



The
5th Conference on
Language,
Discourse and
Cognition

語言、言談與認知國際研討會

GENERAL SESSION

Theme: Discourse and Cognitive Linguistics

SPECIAL SESSION

Theme: Metaphor and Cognition

Date

時間

April 29 - May 1, 2011

2011年4月29日至5月1日

Venue

地點

National Taiwan University, Taiwan

國立臺灣大學

Organizers

主辦單位

Graduate Institute of Linguistics, National Taiwan University, Taiwan

國立臺灣大學語言學研究所

Linguistic Society of Taiwan

臺灣語言學學會

CLDC 2011

*The 5th Conference on Language,
Discourse and Cognition*

第五屆語言、言談與認知國際研討會

General Theme:

Discourse and Cognitive Linguistics

Special Theme:

Metaphor and Cognition

Date:

April 29th - May 1st, 2011

Venue:

Tsai Lecture Hall, National Taiwan University

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Graduate Institute of Linguistics, National Taiwan University
Linguistic Society of Taiwan

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CLDC 2011

April 29th - May 1st, 2011

The 5th Conference on Language, Discourse and Cognition (CLDC 2011), hosted by the Graduate Institute of Linguistics at National Taiwan University and co-organized by Linguistic Society of Taiwan, will be held from April 29th to May 1st in 2011. A two-day post-conference workshop on Chinese lexical semantics will be held following CLDC 2011 on May 3rd and 4th.

The CLDC is an annual international conference with the aim of bringing together researchers interested in language, discourse, and cognition to report new research findings, exchange innovative ideas and share frameworks in these areas. Although CLDC was launched only four years ago, the topics relevant to language, discourse and cognition themes as well as the interdisciplinary exchange stimulated during the last few years have given rise to a growing body of critical findings, making CLDC an important meeting in the fields of cognitive linguistics/functional linguistics in East Asia. We hope that the CLDC 2011 meeting will continue to attract a greater number of international researchers to participate in the dialog. In addition to inviting highly accomplished keynote speakers, as has been done in conferences past, we are also inviting for the first time established scholars as invited speakers to showcase research findings in their areas of expertise. These arrangements will hopefully facilitate even greater exchange and interaction between participants and stimulate new ideas and research directions in our respective fields of study.

CLDC 2011 will focus on research associated with cognitive linguistics/functional linguistics, and will be divided into a general session with the theme of “**DISCOURSE AND COGNITIVE LINGUISTICS**” and a special session with the theme of “**METAPHOR AND COGNITION**”. Furthermore, CLDC 2011 is held in conjunction with the 12th Chinese Lexical Semantics Workshop (CLSW12), the theme of which is “**COGNITIVE ASPECTS OF LEXICAL SEMANTICS**”.

CLDC 2011 Organizers

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Linguistic Society of Taiwan

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Conference Guidelines

Oral Presentation

- Preparation time: Please give us your files for presentation during the break immediately preceding your session.
- Presentation time: **15** minutes per presentation
- Question period: **10** minutes per presentation
- Language: English
- No printing or copying facilities are available for use on the conference site. If you plan to give handouts to the audience, please prepare the copies by yourself.

Poster Presentation

- Posters should be put on the designated boards between **12:30-13:00** on April 29th.
- The poster session is from **15:25** to **16:15** on April 29th.
- Presenters must be present at their posters during the poster session period.
- Language: English.
- Posters must be removed before April 30th. Posters left on the boards after the closing of the main conference will be discarded.
- No printing or copying facilities are available for use on the conference site. If you plan to give handouts to the audience, please prepare the copies by yourself.

Regulations

- Please turn off your cellular phone and wear your badge all the time during the conference.
- No food or smoking is allowed in the conference room.
- Please turn back your plastic nametag to the registration table at the end of the conference.

Conference Program

Friday, 29 th , April	
08:30- 09:00	Registration
09:00- 09:15	Opening Remarks Professor Si-chen Lee, President of National Taiwan University Professor Wen-yu Chiang, Director of Graduate Institute of Linguistics, National Taiwan University
09:15- 10:15	Keynote Speech: <i>Conceptual Integration Across Discourse</i> Professor Gilles Fauconnier University of California, San Diego, USA Chair: Professor Wen-yu Chiang
10:15- 10:30	Tea break
10:30- 10:55	<div style="display: flex;"> <div style="background-color: #cccccc; padding: 5px; width: 20%; text-align: center;"> General Session I </div> <div style="padding: 5px; flex-grow: 1;"> Modernization: A Case of Semantic Shifts in Taiwan Jennifer Wei Soochow University, Taiwan </div> </div>
10:55- 11:20	<div style="display: flex;"> <div style="background-color: #cccccc; padding: 5px; width: 20%; text-align: center;"> Cognitive Semantics and Pragmatics Chair: Professor One-Soon Her </div> <div style="padding: 5px; flex-grow: 1;"> How to Study a Grammaticalization based on Systemic Functional Grammar?: A Case Study of the Word 'khue' in Isan Dialect Itsarate Dolphen Mahidol University, Thailand </div> </div>
11:20- 11:45	<div style="display: flex;"> <div style="background-color: #cccccc; padding: 5px; width: 20%; text-align: center;"> Chair: Professor One-Soon Her </div> <div style="padding: 5px; flex-grow: 1;"> On the Newly Emergent [Gei Wo] Construction in Taiwan Mandarin: Counter-Expectation and Subjectivity Po-Wen Tseng National Chengchi University, Taiwan </div> </div>
11:45- 13:10	Lunch

13:10- 14:10	Invited Speech: <i>Metaphor and Simile Revisited: A Contextualist Approach</i> Professor KJ Nabeshima Kansai University, Japan Chair: Professor Norman Teng	
14:10- 14:35	Special Session I Metaphor: Neurolinguistic and Psycholinguistic Perspectives Chair: Professor Norman Teng	Contextual Effects on Conceptual Blending in Metaphors: An Event-related Potential Study Fan-Pei Yang, Dai-Lin Wu & Nicole Hsiao National Tsing-Hua University, Taiwan
14:35- 15:00		“Chance”: Concrete Images or Abstract Metaphorical Extensions in the Encounter between Language and Music? Tiffany Ying-Yu Lin, Meng-Kuei Chang, Wen-yu Chiang & Chengia Tsai National Taiwan University, Taiwan
15:00- 15:25		Cognitive Effects of the “Left-Right” Political Spatial Metaphor I-Chant A. Chiang Aberystwyth University, UK
15:25- 16:15	Tea break POSTER Session*	
16:15- 16:40	Special Session II Metaphor: Embodiment and Image-Schema Chair: Professor Chin-Fa Lien	The Diachronic Variation of the Metaphor of the Body Politic in the Medieval European Tradition Takashi Shogimen University of Otago, New Zealand
16:40- 17:05		Image-schemas and Metaphors in Chinese Discourse Jung-hsing Chang National Chung Cheng University, Taiwan
17:05- 17:10	Break	
17:10- 18:40	Panel Discussion I: <i>Key Issues Concerning Metaphor/Blending Research for the Following Decade</i> Speakers: Professor Gilles Fauconnier, Professor Seana Coulson, Professor Ning Yu. Commentators/Discussants: Professor Masa-aki Yamanashi, Professor KJ Nabeshima Chair: Professor Wen-yu Chiang	

Saturday, 30th, April

08:30- 09:00	Registration	
09:00- 10:00	Invited Speech: <i>One World, One Dream: The Construction of the Bird's Nest with Metaphor</i> Professor Ning Yu University of Oklahoma, USA Chair: Professor Hintat Cheung	
10:00- 10:15	Tea break	
10:15- 10:40	Special Session III Metaphor: Socio-cultural Perspectives Chair: Professor Jennifer Wei	Dewi Sri: The Metaphor of the Goddess of Rice in Javanese Culture Mv Sri Hartini ¹ & Foong Ha Yap ² Sebelas Maret University, Indonesia ¹ ; Hong Kong Polytechnic University, Hong Kong, China ²
10:40- 11:05		The Functional Complementarity of Ideational Resources in Psychotherapeutic Metaphors Dennis Tay University of Otago, New Zealand
11:05- 11:30		Metaphor Matters in Financial Crisis Lan Li & Janet Ho Hong Kong Polytechnic University, Hong Kong, China
11:30- 11:55		The Force of the Economy --Relationship of the Economy with Other Entities Mei Yung Vanliza Chow University of Birmingham, UK
11:55- 12:20		Metaphors and Metonymies of Classifier/Measure Word Idiomatic Constructions in Hakka Xiao-zhen Peng National Chengchi University, Taiwan
12:20- 13:20	Lunch	

