

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

- Subjectivity/Objectivity in representation
- Representation – presentation of some state of affairs
- Subjective/Objective – common definition
 - Objective – reasoned, logical, apparent to all, having independent reality
 - Interpretation enforced by lack of epistemic qualifiers (*think, believe, modals, apparently, it seems..., etc.*)
 - *The earth is round.*
 - Subjective – opined, personal perception
 - Enforced by use of epistemic qualifiers
 - *I think the earth is round, The earth must be round*

Construal

- Subjective/objective construal of speaker in a representation
 - Object of conception – what is being attended to or described
 - Subject of conception – who is doing the attending
 - Objective construal of speaker – speaker is object of conception
 - *I like ice cream.*
 - Subjective construal of speaker – speaker is not object of conception, but speaker still responsible for representation.
 - *Sam likes ice cream.*

Construal

- Familiar vs. novel skill metaphor
 - Familiar task (walking) performed with little awareness of body's role in carrying it out (body is subjectively construed)
 - New skill – higher level of conscious attention paid to body's actions (body is objectively construed)
- Eyeglass metaphor – glasses are viewing device
 - Glasses on the face – viewer sees world, not glasses (subjective construal of glasses)
 - Glasses held in hand – viewer sees glasses as part of world (objective construal of glasses)

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

- 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.
 - vs. The road lies between SD and LA
 - The land *drops* dramatically into the fjords.
 - vs. Steep cliffs surround 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
 - Reference point is more salient than 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 salience
 - Wholes > parts
 - Visible > invisible
 - Human > nonhuman
 - Concrete > abstract
- Reference point – target relationship is asymmetrical
 - The cat's tail, *the tail's cat
 - The city's destruction, *The destruction's city
 - The man's horse, *The horse's man

Frame Shifting

- Context
 - Partially given by grammatical constructions which evoke abstract frames that aid in message construction
 - 's (possessive) construction
 - Reference point evokes some domain, and concepts within domain become potentially available/activated
 - John's dog
 - Nested locative
 - Each phrase in locative chain establishes reference point for next
 - Your camera is in the study, in the closet, on the top shelf, beside the pillows

Frame Shifting

- Different contexts evoke different aspects of lexical item's meaning
 - Some associations are more activated
 1. The mirror dispersed the light from the diamond.
 2. The film showed the person with the diamond.
 3. The goldsmith cut the glass with the diamond.
- Q. Is a diamond brilliant?

Frame Shifting

- Lexical items, constructional meanings usually build up clear and coherent conception of a state of affairs
- Departures
 - Garden path sentences
 - The horse raced past the barn fell
 - Unresolved ambiguity
 - Was she lying on the forms?
 - Jokes
 - Deliberate frame manipulation

Frame Shifting

- By the time X,Y
 - X causes Y
 - X is an end stage in some continuous process
 - By the time he ate fourteen donuts, he was pretty full.
 - *By the time he ate fourteen donuts, he was hungry.
 - Eating frame evoked, eating causes fullness
- By the time Mary had had her fourteenth child, she'd finally run out of names.
 - Childbirth frame evoked
 - Babies are named shortly after birth
 - Having 14 children is way above average

Frame Shifting

- By the time Mary had had her fourteenth child, she'd finally run out of names *to call her husband*.
 - At *husband*, frame shift initiated
 - Childbirth frame evokes other knowledge as well
 - Pain of giving birth
 - Responsibility of husband
 - Name calling
- Joke quality
 - New frame is amusing
 - Sudden shift enhances enjoyment of frame

Frame Shifting

A lawyer spent a full day in consultation with his client, an elderly widow. Following their meeting he billed her for \$1,000. The dear lady received the bill, and, misreading it, promptly sent a check for \$10,000. The lawyer was faced with that ethical dilemma: Should he tell his partner about the extra \$9,000?

Frame Shifting

I broke up with my girlfriend. She moved in with another guy, and I draw the line at that. -- Garry Shandling

Frame Shifting

Everyone had so much fun diving from the tree into the swimming pool we decided to put in a little *water*.

- default conception of pool – contains water
- enforced by 'diving', 'fun'
- 'pool equipment' frame built up
- Slot for additional equipment created
- at *water*, revision of expectation (additional pool equipment)

Frame Shifting

When I asked the bartender for something cold and full of rum, he recommended his wife

- common part of customer/bartender interaction is bartender recommending a drink
- slot created for drink
- at *wife* reanalysis forced

Frame Shifting

- Goal Presupposition
 - Frames include knowledge of goals as well as associated entities
 1. Arguments between couples are healthy; sometimes they even prevent marriage.
 - First clause invites interpretation that utterance will provide advice on staying together (default desirable goal)
 2. Now that the Hollywood couple has ironed out the divorce settlement, they can finally go ahead with their wedding
 - Presumed goal: after divorce, couples want to go their separate ways and establish independent lives

Frame Shifting

- Nonconventional meanings
 - They redecorated the bar with new drunks.
 - Redecorate – conventional meaning to change interior furnishings
→ improved appearance
 - Drunks construed as furniture
 - He told me he just bought a set of balloon tires and I told him that I didn't even know he owned a balloon
 - Conventional interpretation for NN compound
 - Reanalysis of NN relationship forced

Frame Shifting

– Idioms

- She told him he looked like a million, and she meant every year.
 - Conventional expression *look like a million (dollars)* – look great
 - Switch from one non-compositional meaning to another – compliment to insult
- He didn't kick the bucket, he kicked the bucket's ass.

Frame Shifting

– Idioms

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