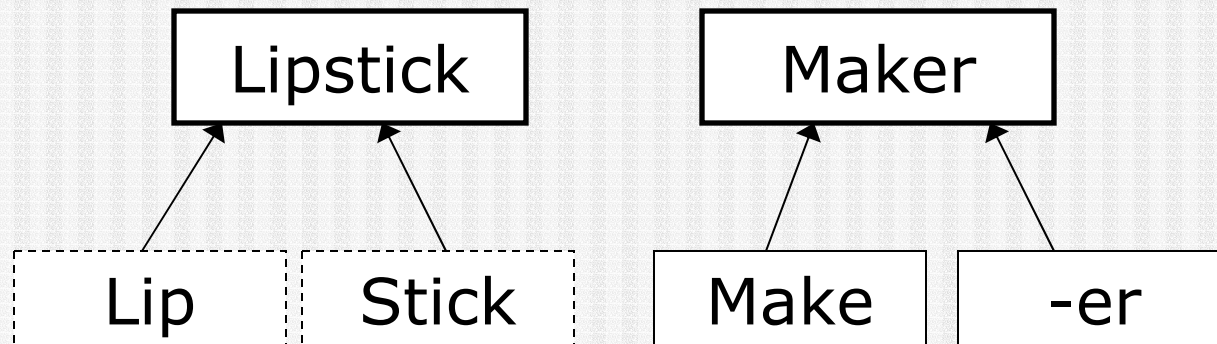
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- Composition
  - Linguistic expressions are often symbolically complex.



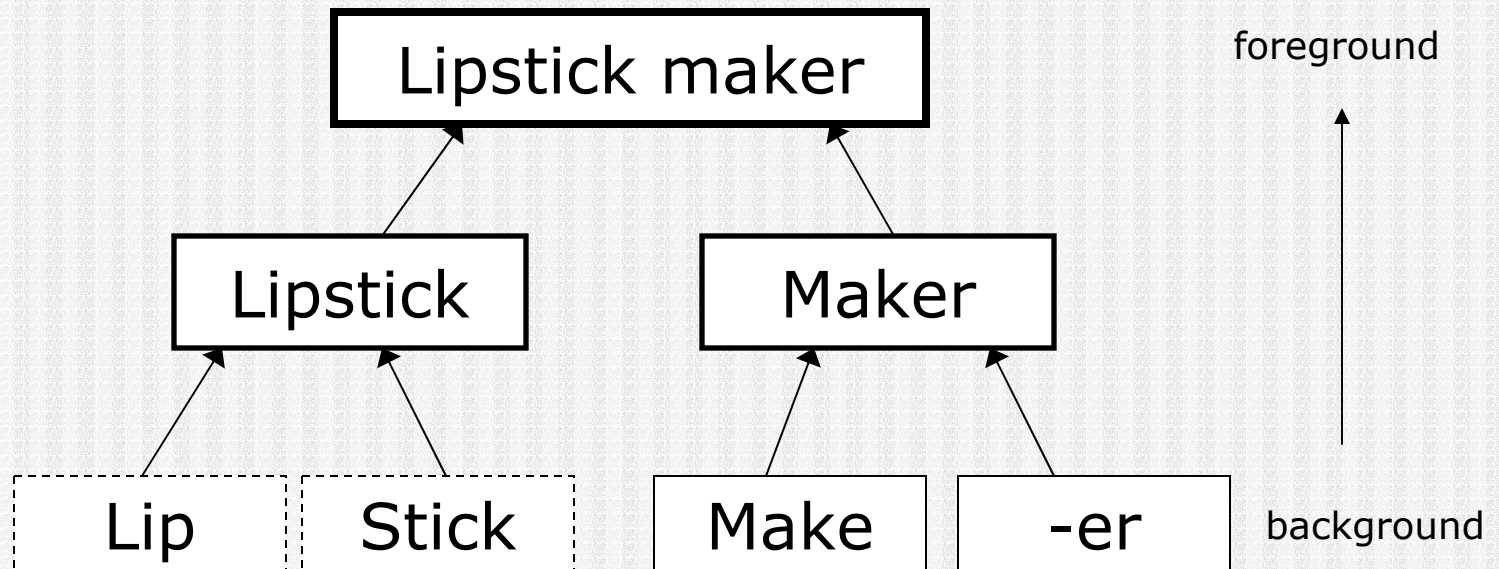
# Construal

- Composite structures are composed of more than one linguistic unit. They vary in terms of *analyzability*.
- Analyzability – How well can composite meaning be determined from component structures