13:20- 14:20	Keynote Speech: <i>Image Grammar and Embodied Rhetoric---A New Approach to Cognitive Linguistics</i> Professor Masa-aki Yamanashi President of Japanese Cognitive Linguistics Association Kyoto University, Japan Chair: Professor Shuanfan Huang	
14:20- 14:45	General Session II Cognitive Approaches to Discourse Markers Chair: Professor Huei-Ling Lai	Two Types of Motivations for the Use of Clause-final <i>wo jue</i> ‘I think’ in Mandarin Conversation Tomoko Endo Kyoto University, Japan
14:45- 15:10		Discourse Markers in Mandarin: A Corpus-based Analysis of <i>Ranhou</i> and <i>Jiushi</i> in Mandarin Li-chiung Yang Tunghai University, Taiwan
15:10- 15:35		The Use of <i>ranhou</i> ‘then’ in Mandarin-speaking Children’s Narrative Kanyu Yeh National Chengchi University, Taiwan
15:35- 16:00		Asymmetry in Grammaticalization—the Case of Directional Particles in Cantonese Winnie Chor Hong Kong Polytechnic University, Hong Kong, China
16:00- 16:15	Tea break	
16:15- 16:40	General Session III Discourse Analysis in Context Chair: Professor Sai-Hua Kuo	“This makes me angry, not disgusted” - Cross-linguistic Differences in the Realization of the “disgust” Emotion between English and Mandarin Chinese Hongyong Liu & Bee Chin Ng Nanyang Technological University, Singapore
16:40- 17:05		The Organization of Repetitions in the Conversation between an L1 Pediatrician and an L2 Mother of a Pediatrics Patient in Taiwan Makiko Tanaka National Cheng Kung University, Taiwan
17:05- 17:30		Discursively Constructed Confidence in the Global Financial Crisis: A Critical Discourse Analysis Perspective Dehui Gao ¹ & Deqin Gao ² Tianjin University of Commerce ¹ , China; Henan Institute of Science and Technology ² , China

Sunday, 1st, May

08:30- 09:00	Registration	
09:00- 10:00	<p>Keynote Speech: <i>A Two-tiered Analysis of the Case Markers in Formosan Languages</i> Professor Shuanfan Huang Yuanze University and National Taiwan University, Taiwan Chair: Professor James Hao-yi Tai</p>	
10:00- 10:15	Tea break	
10:15- 10:40	<p>General Session IV Austronesian Linguistics Chair: Professor Lillian M. Huang</p>	<p>Investigating Motion Events in Austronesian Languages D. Victoria Rau, Chun-Chieh Wang & Hui-Huan Ann Chang National Chung Cheng University, Taiwan</p>
10:40- 11:05		<p>Semantic Extensions of Perception Verbs in Saisiyat Marie Yeh National Hsinchu University of Education, Taiwan</p>
11:05- 11:30		<p>Pronouns in Discourse in Philippine Languages Michael Tanangkingsing National Taipei University of Technology, Taiwan</p>
11:30- 11:55		<p>The Predictable Personal Pronouns in Discourse: The Interface between Information Flow and Syntax in Tsou Huei-Ju Huang Yuan Ze University, Taiwan</p>
11:55- 13:00	Lunch	

13:00- 14:30	<p style="text-align: center;">Panel Discussion: <i>Discourse and Embodied Cognition</i> Speakers: Professor James Hao-yi Tai, Professor Yung-O Biq, Professor Kawai Chui Chair: Professor Shuanfan Huang</p>	
14:30- 14:45	<p style="text-align: center;">Tea break</p>	
14:45- 15:10	<p style="text-align: center;">General Session V</p>	<p>Applied Cognitive Typology: A Study of the L2 Acquisition of a Satellite-framed Language by Native Speakers of Mandarin and Japanese Ryan Spring¹ & Kaoru Horie² Tohoku University, Japan¹; Nagoya University, Japan²</p>
15:10- 15:35		<p>Motion Events and Force Dynamics Chair: Professor James Hao-yi Tai</p> <p>Correlation between Fictive Motion and Motion Event Coding: A Cross-linguistic Comparison between English and Mandarin Chinese Ru-ping Ruby Tso Rice University, USA</p>
15:35- 16:00		<p>Force Dynamics and Force Interaction Verbs in Mandarin Tzu-I Chiang & Meichun Liu National Chiao Tung University, Taiwan</p>
16:00- 16:10	<p style="text-align: center;">Break</p>	
16:10- 17:10	<p style="text-align: center;">Invited Speech: <i>Cognitive Dimensions of Metaphor</i> Professor Seana Coulson University of California, San Diego, USA Chair: Professor Wen-yu Chiang</p>	
17:10- 17:20	<p style="text-align: center;">Closing Remarks</p>	

***Poster Session**

Language, Discourse, and Cognition: Has Vygotsky Anything to Say?

Gabriel Hong
Fu Jen Catholic University, Taiwan

Subjectification and Its Cancellation of and Imposition on Syntactic Constraint

Zhengguang Liu
Hunan University, China

On the Cognitive Motivation of Phonology—A Case Study of Bilabial Plosives in Chinese and English Monosyllabic Words

Quan Zhang & Juan Li
Nanjing University of Science & Technology, China

The Use of Verb Morphology on Discourse Connectives in Tawra

Jonathan Evans¹, Johakso Manyu² & Baham Tindya²
Academia Sinica¹, Taiwan
Language development and Literacy Project², Taiwan

Prosody and Discourse Functions of the Korean Discourse Marker ‘mwe’ in the Sentence-final Position

Jihyeon Cha
University of California, Los Angeles, USA

Metadiscourse Devices in Mandarin and English Computer-Mediated Persuasive Discourse

Chia-Ling Hsieh & Jia-Hao Li
National Taiwan Normal University, Taiwan

Conceptual Metaphors for ‘jiaoyu’: Contemporary Mandarin Chinese in Taiwan

Wen-Wen Hsieh
National Taiwan University, Taiwan

Exploring the Use of Animal Metaphors in Building the Effectiveness of a Satirical Work

Karen Chung-Chien Chang
National Taipei University, Taiwan

9:15 - 10:15, April 29th

Keynote Speech 1

Conceptual Integration across Discourse

Gilles Fauconnier
University of California, San Diego, USA
gfauconnier@ucsd.edu

Conceptual integration and compression in human thought and action yields a variety of products with different degrees of entrenchment or creativity. Examples of most entrenched in ordinary usage are grammatical constructions, conventional metaphors and metonymies, or standard categories. Examples of least entrenched are metaphors perceived as creative, counterfactuals, blends built on the fly, or some ad hoc categories.

But, as often noted, integration networks used to construct meaning in real time are always a mix of solidly entrenched compressions and extended or creative ones.

Discourse does not just use pre-existing compressions to produce meaning. It builds compressions of its own for specific situations, and they have to be negotiated by the discourse participants. This is true of discourse at different time scales, e.g. a conversation of a few minutes, an ongoing discussion over days, months, years, or a discourse over cultural time producing socially shared integrations.

In everyday life, much of this creative integration goes unnoticed because it is so pervasive. Every now and then, a forced integration is highlighted at a conscious level, e.g. joke punchlines, unusual metaphors, unexpected counterfactuals. But here too, negotiation will take place.

In this paper, I look at multiple cases of negotiated compression across discourse, broadly conceived. I start with examples taken from plays and novels. The vital relations of analogy, identity, change, are manipulated in such a way that compressions rise progressively within the consciousness of spectators, readers, or fictional characters themselves. Then we'll examine cases of "real", serious discussion and argumentation, and show the same operations at work. Finally some examples of "humor" are analyzed from this perspective.

