



Keynote Speaker

14:10-15:10 (GMT+8, and 15:10-16:10 GMT+9)

Seongha Rhee

Mahidol University, Thailand; Hankuk University of Foreign Studies, Korea

Keynote Title:

Grammaticalization of Fear: The Case of Apprehensionals in Korean



Abstract:

Fear seems to be a semantic primitive in human language (cf. Wierzbicka 1992, 1999). It is felt by all humans at varying degrees of intensity and has a number of linguistic manifestations. Korean has a number of grammatical forms that encode the speaker's apprehension, i.e., apprehensionals (or 'preventive'; Ramstedt 1997[1939], Kim 1960, Ko 1989, Son 1994). Their primary function is to warn the addressee of potentially harmful consequences of an action, or to present reasons of the speaker's action or mental state (cf. *lest*, for fear of, etc. in English).

Apprehensionals have been grammaticalized to varying extents from diverse constructions, forming multiple layers in contemporary Korean. They developed mostly from uncertainty of the future, i.e., their source constructions involve a future-marker, a question marker, a cognitive verb, or a mode- or purpose-adverbializer, or a combination of two or more of them.

In most cases the notion of apprehension is fully semanticized, thus cannot be canceled, but in some apprehensionals the notion of apprehension for undesirable events or states is only pragmatically inferred. The role of pragmatic inference is also evident with some cases that mark not only undesirability (i.e., 'for fear of') but also precaution (i.e., 'lest'), through pragmatic strengthening of attributing conation to the potential agent. Certain cases suggest the role of collocates in semantic change. For instance, the futuristic question marker denoting 'will it...?' formerly occurred frequently with a range of psych-verbs, e.g. 'think', 'doubt', 'consider', 'worry', 'feel ashamed', 'be wary', etc. and it absorbed the negative meaning from these collocates and could signal apprehensive even when it did not occur with them, thus now functioning as a full-fledged apprehensive (cf. Lichtenberk 1995). This is a good exemplar of 'absorption' as proposed by Bybee et al. (1994), a phenomenon often observed in other grammaticalization scenarios involving insubordination in Korean. Further, through insubordination, some apprehensive connectives have extended their functions to sentence-final particles marking tentative intention, doubt, indeterminateness, possibility, etc., a state of affairs bringing forth theoretical issues about the developmental directionality (cf. Dobrushina 2006, Pakendorf and Schalley 2007). Subjectification is prominent in the development of certain apprehensionals from the verb denoting 'not know' along the line of semantic change: 'have no knowledge' > 'be uncertain' > 'be worrisome' > 'be apprehensive', suggesting a general direction from epistemic possibility to apprehensionals.

Drawing upon historical data, this talk traces the developmental paths of apprehensionals and analyzes the morphosyntactic and semantic mechanisms that enabled the processes, with reference to the principles proposed by Kuteva et al. (2019). It further addresses how these multiple forms in multiple layers coexist with differential degrees of specialization.

Workshop Speakers

12:05-12:35 (GMT+8)

Jong-Bok Kim¹, Chongwon Park²

¹Kyung Hee University, ²University of Minnesota

Title:

External Possession Constructions in Korean: Argument Composition and Inheritance Network

Abstract:

Possession relations are typically encoded NP-internally (IPC), but can be also marked in external NP positions, as in (1):

- (1) a. Kim hit Lee's arm. (IPC)
- b. Kim hit Lee on the arm. (EPC)

As in (1b), such external possession constructions (EPCs) introduce the possessor in a position separated from the possessed item (possessum) and codes it as a core grammatical element of the main predicate. The constructions are prevalent in a variety of language families including Indo-European as well as Asian languages like Korean, Chinese, and Japanese (Yoon 1989; Haspelmath 1999). In Korean, the EPCs can occur in three main constructions (Yeon 2010, Park 2013):

- (2) a. John-i Mary-lul phal-ul cap-ass-ta. (Multiple ACC Construction)
 John-NOM Mary-ACC arm-ACC hit-pst-DECL
 'John hold Mary on the arm.'
- b. John-i Mary-ekey phal-ey cwusa-lul noh-ass-ta. (Multiple DAT Construction)
 John-NOM Mary-DAT arm-DAT injection-ACC put-pst-DECL
 'John gave an injection to Mary in the arm.'
- c. John-i emeni-ka uysa-i-si-ta. (Multiple NOM Construction)
 John-NOM mother-NOM doctor-COP-HON-DECL
 'It is John whose mother is a doctor.'