# Construal

- Novel expressions are highly analyzable
  - Component structures are salient because they contribute strongly to the meaning of the composite



# Construal

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- Idiomatic --> Analyzable constructions
- Idiosyncratic --> Predictable meaning
- Backgrounded --> foregrounded components



# Construal

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- Compositional path
  - A composite conception has primary salience, but it is viewed against the background of the component semantic structures at all lower levels. The way a composite conception is built up from its parts is the *compositional path*.
  - Two means of referring to same object/event may exist, but compositional path will create distinct differences in meaning
    - Pork vs. pig meat
    - Cousin vs. parent's sibling's child



# Construal

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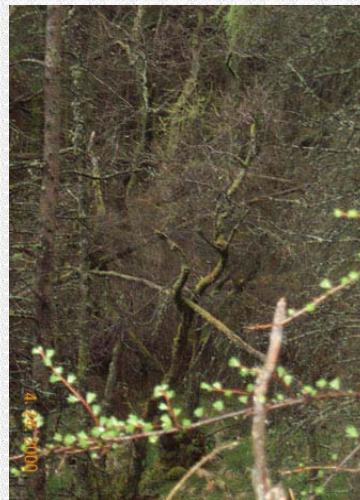
- Anaphora

orphan  $\approx$  child that lost its parents

1. The child that lost his parents misses them.
2. \*The orphan misses them

# Construal

- Scope
  - In visual terms: Visual field adjusts to encompass more or less of the surrounding environment depending on what you want are attending to.



# Construal

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- Scope
    - A linguistic expression causes us to access a particular cognitive domains and the extent of its coverage in that domain constitutes its scope
- Ex. *elbow* evokes *body* in general, but *arm* most saliently
- Every arm has an elbow
  - Every body has two elbows



# Construal

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- *Cousin* – evokes a kinship network that is potentially infinite in scope, but some fragment is optimal for characterize meaning.
  - Compare to *great great grandmother*
  - Or *sister, mother*
  
- *Stumble* – evokes time domain, but only a small span of time is needed for a stumbling event
  - Compare to *molt, age, evolve*

# Construal

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- Immediate vs maximal scope
  - Immediate scope – portion of cognitive domain directly relevant for characterizing the meaning of an expression
  - Maximal scope – full extent of expression's coverage in cognitive domain
  - Immediate scope is foregrounded relative to the maximal scope



# Construal

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- Linguistic manifestations of scope
  - Compounds with part/whole relationship name immediate scope level first
    - *Fingertip, ear lobe, eyeball, toenail,*
    - *\*bodytip, \*face lobe, \*head ball, \*foot nail*
- Verbal aspect