In the next section, we'll look at discourse over cultural time with the creation and entrenchment of conceptual domains in mathematics, politics, and social life.

In all of these instances, context and pragmatics play a crucial role which will be partly fleshed out in terms of available ICM's, blending templates, and long-term analogy.

An over-arching theme of this research is that we can only construct meaning by executing appropriate compressions, whether or not they fit our personal belief systems.

13:20 - 14:20, April 30th

Keynote Speech 2

Image Grammar and Embodied Rhetoric— A New Approach to Cognitive Linguistics

Masa-aki Yamanashi
Kyoto University, Japan
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The study of the relationship between human cognition and natural language has become a productive focus of interest in the field of cognitive linguistics. Natural language reflects a variety of cognitive processes concerning the subjective understanding of the world. Our understanding involves many preconceptual and non-propositional structures of embodied experience (such as mental images, image schemata) that can be metaphorically projected and rhetorically elaborated to constitute the grammatical and conceptual structures of natural language.

In recent years, a broad range of linguistic evidence has been found for positing a number of basic cognitive capacities whose psychological importance is recognized. Examples include such cognitive capacities as image formation, image schematization, figure-ground reversal, visual and mental scanning, subjective and objective construal, focus shift, metaphorical and metonymic mapping, reference-point ability, etc. The main objective of this paper is to give an analysis of a wide range of linguistic and rhetorical phenomena in terms of such cognitive capacities. In particular, an attempt will be made to characterize and elucidate the cognitive and rhetorical mechanisms of Japanese and English in terms of image formation, image schematization, and a variety of mental operations applied to images and image schemata. The major topics of this paper are, among others, as follows:

- Emergence of conceptual structures based on image formation, image schematization, and integration.
- Compound-word formation based on gestalt composition.
- Idiom-formation based on the profiling of one-shot image.
- Emergence of blended expressions based on metaphor and metonymy.
- Emergence of blended expressions based on multiple metaphors.
- Tropical formation through irony, metaphor and litotes
- Emergence of abstract concepts through metaphorical mapping and semantic bleaching.

The examination of these topics shows the following results: (i) Linguistic phenomena cannot be explained in a significant way without reference to such cognitive capacities as image formation, image schematization, and a limited set of mental operations, (ii) Grammar (which is alleged to consist of lexicon, morphology, syntax, and semantics) and rhetoric cannot be divided in a discrete way into separate components, (iii) It is not adequate to analyze the formal and semantic values of linguistic units (e.g. sounds, words,

phrases, sentences, etc.) without reference to their rhetorical values. (iv) The formal and semantic values of linguistic units at any level of grammar are based on such embodied cognitive capacities as image formation, image schematization and a variety of mental operations applied to images and image schemata.

The study of the above topics lends some crucial support to the view that embodied cognitive capacities motivate a significant part of the grammatical and rhetorical systems of natural language. Throughout the detailed examination of the above topics, I will propose a new framework of linguistics (i.e., "image grammar") and a new framework of figures of speech (i.e., "image-based embodied rhetoric").

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9:00 - 10:00, May 1st

Keynote Speech 3

A Two-tiered Analysis of the Case Markers in Formosan Languages

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Case, valency, and transitivity are central and interconnected concepts in Formosan as well as in Philippine linguistics, but they are also sources of considerable controversy. The controversy centers around the interpretation of the nature of the case system and the nature of extended intransitive clauses (EICs). Most semantically transitive verbs in Formosan languages may occur in a grammatically transitive non-actor voice construction (NAV), the canonical transitive clause, or they may occur in a grammatically intransitive EIC clause marked by the presence of an E, an oblique-marked nominal argument. Given the complex and multifaceted nature of case marking, identifying case markers either within a language or across languages can be fraught with problems and raise deep theoretical issues in linguistics. Two methodological choices have facilitated this task. The first involves the use of discourse evidence of participant tracking to justify a case marker (Huang and Tanangkingsing 2011), since the different uses of case markers are united by their role in identifying and tracking the relationships between multiple participants in an event. The second involves the discovery of grammatical element relevant to case marking. Reid (2002) surveys the use of ‘case markers’ in Philippine languages and shows that more than two dozen labels have been used in reference to these case markers for non-personal common nouns, including articles/determiners, preposition, case marker and relation makers. Thus for example, the marker *ang* in Tagalog has been glossed as ‘nominative’, ‘absoutive’, ‘specific marker’, ‘topic marker’ ‘trigger’, ‘construction marker’, ‘phrase marker’ etc.. Reid shows that *ang* and other similar grammatical elements in other Philippine languages were originally demonstrative nouns and have since become determiners, or more strictly, extension nouns in his terminology, in modern languages. Based on its syntactic distribution, Reid (2002) argues that *ang* in Tagalog is not a case marker, but an extension noun meaning ‘the one that’ and is the head of its phrase, and requires a following dependent predicate, as in (1) and(2).

- (1). Ang babae ang pumasok
 ANG woman ANG entered
 ‘The one who entered was the woman.’
- (2). ang hindi matatalino ang tinuturuan=niya
 ANG NEG intelligent ANG teach=Gen.3s
 ‘The ones he teaches are the unintelligent ones.’

I find myself quite sympathetic with Reid in the empirical part of his paper, where he shows that the system of markers of grammatical relations of noun phrases in Tagalog and a number of other Philippine languages is indeed different from the usual case system

found in European languages. However, nouns are known to provide one of the main sources for case markers. Moreover, examples where the use of markers expressing distinctions of case on nouns is extended to marking subordinate clauses can be found across the languages of the world (Heine and Kuteva 2007; Cristofaro 2003). Reid's analysis downplays the constructions in Tagalog that define an ergative distribution pattern. Reid and Liao (2004) analyze Philippine languages as ergative and take Tagalog to be a language with three sets of distinctly marked nominal complements (i.e. case markers), Nominative, genitive and locative. In (3), they apparently find it difficult to resist the conventional practice of marking the 'subject' of the sentence with a nominative case, as shown in their glossing for (3), given their analysis that Tagalog is a morphologically ergative language:

- (3) Tagalog
 Ibinigay ng lalake ang libro sa bata sa paaralan
 Gave Gen man Nom book LCV child LCV school
 'The man gave the book to the child in school.'

Most Formosan languages have two sets of case markers, one for common nouns, and one for personal nouns. The pronominal case marking systems are generally much more complex and elaborate than those for common nouns. Case markers for common nouns are often further distinguished based on such features as definiteness, animacy, visibility, and number (see Li 1997; L. Huang et al. 1998; Ross 2006 among many other references). Case markers in these languages then indicate not only grammatical relations, but also referential and pragmatic functions. Sqliq and Kavalan, like most Formosan languages, have a four-case system: nominative, oblique, genitive, and locative, in which genitive marks non-subject agent and possessor, and oblique marks patient, source, and goal, and locative marks location. There are two languages with a two-case system, each with different ranges of case functions: Tsou has a nominative-oblique system in which nominative marks subject and oblique almost everything else. Paran Seediq has a nominative versus ergative/genitive system in which the case that marks the non-subject agent (ergative) and the case that marks possessor have the same form *na*. What is unusual about Paran Seediq is that there is no oblique case, and patient-like arguments in AV clauses are expressed by word order rather than by oblique case, as is normal with the Formosan languages in general (cf. Tsukida 2005 for Truku Seediq). Puyuma has an undisputable three-case system, nominative, oblique, and genitive, in which genitive marks the non-subject agent and nominative marks the grammatical subject and oblique marks other arguments (Teng 2008). Mayrinax Atayal was at one point defended to have a nine-case system (L. Huang 1995), but was later downgraded to have a much more common three-case system, nominative, oblique and genitive (L. Huang et al. 1998). Saisyat is argued by Zeitoun (2011) to have a six-case system, nominative, accusative, ergative/genitive, dative, locative, and comitative.

Blake (2001) proposes that the minimal two-term case system is nominative versus oblique, that individual cases can be ordered on a hierarchy, shown in (4), and further that the hierarchy can be used to predict in what order case systems are expanded or reduced (cf. Silverstein 1993 for a similar analysis).