The EPCs here raise many challenging analytic questions concerning verbal argument structure, cognitive event constural, and language processing. In this paper we sketch a cognitive construction approach where the EPCs are licensed through tight interactions among argument composition, inheritance network of constructions, and information structure. In particular, we suggest that the argument composition is triggered to encode the possessor as the 'salient' reference point, and the results interplay with these three constructions as well as other related possessive constructions in the language. This direction could resolve the questions in a much more feasible way than existing analyses.

12:35-13:05 (GMT+8)

Kathleen Ahrens¹, Winnie Huiheng Zeng¹, Christian Burgers²

¹The Hong Kong Polytechnic University, ²The University of Amsterdam

Title:

Women and War: Gender Stereotyping in Conceptual Metaphors

Abstract:

We conducted surveys to collect norms on the gender stereotypicality of specific constructs under five source domains – BUILDING, COMPETITION, JOURNEY, PLANT, and WAR by using on-line questionnaire program to get ratings from English-speaking participants located in the United States. Our findings provide gender stereotypicality norms for frequently used metaphor source domains and will be used for the creation of stimulus materials for future studies to examine gendered metaphor usage.

13:05-13:25 (GMT+8)

Jieyu Chen

The Hong Kong Polytechnic University

Title:

Source Domain of BUILDING as a Frame for Legitimization

Abstract:

How the oil industry achieves legitimacy in its environmental practice has been studied extensively because the industry faces a dilemma in addressing climate issues. I attempt to examine this issue by studying how oil companies utilize the Building source domain as gain and loss frames for legitimization. Gain and loss frames can create legitimacy because they can ethically position an issue.

I will focus on oil companies in China and the U.S. because these companies are the world's major emitters. In addition, different economic and national contexts in these two countries can potentially lead to different legitimization strategies. The U.S.'s corpus consists of 47 CSR reports published by 6 American petroleum companies (word count=266,826), and China's corpus is comprised of 34 CSR reports generated by 4 Chinese petroleum companies (word count=121,751). All of the oil companies in my data are on the Fortune 500 list (2020).

The results showed that Chinese oil companies used significantly more Building metaphors than American oil companies. The most frequent keyword in Chinese CSRs was "build," highlighting environmental achievements. American CSRs often used the metaphorical verb "support" to show their alignment with environmental policies and the interests of different stakeholders.

The Building source domain was used more often as gain frames in both corpora. The nominal form of "support" was used more frequently as a gain-framed metaphor by Chinese and American oil companies. An investigation of the premodifiers of this metaphor showed that most of them can be subsumed into the category of "Technology" in two corpora. This

pattern suggested that Chinese and American oil companies regarded technology as essential for reaching an environmental goal.

In sum, Chinese oil companies used the source domain of Building significantly more than American oil companies when legitimizing their environmental practice. Chinese oil companies tended to use this source domain to demonstrate how metaphorical construction efforts create environmental achievements. On the other hand, American oil companies preferred to use the Building source domain to emphasize their compliance with social norms and stakeholders' expectations. Both Chinese and American CSRs tended to emphasize how technological support generates benefits. The different usages of the Building source domain show how socio-cultural contexts motivate different ways of legitimizing the environmental practice. Similar usage patterns could be attributable to the nature of the oil industry.

13:25-13:45 (GMT+8)

Shan Wang

University of Macau

Title:

Predictions on both sides of the Taiwan Strait

Abstract:

Chinese language is a common language of Chinese people all over the world. The study of Chinese language is not only the basis for a comprehensive understanding of its situation, but also a window to explore the development of Chinese society. Based on two newspapers of The Chinese Mainland and Taiwan from Tagged Chinese Gigaword Corpus, this article has chosen and studied the word yùcè 'to predict' to explore "who predicated what" from the beginning of 1990s to early 21st century through comparing the similarities and differences of its collocates in the subject-predicate relation and the verb-object relation. This study reflects the preference of different newspapers and provides a window for looking into a period of history on both sides of the strait, which is conducive to strengthening the communication and exchanges of Chinese communities.

