

Construal

- Construal – partial overview
 - Packaging of mental input
 - Attention to and comprehension of situations
 - Linguistic presentation
 - Unpacking of linguistic expressions
 - “Mental simulation of an experience conveyed by an attentional frame” (Zwaan & Madden)
 - The full meaning of an utterance
 - What cognitive domains/frames are evoked

Construal

- Linguistic event characterized by various dimensions of construal:
 - Content selection
 - What is picked out of attentional landscape
 - Specificity/Schematicity
 - Level of detail
 1. She was twirling around on stage
 2. She executed five chaine turns, then chassed into a graceful pirouette en dedans.

Construal

- Focal organization

- Tr/Im alignment

Tr - What is being located, described or evaluated

Im - Relative to what?

1a. The lamp is above the table.

1b. The table is below the lamp.

2a. Dave used a passive.

2b. A passive was used by Dave.

Construal

- Compositional path
 - Composite structure is foregrounded relative to components
 - Child who lost his parents
 - orphan
 - Lipstick maker

Construal

– Scope

- Lexical items most saliently evoke some portion of a cognitive domain
 - *Sister, aunt, great great great grandmother*
- Progressive
 - Imposes scope on a bounded process
 1. He was walking to the store.
 2. He walked to the store.

– Evoked cognitive domains

1. The Earth and Moon are very close to each other.
2. San Diego is close to Tijuana.
3. This shirt should fit close to the skin.

Construal

- Linguistic event is situated within human interaction
 - Presents a situation/state of affairs
 - message
 - Has a functional role
 - Participants
 - Purpose
 - Linguistic event is a physical event
 - Located in time/space
 - Has a time course

Construal

– Perspective

- Linguistic event has a speaker (producer) and hearer (comprehender) who are ‘viewers’ of linguistic content presented
- They have particular relationships to each other and to the presented content -- *viewing frame*
- Linguistic event is a physical process that itself unfolds over time. This has repercussions for how content is construed -- *dynamicity*

Construal

- Viewing Frame
 - How are speaker/hearer involved in situation being presented?
 - Default
 - Speaker is talking to hearer
 - Speaker and hearer both present in same fixed location
 - Communicative intent

Construal

- Speaker/hearer interaction types:
 - Regular conversation
 - Phone conversation
 - email/chat room conversation
 - Written letter
 - Written instruction
 - Written information

Construal

- Communicative intent
 - Linguistic expression presents a state of affairs
 - What is speaker's goal? -- speech act
 - Characterized by speaker goals
 - Often correspond to stereotypical pattern of intonation, syntactic structure, morphological marking
 - Representative
 - Interrogative
 - imperative

Construal

- Relationship of speaker to hearer
 - Level of authority
 - Child to Mother: *I want a cookie.*
 - Mother to Child: *I want you to clean your room.*
 - Social bond
 - Friend to friend: *Your hair looks awesome.*
 - Stranger on a bus: *Your hair looks awesome.*

Construal

- Relationship of viewers to presented event
 - Ground against which situation is presented
 - How is event situated with respect to S or H reality?
 - Prediction
 - He will be there.
 - I expect him to be there.
 - Hypothetical situations
 - If you had paid the bill, they wouldn't have cut off our phone service

Construal

- Speaker certainty
 - It's likely/I'm sure/there's no way he'll show up.
 - It's likely/I'm sure/there's no way he made his flight.
- Indirect knowledge
 - I heard/read that Kerry is ahead in the polls.
 - Supposedly Kerry is ahead in the polls.
- Evidentiality
 - It looks/sounds/smells like he's making bouillabaisse tonight.
 - I get the feeling he's not being straight with us.
 - By my calculations, Venus should rise at 8:00 tonight.

Construal

- Accessibility
 - Obviously, clearly we can't be late.
 - I saw a/the cat
- Affect
 - Surprisingly/sadly/happily Sea Biscuit lost at Santa Anita
- Imperative force
 - I want you to clean your room.
 - I advise you to clean your room.
 - I order you to clean your room.
 - Clean your room!