(4) NOM > ACC / ERG > GEN > DAT > LOC > ABL / INSTR > OTHERS

The hierarchy in (4) predicts that if a language has a case shown on the hierarchy, it will have at least one case from each position to the left. While evidence from the Formosan languages does not directly challenge the hierarchy in (4), it does suggest that the initial expansion in these languages begins with the split of oblique into ergative/genitive, and locative is generally acquired before accusative. Thus a three-case system, represented by Puyuma, is formed by splitting oblique into ergative/genitive. Expanding oblique into oblique versus ergative/genitive versus locative derives a four-term case system as seen in Squaliq and Kavalan. A six-term system is formed by splitting the remaining functions of oblique into accusative, dative and comitative, as seen in Saisiyat.

Case markers in these languages then indicate not only grammatical relations, but also semantic and pragmatic functions such as referentiality and pragmatic scale. Definiteness and animacy figure centrally in the organization of either case marking or voice constructions in Formosan languages. For example, EIC is a construction which highlights the agent of the action associated with the predicate of the sentence and downgrades the oblique-marked E patient, which tends to be indefinite or non-referential and thus is rarely tracked in discourse. The definiteness dimension has been specialized in the distinction in case marking. In Paiwan, Puyuma and Amis, for example, their case markers are composites of case markers and noun class markers, each based on a grammatical distinction between common nouns and personal nouns (Teng 2008, Wu 2006).

Animacy figures importantly in the case system in most of the Formosan languages. Animacy determines the interpretation of the nominative-marked NP in circumstantial voice construction (CV). If the nominative-marked NP refers to humans, the construction receives a benefactive or comitative interpretation, whereas if the nominative-marked NP refers to inanimates, then the NP encodes either a transported theme or an instrument, both manipulated objects. In Kavalan, it is animacy that distinguishes the locative case markers *ta-...-an* for common nouns from the marker *...-an* for personal nouns. In Mayrinax, the oblique marker for personal nouns *ki'* encodes locative or comitative role as well as recipient role. This kind of case polysemy is natural since the comitative expresses with whom an entity is **located**. Similarly, the locative marker *ki* in Saisiyat encodes either location, if the *ki*-marked argument refers to inanimates, or company, if it refers to animates.

In this talk then I propose a two-tiered analysis for case markers in Formosan languages, the relational tier and the referential tier. The first tier involves marking the distinction between grammatical relations such as subject and object. The second tier is set up in response to observations from a number of recent studies that case markers in these languages reflect all kinds of semantic and pragmatic information, such as the distinction between visibility, definiteness and animacy. The second tier is also meant to incorporate well-known observations about 'subjects' and 'objects' in Formosan languages. It is true that natural languages are argued to instantiate the so-called

'definiteness duality' (Comrie 1981), whereby direct objects may be indefinite without special marking, while definite direct objects often require special marking. On the other hand, subjects show an opposite distribution: definite subjects are often marked while indefinite subjects occur with a much lower frequency. The applicability of the definiteness duality to Formosan languages will also be subjected to careful scrutiny based on discourse evidence.

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13:10- 14:10 April 29th

Invited Speech 1

Metaphor and Simile Revisited: A Contextualist Approach

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This paper deals with the issue of the distinction between metaphor and simile. Recent works such as Gentner and Bowdle (2001), Israel et al. (2004), and Utsumi (2007) focus on the difference between metaphor and simile. The present paper argues against these claims and proposes that 1) simile only forms an incoherent category, 2) metaphor and simile are continuous. It also pursues the direction of applying mental space theory to the analysis of metaphor and simile.

Keywords: Metaphor, simile, mental space, discourse, contextualism

Simile is defined as a figure of speech which compares two things. Famous examples include (1b).

- (1) a. Achilles is a lion.
b. Achilles is like a lion.

Merriam-Webster for example defines simile as follows:

Definition of SIMILE

A figure of speech comparing two unlike things that is often introduced by *like* or *as* (as in *cheeks like roses*)

<http://www.merriam-webster.com/dictionary/simile>

Aristotle claimed that simile and metaphor were almost the same.

The Simile is also a metaphor; the difference is but slight. When the poet says of Achilles that he leapt on the foe as a lion, this is a simile; when he says of him 'the lion leapt,' it is a metaphor- here, since both are courageous, he has transferred to Achilles the name of 'lion' ... [Similes] are to be employed just as metaphors are employed, since they are really the same thing except for the difference mentioned.

(Rhetoric, 1406b)

There are several reasons to doubt that simile forms a coherent category. First of all, as Yamanashi (1988) and Israel et al. (2004) point out, linguistic forms that introduce simile or simile-like expressions are many. Yamanashi lists Japanese words and compounds of similarity, comparison, identity, quotation, or degree such as *no.yoo.na*, *mitai.ni*, *nante*, *yoo.ni*, *gotoku*, *sasizume*, *to.iu*, *marude*, *atakamo*, *to.onaji*, *mo.doozen*,

hotondo, sonomono.da, ja.arumai.shi, to.kawari.nai, to.chigai.wa.shinai, which can introduce simile. In the same way, Israel et al. show that expressions such as *equivalent of, more...than, a kind of, view A as B* can introduce simile. Also, in a translation of Yukio Mishima's final book series called *The Sea of Fertility*, various expressions of what I term here "simile markers" can be seen.

- (2) As naturally as one leaf falls and comes to rest upon another, Isao came upon the first and final kiss of his life.
- (3) It was in the nature of authority to fear purity more than any sort of corruption. Just as savages fear medical treatment more than disease.
- (4) Honda's heart pounded as though he had stumbled.
- (5) Her smooth, vivacious style was clearly a kind of tight rope walking.
- (6) The lecture ended at last. There was the same feeling of relief with which one sees a frightfully squawking chicken suddenly breathe its last and become tranquil.

Simile markers expand once we decide to include constructions such as [Source noun] of [Target noun] of the type illustrated in (7) through (9).

- (7) When, on closing a drawer, a kimono sleeve is caught, the seams of the sleeve and the bodice will tear as one walks away. As similar experiences were repeated, the sleeves of Rie's heart were torn to bits.
- (8) And he wanted to know the feeling of an indolent animal licking its resin-smearred fur and relaxing in a pool of sunshine, sending its prey someplace where his claws of perception could never reach.
- (9) Isao took forcible hold of the tiller and turned the vessel of his mind toward more desirable thoughts, thoughts that flashed, thoughts that provoked rapture.

The number of simile markers also increases if we count the *view A as B* example type shown in Israel et al. (2004). Language can express the process of metaphorical perception as in (10) to (12):

- (10) She felt the razor working its way with scrupulous care across her scalp. Sometimes she imagined the frenetic gnawing of a mouse's tiny white incisors, sometimes the placid grinding of the molars of a horse or cow.
- (11) His own heart seemed to him to be much like an arrow stripped of the flashing white feathers that gave it direction.
- (12) Kiyooki was not parting with the two princes from Siam. He felt, rather, that it was his youth, or the most glorious part of it, that was about to vanish below the horizon.

Secondly, to complicate the matter, the simile markers can also indicate literal similarity/categorization. The comparison has to be made between “two unlike things,” which means that the similarity has to be metaphorical and not literal. Having a simile marker is not enough to define simile. This casts a doubt on the independence of the status of simile and argues for the claim that simile is a subcategory of metaphor at best.

Finally, seen in context, simile and metaphor are intertwined, with simile markers often introducing metaphorical expressions over sentence boundaries. (13) through (14) exemplify this claim.

(13) With deception as its starting point, authority can only sustain itself by spreading deception. It's like a germ culture. The more we resist, the greater are its powers of endurance and propagation. And before we know it we have the germs in ourselves.

(14) And then the loneliness—it's something that burns. Like hot thick soup you can't bear inside your mouth unless you blow on it again and again. And there it is always in front of me. In its heavy white bowl of thick china, dirty and dull as an old pillow. Who is it that keeps forcing it on me?

In summary, simile and metaphor are very similar and are intertwined with each other. This paper claims that 1) simile only forms an incoherent category, 2) metaphor and simile are continuous. Separating them does not mean much from a cognitive linguistic perspective, especially seen in context. This paper also pursues the direction of applying mental space theory to the analysis of metaphor and simile.