13:45-14:05 (GMT+8)

Yin Zhong, Kathleen Ahrens

The Hong Kong Polytechnic University

Title:

Sensation and Emotion: Linguistic manifestations of affective differentiation in sensory modalities

Abstract:

This study aggregates perceptual strengths across six sensory channels (i.e., vision, hearing, taste, smell, touch, and interoception) (Zhong et al., 2022) into affective ratings (i.e., valence and arousal) (Xu et al., 2021) to investigate the interaction between sensory modalities and emotional valence-arousal dimensions in Chinese. Our findings suggested that smell and

interoception, considered the two sensations directly linked to emotional processing, are more emotional and can elicit higher arousal levels than words associated with other senses. This study demonstrates the differentiation of emotional information across different sensory modalities and provides further insights into the interplay between sensation and emotion as manifested in the language.

15:10-15:30 (GMT+8)

Junlin Li

Peking University

Title:

Covid-19 in Topics: A Frame Analysis of Arabic Media Coverage of Covid-19 Pandemic on News Outlets and Twitter Accounts

Abstract:

News reports serve a pivotal role in the construction and communication of public health issues, especially during the outbreak and global spread of covid-19 pandemic. In the internet age, on-line news outlets and social media platforms function as indispensable mediators between the pandemic frontline and the public. With a culture-specific perspective, this research sheds light on how covid-19 pandemic is covered and framed on two main-stream Arabic media, Al-Jazeera and Al-Arabiya during the first four months of Covid-19 pandemic in 2020, seeking to reveal the way by which Arabic media differs from media holding different cultural background in their coverage of this global pandemic on the one side, and the difference between on-line news outlets and twitter accounts' role in the communication of pandemic.

To delve into these issues, this research decomposes a self-constituted pandemic coverage corpus into 22 topics with the assistance of GCN-based topic model, based on a TF-IDF graph connecting different articles and tweets and a semantic graph connecting words registered in the corpus.

In conclusion, we discover that the frames utilized by Arabic media in their coverage of Covid-19 pandemic echo Bardhan's six-dimensioned model, involving health risk, medical issue, prevention & protection, economic consequences, societal problems and political issues, with the economic consequences and societal problems highlighted to the most extend. Besides, our findings indicate that on-line media outlets leave more prominence to consequences of pandemic while twitter accounts are more active in following the deterioration of pandemic.

15:30-15:50 (GMT+8)

Winnie Huiheng Zeng, Chu-Ren Huang, Kathleen Ahrens

The Hong Kong Polytechnic University

Title:

Fighting against the Pandemic: A Gain-framed or Loss-framed WAR?

Abstract:

Since the beginning of the current Covid-19 pandemic, the pervasiveness of WAR metaphors in health crisis communication has been criticized as the inherently violent and negative aspects of WAR frames could potentially cause unnecessary anxiety to the public. Drawing upon the Prospect Theory, this study approaches WAR metaphors from the perspective of gain/loss message framing to investigate how gain-framed or loss-framed WAR metaphors were used in public communication about the pandemic. A top-down analysis of WAR metaphors in a corpus of English media discourse covering Covid-19 issues in Hong Kong was conducted. We found that overall, WAR metaphors of Covid-19 occurred most frequently in the early stage of the pandemic compared to the late stage. Moreover, WAR metaphors were predominantly associated with gain framing effects by emphasizing ‘protections against the pandemic’, which have been constantly used in the corpus over time. Loss-framed WAR metaphors emphasizing the ‘threat, struggle, and damage caused by the pandemic’, by contrast, were less frequently adopted in the corpus and have also shown a decreasing trend over time. A more in-depth discussion on the effectiveness of WAR metaphors in crisis communication and implications on the appropriate use of WAR metaphors in various contexts of crisis management will be conducted.