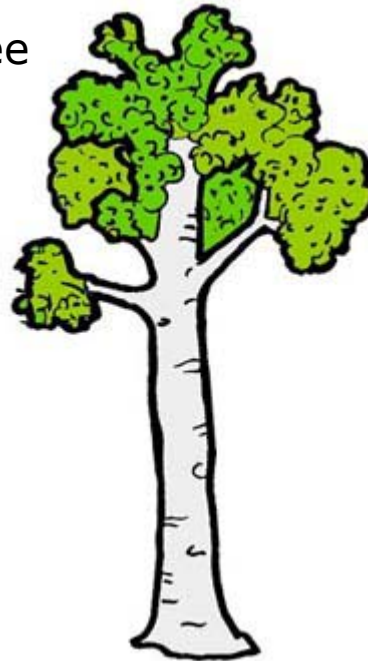
Construal

- Fixed vs. moving viewer
 1. She's been asleep for the last 30 miles.
 2. The trees rushed past at 100 miles per hour.
 3. The forest is getting thicker.

Construal

- Vantage point

The man is in front of the tree
The tree is behind the man



Construal

- Vantage point

The tree is in front of the man
The man is behind the tree



Construal

- Vantage point

To the cat,
the man is in front of the tree



Construal

- Vantage point – temporal domain
 - *Next year, last week*
 - Last year I thought next year would be easy.
 - vantage point ambiguity
 - *Next* can adopt vantage point of last year or this year.

Construal

- Many expressions assume a vantage point
 1. She's sitting *across* the table from me.
 2. She's sitting *across* the table.
 3. The phone is over *here*.
 4. Sally flew to Paris and told us we should come *here.
 5. The plane *arrived* last night.
 6. The plane *left* last night.
 7. The plane *arrived* at Orly last night.
 8. When Jack performed in L.A. a lot of his San Diego fans came to see him

Construal

- Subjectivity/objectivity

- To what extent are S or H regarded as objects of conception?

Objectively construed <-----> Subjectively construed

I went to the dentist

Can you help me?

Let's go

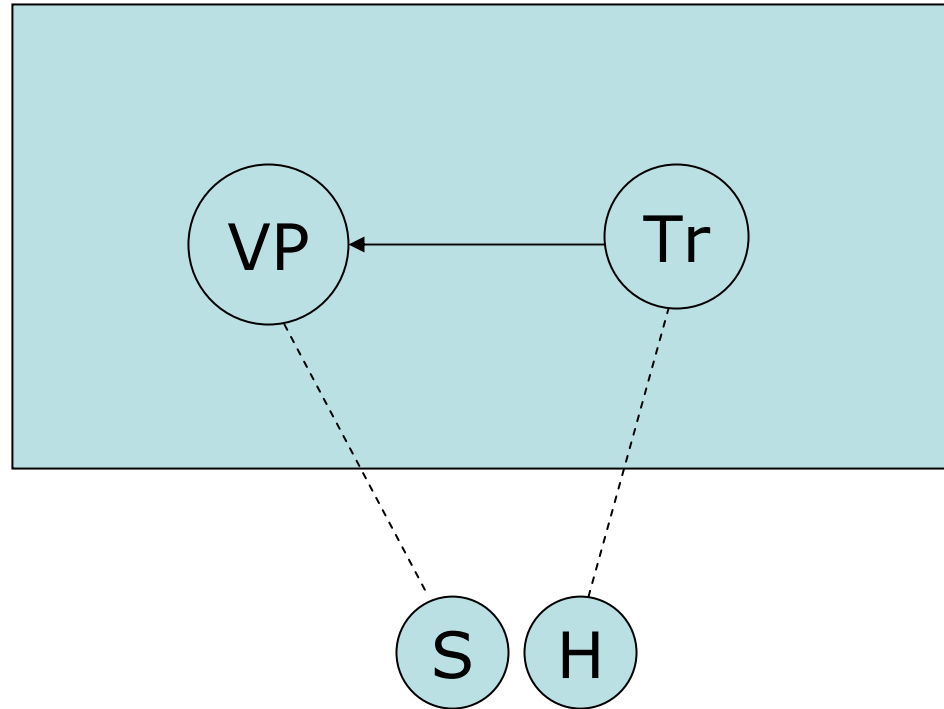
come here

In front of

Sam likes ice cream

Construal

Come here



Construal

- Representations – construe viewer objectively or subjectively

<div>subjective</div> <div>↑</div> <div>objective</div> <div>↓</div>	Arachnids have 8 legs.
	Arachnids should have 8 legs. (they're like spiders right?)
	John said Arachnids have 8 legs.
	I think/know Arachnids have 8 legs

Construal

- Dynamicity
 - Experiencing linguistic event as a physical process.