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09:00- 10:00 April 30th

Invited Speech 2

One World, One Dream: The Construction of the Bird's Nest with Metaphor

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This paper analyzes the metaphorical structure of a China Central Television (CCTV) Olympics commercial, a multimodal discourse, in the spirit of “real-world metaphor research”, which, aiming to be “ecologically valid”, focuses on metaphorical data naturally occurring in real-life discourse in human communication (Gibbs 2010; Low et al. 2010). To do so, I take the theoretical perspective of Cognitive Semantics, whose theory of metaphor is generally known as conceptual metaphor theory (CMT). According to this theory, metaphor, which gives rise to mappings across conceptual domains, “is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature” (Lakoff and Johnson 1980: 3). The Olympics TV commercial to be analyzed, which was designed and produced to influence people’s thought and action, is structured by a central conceptual metaphor manifested multimodally through its multimodal discourse.

The Beijing 2008 Olympics’ motto is “One World, One Dream”, which highlights the notion of the world as a “global village”. The commercial under discussion converges on this motto with a metaphorical imagery of a bird’s nest being built by the birds from all over the world. While “bird’s nest” is commonly mapped metaphorically onto some target concepts, such as “unity” and “harmony”, the metaphorical imagery is also motivated by the fact that the Beijing National Stadium looks like a bird’s nest, and is therefore nicknamed “the Bird’s Nest”. It is argued that the commercial is structured by one central metaphor: PEOPLES OF THE WORLD MAKING CONTRIBUTIONS TO THE BEIJING OLYMPICS ARE BIRDS FLYING FROM VARIOUS COUNTRIES TO BEIJING WITH TWIGS TO BUILD A BIRD’S NEST.

The study applies a Decompositional Approach to Metaphorical Compound Analysis (DAMCA) based on the distinction between primary and complex metaphors. It shows that the highly specific and complex metaphorical compound can be analyzed as having a multi-level structure, with each level consisting of multiple components. The component parts vary, ranging from complex metaphor, primary metaphor, resemblance or image metaphor, metonymy, to proposition as literal commonplace knowledge or cultural beliefs. They form an intricate network of cognitive mechanisms, each playing its role at some level of conceptual buildup and in combination with others, in contributing to the central metaphorical compound in particular, and to the overall meaning of the TV commercial in general. It is especially interesting to notice that the central complex metaphor, which appears to be highly culture-specific and occasion-specific and for that matter quite novel, is plugged in two fundamental metaphor systems, which are at least widespread if not

universal: the Great Chain Metaphor system (Lakoff and Turner 1989) and the Event Structure Metaphor system (Lakoff 1993).

When the “deep analysis” of the metaphorical structure of the TV commercial is conducted, top-down, level by level and component by component, it comes down to a few primary metaphors, which serve as the “cornerstones” in the foundation of the metaphorical compound. As Grady (2005: 1595) argues, primary metaphors are the “ready-made” metaphoric counterpart connections, “i.e., entrenched metaphoric correspondences between concepts, that provide the basis for the real-time construction of metaphoric blends”. They are “inputs” to, rather than “products” of, such cognitive processes, forming “the basis of the metaphor system of a given language, and possibly a universal system of metaphors which guide human conceptualization more generally” (1612).

It needs to be pointed out that the “deep analysis” conducted in this study, i.e. DAMCA, bears no implication for the real-time, on-line process of production or comprehension of meaning. All it shows is the complicated network of possible cognitive mechanisms and conceptual relations involved, with which such production or comprehension is achieved, as well as the general cognitive foundation and its “cornerstones” upon which the more complex and specific metaphorical compounds are built. Real-time, on-line production or comprehension of meaning is, presumably, achieved on the basis of “building blocks.” But building blocks themselves still have internal structures that are open or subject to structural and material analysis.

The central metaphor under analysis is manifested through a multimodal discourse, the TV commercial, and it is therefore a case of “multimodal metaphor” (Forceville & Urios-Aparisi 2009). In the case under discussion, the aural mode plays a relatively limited role; predominantly, it is through the visual mode that the source domain of the metaphorical scene is unfolded and established, with moving images that show a vast quantity and a wide variety of birds flying from various countries to Beijing, China, each holding a twig in its beak, and all coming for the common goal of building one bird’s nest. Interestingly, it is until the very end of the TV commercial that the target domain, the Beijing Olympics, emerges when the image of the completed bird’s nest transforms into the image of the Bird’s Nest stadium with the thematic slogan “One World, One Dream” of the Beijing Olympics appearing over it as the caption. At that moment, the target domain is established, and the mapping between the source and target concepts, the bird’s nest and the Beijing Olympics, is accomplished.

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16:10- 17:10 May 1st

Invited Speech 3

Cognitive Dimensions of Metaphor

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According to conceptual metaphor theory (CMT), metaphorical structuring forms a critical component of our understanding of abstract concepts such as time, causality, and infinity, such that conceptual structure in concrete, experientially grounded domains affects the organization of abstract concepts (Lakoff & Johnson, 1999; Lakoff & Nunez, 2000). Perhaps the most controversial aspect of this theory is the psychological reality of metaphorical mappings, or correspondences between domains, that have been proposed to underlie the meaning of metaphoric expressions. Gentner (2001) has argued that CMT is most compatible with a psychological proposal she calls *system mapping*. In system mapping, particular instances of metaphoric language occur because of multiple correspondences between the elements, or objects, and relations, or predicates, in the metaphor's two domains (Gentner, 2001; Gentner, Bowdle, Wolff, & Boronat, 2001). According to system mapping, mappings are activated on-line during comprehension.

However, a number of appealing alternatives to system mapping have been proposed. For example, Gentner & Bowdle's (2005) *career of metaphor* model (an extension of their earlier *cognitive archeology* proposal; cf., Gentner & Bowdle, 2001) proposes that while analogical mappings between domains are important for the emergence of novel word senses, once those senses become established, their on-line comprehension involves the retrieval of abstract relational categories. Alternatively, the *structural similarity* proposal is that a common set of terms denotes elements and relations in the two domains of a metaphor because those domains share inherent similarities (Murphy, 1996; 1997). In contrast to CMT which posits metaphorical mappings from concrete source domains to more abstract target domains, the structural similarity proposal considers both domains to be equally basic. Moreover, on the structural similarity proposal, metaphor comprehension involves the activation of an abstract schema shared in both domains rather than the activation of source domain concepts.

I describe two experiments that addressed the connection between our understanding of motion in space and the progression of time with a novel paradigm. In particular, we tested whether people were able to perceive any incongruency between the direction of literal or metaphorical motion in sentence stimuli and the direction of motion in a cartoon-clip. In Experiment 1 we used an explicit judgment task and in Experiment 2 we used event-related brain potentials (ERPs) to assess participants' tacit recognition of incongruity. While observed effects differed from the predictions of all three accounts outlined above, the results were most consistent with the career of metaphor proposal: conceptual structure in the source domain of a metaphor is important for the establishment of

metaphorical meanings, but is often not activated when speakers understand well-established metaphors.

I go on to consider an alternative interpretation of these data. Namely, ERP congruity effects observed after sentences about time may reflect the fact that it is possible to “wake up” the underlying source domain for a metaphoric expression, as suggested by some researchers in the framework of conceptual integration, or blending theory (Coulson & Oakley, 2005). Differences between space and time congruity effects might thus be attributed to the emergent structure that arises from the integration of two domains in a metaphor. In keeping with this suggestion, I show video data in which the gestures accompanying discourse about abstract topics are interpretable in terms of metaphorically connected concrete source domains.

I go on to address the relationship between CMT and conceptual integration theory (CIT) by exploring how people understand *timelines* – both as graphical objects, and in discourse about timelines taken from newspapers and the web. When instantiated graphically, the timeline serves as a material anchor in a conceptual integration network representing partial cognitive models of time, lines, objects, and a hybrid model known as a “blend”. When understood with respect to this network, the analogue properties of the line give it novel computational properties that facilitate inferences about the events the timeline represents. The history of the modern timeline suggests it reflects a distributed cognitive process involving multiple individuals over a large span of time, and illustrating the importance of cultural evolution in the development of conceptual integration networks. Analysis of discourse about timelines suggests conventional mapping schemas (viz. conceptual metaphors) are best viewed not as *determining* the interpretation of timelines, but rather as providing soft constraints that help guide it.