15:50-16:10 (GMT+8)

Vincent Xian Wang¹, Xi Chen¹, Lily Lim², Chu-Ren Huang³

¹University of Macau, ²Macao Polytechnic University,

³The Hong Kong Polytechnic University

Title:

Framing the epidemic by WAR metaphors in the Macao Daily News – Lexis, themes, and frames for persuasion

Abstract:

The study investigates the use of metaphors in a leading conventional media of Macao for covering epidemic related matters. We discovered that WAR metaphors have been primarily used in the reports of the Macao Daily News, and have identified the three sets of lexical expressions for realising the metaphors. The main themes delivered by the WAR metaphors include describing the gravity of the situation, communicating anti-epidemic measures, and calling for joint efforts. In addition, the persuasion of the call for actions is examined in terms of the gain/loss frames and the collectivism appeal. The results are discussed in relation to effective health communication and the interplay between the collective gain versus the individual loss in the context of war.

Gifted Education Fund (GEF) group

16:15-16:30 (GMT+8)

Audrey Yuen

Harrow International School Hong Kong

Title:

Metaphor, Gender, and Persuasion: Influencing Judgments Through Source Domain Manipulation

Abstract:

Despite the steady rise of female-run enterprises in the 21st century, female entrepreneurs often face structural barriers and discrimination that prevent them from fully growing their businesses, such as conservative social attitudes, lack of capital and lack of guidance. This study explores the similarities and differences between the mindsets, attitudes, experiences and strategies of male and female entrepreneurs. 2 male entrepreneurs and 2 female entrepreneurs were interviewed using questions that included plant metaphors or competition metaphors. The study compares and analyses the different metaphors used in the responses of the entrepreneurs.

16:30-16:45 (GMT+8)

Tamaki Shimoyama

St. Stephen's Girls' College

Title:

Metaphor analysis on target categories

Abstract:

In literature, metaphor is a figure of speech in which a word or phrase is applied to an object or action to which is not totally true. However, in language, metaphor is a linguistic device that interprets an abstract or a concept with a more concrete thinking. With metaphor, it allows us to understand more about people's emotions, from different perspectives, and in a deeper way. Metaphor analysis also helps with knowing about people's conceptualizations. Target categories are absolutely necessary as it helps to identify people's emotions accompanied with the situations and relationships. In this metaphor analysis, I will be analyzing the emotions of the patient that has some problems in his life with target categories such as self and self, self and situation and more.

16:45-17:00 (GMT+8)

Trina Kwong

King George V School

Title:

Predicting word association norms with monolingual and cross-lingual embeddings

Abstract:

In free word association tasks, human subjects are presented with a stimulus word and are then asked to name the first word (the response word) that comes up to their mind. Those associations, presumably learned on the basis of conceptual contiguity or similarity, have attracted for a long time the attention of researchers in linguistics and cognitive psychology, since they are considered as clues about the internal organization of the lexical knowledge in the semantic memory. Word associations data have also been used to assess the performance of Vector Space Models for English, but evaluations for other languages have been relatively rare so far. In this paper, we introduce word associations datasets for Mandarin Chinese, Spanish and Italian by extracting data from the Small World of Words project, and we propose two different tasks inspired by the previous literature. We tested both monolingual and crosslingual word embeddings on the new datasets, showing that they perform similarly in the evaluation tasks.

17:00-17:15 (GMT+8)

Karolina Ściesiek

Li Po Chun United World College of Hong Kong

Title:

Changing perceptions through metaphors - metaphor dialogue as a bridge between a client and a counselor

Abstract:

Metaphors are linguistic devices often used in communication. They express an intangible, abstract concept using a more concrete concept, and are often utilized to convey one's emotions and reflections. Thus, metaphors are heavily present in therapy sessions in exchanges between the client and the counselor, and are used by therapists as a tool to create dialogue with the client, and to influence their perspective on the issues they are troubled with. This study explores the ways in which the client and the counselor interact via metaphors in a sample transcript of a counseling session.