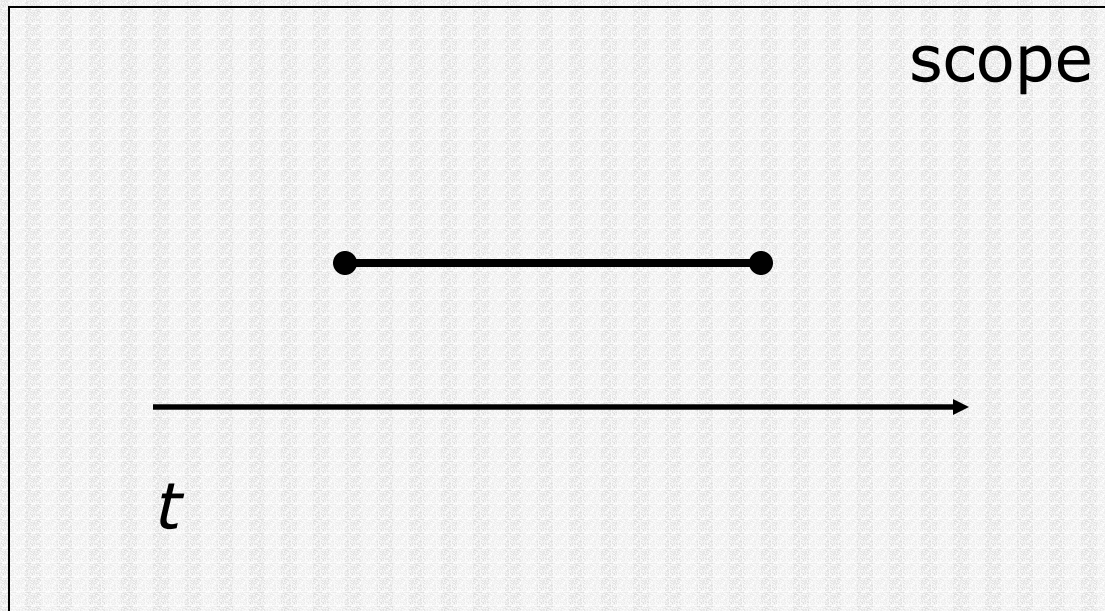
# Construal

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- Perfective (active, punctual, telic)
  - Walk, talk, hit, give, take, eat
  - Progressive form unremarkable
    - I am walking/talking/hitting....
- Imperfective (stative, atelic)
  - Know, believe, like, love
  - Progressive highly marked, unusual
    - I am knowing/believing/liking...

# Construal

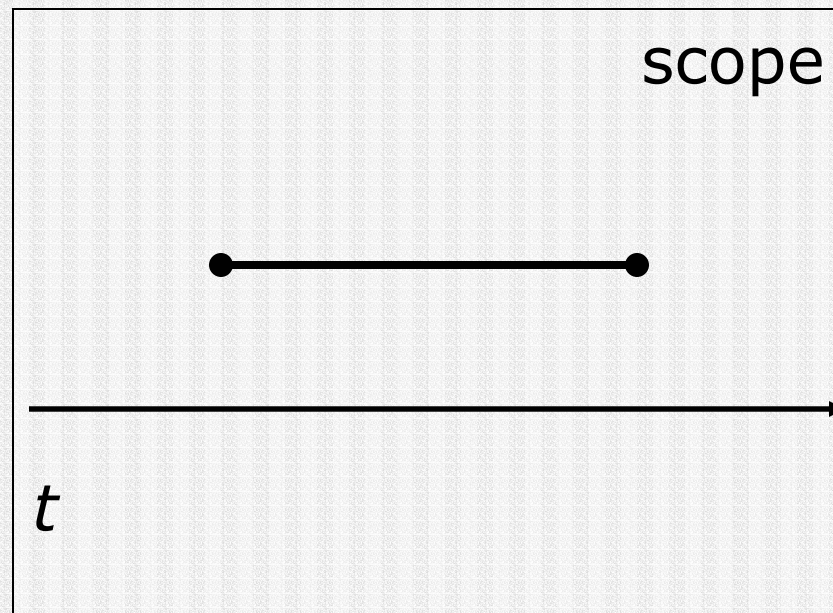
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Perfective verb