In sum, metaphor use is often strategic, as language users seek cognitive models to promote their desired construals of the topic at hand, indeed much as poets do. Moreover, such discourse does not occur in a vacuum, as speakers and listeners together navigate a rich cultural landscape of extant construals with varying degrees of entrenchment. These construals include the binary mappings of CMT, but also detailed blending patterns described via generic integration networks. Sharing these detailed generic procedures for building complex structure makes the meaning construction process more fluid and adaptable to speakers’ communicative needs. Understood as a dynamic phenomenon best described via complex networks of mappings that can be flexibly updated as a function of context and goals, the cognitive dimensions of metaphor include the millisecond-by-millisecond level of real-time processing in the brain, the second-by-second level of conversational discourse, and cultural evolution spanning centuries.

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General Session I: Presentation 1

Modernization: a Case of Semantic Shifts in Taiwan

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This paper adopts prototype theory (Lakoff 1987; Rosch 1978; Sweetser 1984) and discourse analysis approaches (Chilton 2004; Wodak and Krzyzanowski 2008) to study semantic shifts surrounding the term “modernization” as used historically in Taiwan. We use search engines such as Google and Amazon to discover books and papers on Taiwan’s modernization, and use them as our data to construct taxonomy of keywords, metaphors and cultural prototypes associated with Taiwan’s modernization.

We believe that by identifying keywords and deconstructing cultural models, i.e. images, storylines and descriptions of simplified worlds in which prototypical events unfold (Gee 2005, p. 72), we can contribute substantially to better understanding the semantic shifts. The term “keyword” is fully elaborated in Raymond (1985), who stresses socio-historical contexts for the evolution of meanings of major vocabulary in English-speaking culture and society. For our purposes, we adopt discourse analysis to counter commonplace cultural narratives too often taken for granted across the board. To achieve our objectives, we apply language analysis both in a broad sense (discourse analysis of socio-political interactions) and a narrow sense (frames, metaphors and proliferation and/or avoidance of certain lexicons) to construct and reflect large parts of an historical and ongoing relationship. Based on preliminary data, we have sketched rough narratives of how modernization made its début in China around the end of the 19th century and in Taiwan during various waves of colonialism that were under way then; deviated from their European and Japanese origins during the era of the 1911 Republic era and Taiwan’s colonial eras; and became indigenized as China and Taiwan took different paths when continuing modernization even into a “post-modern” 21st century. At the same time, we have further identified micro-level cognitive devices such as frames and metaphors, observing how they are coded in accounts of crucial events and in documents that affect policy making and public perceptions. Our findings should serve as an interesting case study for integrating discourse analysis and prototype cultural models to foster a better understanding of semantic shifts in the meaning of ‘modernization’ at critical moments in Taiwan. Our study might also provide insights for other developing societies that have gone/are going through similar/different processes, and for better intercultural communication.

General Session I: Presentation 2

How to Study a Grammaticalization based on Systemic Functional Grammar?: A Case Study of the Word '*khue*' in Isan Dialect

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The concept of grammaticalization had been developed in the works of Bopp (1816), Schlegel (1818), Humboldt (1825) and Gabelentz (1891) and continually studied by several linguists in different mechanics as semantic bleaching, morphological reduction, phonetic erosion and obligatorification. Grammaticalization is known as a field of research in historical linguistics focusing on language change within a process of lexical and grammatical change. The investigation of grammaticalization shows a powerful aspect to language, as it forms new function words within language.

This paper aims to study a grammaticalization of the word '*khue*' in Isan dialect, a dialect of standard Thai, based on systemic functional grammar approach. A system network of the word '*khue*' will be analyzed through the different metafunctions as ideational, interpersonal, and textual metafunctions. The research data used in this paper are collected from Isan folk tale. There are five stories of them. The findings reveal that the word '*khue*' shows many different systemic functions clearly in every metafunction. Lexical, syntactic and semantic changes are found in my data. For lexical change, the word '*khue*' changes its function from a content word '*verb*' to a function word '*auxiliary verb*', '*adverb*' and so forth. In terms of textual metafunction, it is found that the word '*khue*' can occur both in theme and rheme. It obviously shows syntactic change. In rheme, it functions as a process whereas in theme it functions as a discourse marker. It can say that the word '*khue*' changes its function from a process to a discourse marker. For interpersonal metafunction, the word '*khue*' functions as a question word '*why*' with the interaction to an addressee asking for information. As of the ideational metafunction, it is found that semantic change is salient. The word '*khue*' can function as relational process and material process, as it broadens its meaning.

General Session I: Presentation 3

**On the Newly Emergent [Gei Wo] Construction in Taiwan Mandarin:
Counter-Expectation and Subjectivity**

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Due to their syntactic and semantic intricacies, the ditransitive *gei* constructions have attracted numerous studies from different approaches, some of which investigate their semantic complexities with the application of metaphorical and metonymic mechanism. (Shen 1999; Zhang 1999). Among the eight *gei* constructions in Mandarin Chinese Hu (2007) proposes, the unmarked, superordinate construction is [Na+GEI+Nr+Np], such as *Wo gei ta qian*. (我給他錢) ‘I gave him money’, with the meaning ‘SUBJECT CAUSE OBJECT_{GEI+N} TO RECEIVE SOMETHING’. Moreover, a marked and less prototypical imperative construction, such as *Xiongdimen, gei wo qiangqizi*. (兄弟們, 給我搶旗子) ‘Grab chess pieces for me’, is also analyzed by Hu, and its meaning can be realized as ‘SUBJECT CAUSE OBJECT OF *GEI* TO RECEIVE BENEFIT BY DOING AS IS ASKED’. The metonymic mechanism CAUSE FOR EFFECT is activated with the source as the activity *Grab chess pieces* and the target as the benefit after doing the activity *for me*.

In addition to its imperative usage, [*gei wo*] in Taiwan Mandarin has newly developed into a frozen chunk that occurs in a ‘[*gei wo*] + stative predicate’ construction, such as *Tianqi ye gei wo taileng le*. (天氣也給我太冷了) ‘The weather is really cold’. More data collected primarily by searching Google Taiwan are given in Table 1. In such a construction, [*gei wo*] often co-occurs with a scalar predicate like *leng* (冷) ‘cold’ or *re* (熱) ‘hot’, a degree modifier such as *tai* (太) ‘too’ or *hen* (很) ‘very’, and sentential particles, *-le* (了) or *ba* (吧).

Regarding these phenomena, the following analyses are suggested: (a) similar to the analysis of the imperative construction, the extension of meaning in ‘[*gei wo*] + stative predicate’ can be attributed to metonymic mechanism. More specifically, the source refers to the state related to stative predicate and the target denotes not only the state in question but also a personal judgment on the state-of-affairs (Table 2 presents the analysis). And (b), the function of ‘[*gei wo*] + stative predicate’ is to express speakers’ subjectivity, evaluation, and counter-expectation. In Soh’s study (2009), the occurrence of *-le* in a sentence final position can be interpreted as a speaker’s counter-expectation based on the common ground among the participants in the conversation, and presupposition (cf. Stanlnaker 1998, 1999, 2002). These aforementioned studies strengthen the possibility for ‘[*gei wo*] + stative predicate’ construction to co-occur with the sentence-final particle *-le*, since both carry counter-expectation interpretation of the speaker (Figure 1 gives the counter-expectation analysis).

When counter-expectation is concerned, subjectivity issue will be accompanied (cf. Traugott 1999: 179). Nuyts (2001) also proposes that adjectival expressions exhibit either subjectivity or non-subjectivity. But when the speaker subject enters, non-subjectivity immediately becomes subjectivity. This study, therefore, claims that the insertion of [*gei wo*]

into a scalar construction manifests the speaker's subjectivity, highlighting a state-of-affairs viewed from the speaker's subjective perspective.

Table 1.