Linguistic expression is comprehended over
processing time

Construal



Construal



Construal



Construal



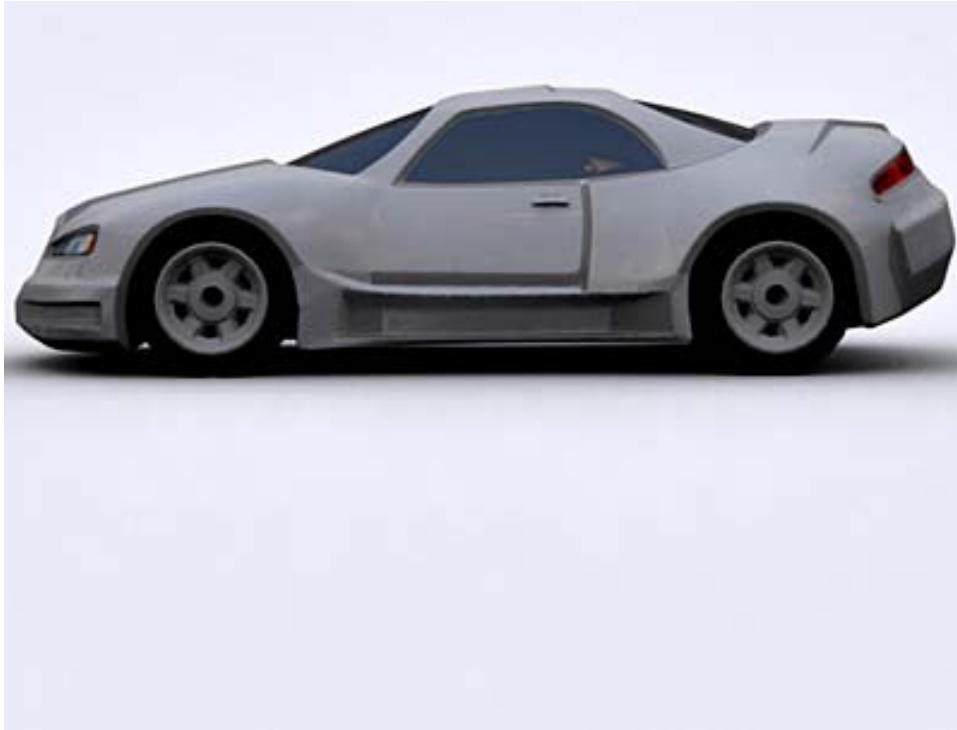
Construal



Construal



Construal



Construal

- Conceived time vs. processing time
 - Linguistic expression may evoke time domain in comprehension of a process or other relationship
 - *Walk, run, hit, kick, think, like*
 - *moment, period, week, before, after*
 - This is *conceived* time
 - Linguistic expression is presented in a particular order – sequence of words/phrases
 - This is *processing* time
 - Various ramifications for comprehension

Construal

- Temporal iconicity

- Events presented in some sequence in processing time will often be presumed to reflect real time sequence of events

1. I quit my job, got married and had a baby.
2. Turn right. Go left one block and take a right.

Construal

- Nested locatives
 - The iron is on the top shelf, in the closet, in the second bedroom on your left, upstairs
 - The iron is upstairs, in the second bedroom on your left, in the closet, on the top shelf

- Presentation of setting and subject
 - In the middle of the table stood a wilted flower arrangement.
 - A wilted flower arrangement stood in the middle of the table.

Construal

- Mental scanning

- The road *goes* from San Diego to L.A.
- The land *drops* dramatically into the fjords.
- It's *already* at the very *tip* of my price range.
- Gestation period varies greatly *from* one species *to* the next.

Construal

– Reference Point relationships

- An expression that invokes conception of one entity as a means of providing mental access to another *target* entity.
 - *Do you see that house on the hill? Now check out the chimney.*
 - *Remember that guy you met at Steve's party? Well, his roommate is in jail.*
 - Target has some association with reference point
 - Evoking reference point evokes target

Construal

- Possesives ('s)
 - Ownership
 - *The man's car, Jane's house, our stuff*
 - Part/whole
 - *My hand, The elephant's trunk*
 - Idea of possession is sometimes absent
 - *Lincoln's assassination, the city's destruction*
 - *My boss, My grandmother, Her can-do attitude*
- Possessive can be considered reference point relationship

Construal

- Reference point – target relationship is asymmetrical
 - The cat's tail, *the tail's cat
 - The city's destruction, *The destruction's city