# Construal

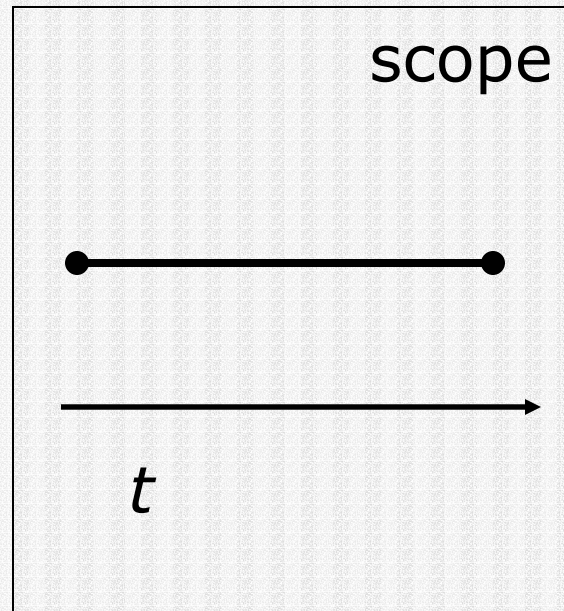
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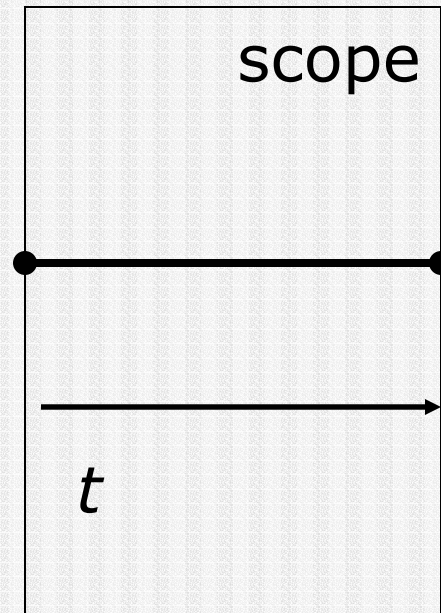
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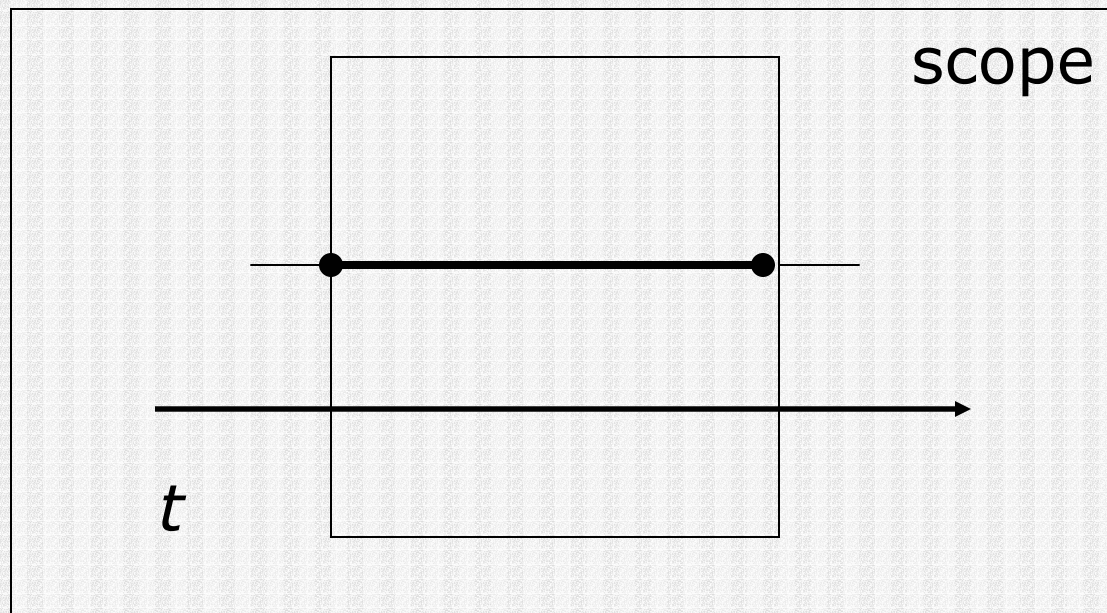
# Construal

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Imperfective

# Construal



Perfective verb