[gei wo + stative predicate]
a. <i>Huibuhui gei wo taire le yidian.</i> (會不會給我太熱了一點。) It is really hot for me.
b. <i>Sushe zhebian gei wo tai huanle le ba.</i> (宿舍這邊給我太歡樂了吧。) The dorm is really noisy for me.
c. <i>Yifu shi bucuo, jiushi gei wo youdian pianda.</i> (衣服是不錯，就是給我有點偏大。) The clothes is good, but it is really large for me.
d. <i>Maihuilai de xiabing gei wo youdiangui.</i> (買回來的蝦餅給我有點貴。) Shrimp crackers you bought are really expensive for me.
e. <i>Ye gei wo taihaochi le.</i> (也給我太好吃了。) It is really delicious for me.

Table 2.

句式(sentence pattern)	喻體(source)	轉指物(target)
<i>Tianqi ye gei wo taileng le.</i> 天氣也給我太冷了。 'The weather is really cold.'	<i>leng</i> 冷 cold	冷+產生個人評價 cold + personal judgment

Figure 1. Contrary to expectation. P=Proposition, t=time

Common Ground _i at t _i	Common Ground _j at t _j
P1: The weather was not cold before t _s . [presupposition]	P2: The weather was really cold before t _s . [rejection of presupposition]
→	→
	P3: The weather is really cold at t _s . [assertion]

Note: A speaker can either accept or reject the inclusion of the presupposition in the subsequent common ground. When the speaker rejects presupposition and the change is from common ground_i to common ground_j, a "contrary to expectation" reading arises. (Soh 2009)

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General Session II: Presentation 1

Two Types of Motivations for the Use of Clause-final *wo juede* 'I think' in Mandarin Conversation

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This study investigates the motivations speakers have when they make use of Mandarin *wo juede* 'I feel/think' in clause-final position. Since the canonical position of *wo juede* is at the beginning of a clause, or before its complement clause, the occurrence of *wo juede* at clause-final position is considered to be one of the criteria of its grammaticalization as a pragmatic marker (Fang 2005; Huang 2003). Adopting the methodology of Interactional Linguistics, this study conducts multi-modal analysis of clause-final *wo juede* in casual conversations, focusing on (i) the sequential environments in which clause-final *wo juede* is used, (ii) eye-gaze of the speaker during the production of clause-final *wo juede*, and (iii) prosodic features of clause-final *wo juede*.

Through the analysis of sequential environments, two types of motivations for the use of clause-final *wo juede* are identified: interactional and cognitive motivation. By interactional motivation I mean the speaker's consideration of other speaker(s) as a next speaker, and by cognitive motivation, the speaker's consideration of the content of what she or he is conveying. When interactional motivation is at work, *wo juede* is used as a means for turn-taking management – with clause-final *wo juede* the speaker solicits agreement or closes a topic. It is observed that the speaker can use eye-gaze, synchronizing it with clause-final *wo juede*, for turn-taking management, withdrawing speakership and/or selecting the next speaker. When cognitive motivation is at work, *wo juede* functions to downgrade a strong judgment, or to soften the tone of disagreement. These two types of motivation can work jointly, and cognitive motivation is not completely unrelated to interaction.

Analysis of prosodic features reveals that regardless of the functions described above, almost all tokens of clause-final *wo juede* are articulated with considerable fall of volume and with loss of tonal features. This suggests that clause-final *wo juede* is losing its saliency in form and is becoming like a sentence-final particle.

Although a dynamic usage-based model has been proposed in Cognitive Linguistics (Langacker 2000) and dialogic interaction has come to attract attention in grammaticalization theory (Traugott 2008), there are still only a limited number of linguistic studies based on conversational interaction. This study contributes to the understanding of how grammar changes in actual interaction by providing multimodal analysis focusing on a specific construction.

General Session II: Presentation 2

Discourse Markers in Mandarin: A corpus-based Analysis of *Ranhou* and *Jiushi* in Mandarin

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Linguists and language researchers have devoted significant attention to the study of discourse structure, and have been very interested in the elements that contribute to coherence and meaning in discourse. One category of linguistic elements that have key significance and which have attracted a substantial amount of research interest in recent years is discourse markers (Schiffrin, 1987; Fischer, 2006). Discourse markers are especially fascinating because their often minimal lexical content is accompanied with multiple levels of meaning that point to relationships of topic and pragmatic effect. In light of the critical importance of discourse markers to understanding language motivation and use, the goal of the current study is to investigate and delineate how discourse markers act to unify disparate textual, contextual, and pragmatic elements and bring coherence to discourse. Basing on 15-hours of spoken conversation, this study adopts a multi-tiered approach to the investigation of discourse markers in Mandarin, emphasizing both their linguistic and pragmatic function as interactive signals, as well as the cognitive and expressive force which underlies their immediacy in language.

The fundamental principle that guides the study is that the multi-dimensional functionality of discourse markers arises from underlying cognitive states and the expressiveness of discourse markers in communicating those states. Two discourse markers have special significance in exemplifying how discourse markers mirror the interactions among cognition, expressiveness, and pragmatic interactions that are at work in discourse: *ranhou* and *jiushi*. Our data show that the discourse marker *ranhou* 'then' functions as an indicator to link events, phrases, and topics in a coherent sequential relationship, thus acting as a critical interactive signal in the communication of cognitive progression of participant states. While the marker *jiushi* 'just is' also functions to link phrases and succeeding ideas together, *jiushi* acts to point to a restatement or further elaboration to present a more complete account, thus providing the complementary function to *ranhou* with respect to participant presumed knowledge status in discourse. The occurrence of the markers *ranhou* and *jiushi* provides mutual synchronization of participant cognitive and emotional states in their roles as key guideposts under the conditions of ever-changing topics and discourse goals.

Because of their primary function as connectives, discourse markers are crucial factors in providing a coherent framework for information exchange in discourse. Discourse markers are well-suited to represent very finely distinguished relationships among topic ideas and between participant knowledge and emotion states, and our study shows that *ranhou* and *jiushi* exemplify many of the critical relationships that exist between the functional and cognitive elements of language, and their correlated

expressive forms, providing a greater understanding of the nature of discourse coherence and contextual meaning in language.

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General Session II: Presentation 3

The Use of *ranhou* 'then' in Mandarin-speaking Children's Narrative

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Children's narratives have been widely investigated by psycholinguists since they provided information about children's development of discourse, cognition and socialization (Berman & Slobin, 1994; Chang, 2000; Ninio & Snow, 1996). Among all of the studies on children's narrative development, Berman and Slobin (1994) conducted a cross-linguistic study about relating events in narrative. In their study, five-year-old texts demonstrated "grammaticalized connectivity". Children at this age tend to chain clauses to form a linear unfolding narrative. They knew how to use certain linguistic forms, such as *and then*, *when*, *after*, to express the sequential or simultaneous relation of events. The more mature texts 9-year-olds produced indicated "thematic connectivity". Children organized their clauses by considering a plot-motivated theme. The multifunction of connectives has also been of interests to many researchers (Biq, 1990; Schiffrin, 1986, 1992). According to Su's (1998) and Wang and Huang's (2006) studies, *ranhou* was the most frequently used connective in Mandarin and now functions as a discourse marker. Besides the traditional temporal use, the meaning of *ranhou* has expanded to seven different domains, including consequential, listing, conditional, concessional, verbal filler, topic succession, resumptive opener and additive use.

The purpose of the present study is to investigate how Mandarin-speaking children use *ranhou* 'then' to achieve temporal coherence in narrative and what other functions of *ranhou* would also appear in their story telling. The subjects were twenty five- and nine-year-old children. The picture book, *Frog, Where are you* (Mayer, 1969), was used to elicit children's narrative production. Eight different functions of *ranhou* including the temporal use, marking consequence, the list use, conditional or concessional use, *ranhou* as a verbal filler, topic-succession, as a resumptive opener and additive use, were coded according to Su's (1998) and Wang and Huang's (2006) studies.

The results showed that the frequency of *ranhou* in Mandarin-speaking children's narrative decreased with age. On average, nearly half of the 5-year-olds used *ranhou* in 50% of their utterances while the 9-year-olds used it relatively less (30%). Besides, almost all 5-year-olds could use at least two functions of *ranhou*. Moreover, nearly half of them used more than two meanings. Most of the 9-year-olds could use three meanings when telling story. The most salient use of *ranhou* in children's narrative, as predicted, was to mark temporal relations between events. Besides this conventional use, most of the 5-year-olds also used *ranhou* to add new information. Many 9-year-olds could use *ranhou* to mark consequences. Other meanings, such as speech planning, appeared relatively less. Furthermore, the portion of temporal *ranhou* decreased with age while the additive and consequential uses increased. Children used the temporal *ranhou* to connect events related to global structure to show their focuses of the storyline. They used the

additive *ranhou* to develop local structure of the story and make their story more elaborate. The result suggested that Mandarin-speaking children started to understand the multifunction of *ranhou* both as a connective and a discourse marker at age five. Moreover, it also indicated a developmental difference among Mandarin-speaking children's use of the multifunction of *ranhou*.

General Session II: Presentation 4

Asymmetry in Grammaticalization – The Case of Directional Particles in Cantonese

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Adopting a diachronic, discourse-pragmatic perspective, this study explores the grammaticalization of four pairs of directional particles in Cantonese: *lai4* ‘come’ and *heoi3* ‘go’, *ceot1* ‘move out’ and *jap6* ‘move into’, *hoi1* ‘move away’ and *maai4* ‘move towards’, and *soeng5* ‘ascend’ and *lok6* ‘descend’. All of them are basically pairs of antonyms in the sense that they are identical in terms of semantics, only differing in the feature ‘direction’. Although parallelism between their grammaticalization paths is expected, this does not seem to be the case. Based on a close examination of a diachronic database reflecting the usage of Cantonese from the mid-nineteenth century to the present, it is found that none of the four pairs actually displays a wholly symmetrical relation in their evolutions; one member often goes farther in its path of grammaticalization and has a wider range of uses. This is what we label ‘asymmetry in grammaticalization’.

We might consider the grammaticalization of *ceot1* ‘move out’ and *jap6* ‘move into’ as an example. Upon its grammaticalization, *ceot1* can be used to express a more abstract kind of ‘moving out’, showing that some features or intentions are uncovered and perceived, as in *Ngo5 tai2 dak1 ceot1 nei5 hou2 tou5ngo6* I see-able-**ceot1** you very hungry ‘I can see that you are very hungry’ and *Ngo5 teng1 dak1 ceot1 nei5 m4 hoi1sam1* I listen-able-**ceot1** you NEG happy ‘I can hear that you are not happy’. Theoretically speaking, *jap6*, the counterpart of *ceot1*, could also have undergone a parallel development to become a particle meaning something is ‘covered’ and ‘not seen’. However, the sentence **Ngo5 daap3jing3 sau2 jap6 go3 bei3mat6* I promise keep-**jap6** CL secret ‘I promise to keep the secret’ makes no sense to speakers of Cantonese; *jap6* has not grammaticalized in a parallel manner.

Besides *ceot1* and *jap6*, the other three pairs of particles have also displayed varying degrees of asymmetry. While *lok6* ‘descend’ and *maai4* ‘move towards’ have evolved into a marker of subjective conclusion and a marker of negative evaluation respectively via subjectification, their counterparts, *soeng5* ‘ascend’ and *hoi1* ‘move away’, have not gone that far in their grammaticalization and have not evolved into subjective markers of any kind. Even though *lai4* ‘come’ and *heoi3* ‘go’, as a pair of particles, have both developed into a purposive particle introducing the purpose of the action denoted by the host verb phrase, *heoi3* is nevertheless always more restricted in use than *lai4*. It is found that there are many occasions where only *lai4* can be used to introduce the purpose, but not *heoi3*.

In this paper we will examine in detail the actual steps that are involved in the grammaticalization of these particles, and attempt to explain their asymmetric behavior. We will show that particles *could have* developed in a certain way, they just *do not*. In other words, there are always *gaps* in the development of grammatical items.

General Session III: Presentation 1

“This makes me angry, not disgusted” – Cross-linguistic Differences in the Realization of the “disgust” Emotion between English and Mandarin Chinese

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There are many approaches to the study of emotion from cognitive perspectives. One approach focuses on language structure and suggests that a specific way of studying the language of emotions is to investigate how a given language conceptualizes the causes and the effects of emotions (Dirven 1997). This mode of analysis has been applied to a range of emotion terms such as *anger*, *pride*, *guilt* and *shame*. However, “disgust” as a basic emotion across all cultures is not well studied and remained unexplored from a linguistic perspective.

Semantically, Haidt et al. (1997) divides disgust into four types according to the elicitors. They argue that there is a pathway of expansion of disgust from core disgust (oral disgust caused by food) to moral disgust. In both cases, disgust is a regulatory response which helps us avoid pollution and maintain purity in either the material or the spiritual world. While all languages have terms to express the emotion of disgust, there are anecdotal reports that the elicitors may be different for particular type of disgust in different cultures. The elicitor for the disgust emotion in one culture may be that for the anger emotion in another culture, for instance. In this study, we examined what are the elicitors for disgust, and how they are realized in Mandarin Chinese. We identify the most typical word to express disgust in Mandarin Chinese is *ě·xin* (literally ‘revolting heart’). We adopted both experimental study and corpus-based analysis in our approach. We first elicited a range of *disgust* words by asking our consultants (N=30) to freely list the near-synonyms of the word *ě·xin*. We collected 16 words in total. To weed out semantically dissimilar exemplars, we then asked the consultants to rate the semantic similarity between *ě·xin* and each of the 16 words, with a 1-9 scale. The rating task filters out seven words with tighter semantic association (Mean \geq 6.00). The seven words are (1) *zuò’ǒu*; (2) *yànwù*; (3) *fǎngǎn*; (4) *yànqì*; (5) *yànfán*; (6) *tǎoyàn*; (7) *xiánqì*. We search each of the eight words in the online Chinese balanced corpus (<http://www.cncorpus.org>). We found within our corpus data all the different types of *disgust* terms and we observe that the elicitor for moral disgust is more related to dishonest behaviors in the Chinese cultural context. Interestingly, this is different from elicitors reported for English and Japanese speakers. We found out from our corpus data that emotional causality with “disgust” in Mandarin Chinese is most frequently realized by causative verbs or resultative constructions in contrast to English which makes more extensive use of prepositions in expressing emotional causality (for example, *to tremble with fear*, *to be hot with hate*). For cognitive researchers who prioritize the causality chain in their explications of emotion episodes, this finding is of some significance as the language itself provides the scaffolding structurally. Hence, our understanding of the primacy of causality in explaining emotion can be enhanced by studying the morphosyntactic patterns in use.

In conclusion, our study highlights the importance of detailed and nuanced linguistic analysis that takes into account morphosyntactic realizations as well as semantic range of the application of the disgust words in Mandarin Chinese. While “disgust” is a loose term that covers the range of emotion expressions across languages, it is clear that they are used in a specific way that conveys cultural significance not easily apparent to proficient speakers of both languages. We argue that it is precisely such knowledge that is vital in ensuring clear communication in intercultural encounters.

General Session III: Presentation 2

**The Organization of Repetitions in the Conversation between an L1 Pediatrician
and an L2 Mother of a Pediatrics Patient in Taiwan**

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The increase in the foreigner population in Taiwan could cause various communication problems with regards to medical services. So as to increase mutual understanding between local speakers and foreign speakers we should consider the interactions of non-native speakers – as a minority group – in Taiwan. The research aim of the present study therefore focuses on 1) functions of repetitions in interactions between native doctors and a non-native participant in a medical setting and 2) implications of such a linguistic pattern referring to social and linguistic asymmetry. The results show that a number of repetitions – 79% of the total utterances, including self-repetitions and other-repetitions – are uttered by both the doctors and the non-native participant. The other-repetitions by the doctors in the study serve to elaborate on the non-native participant's speech as this assists with mutual acknowledgement of the patient's health condition. In contrast, the non-native participant's other-repetitions indicate her immaturity in L2. While self-repetitions by the doctors enable the non-native participant to comprehend the speech better under the notion of linguistic asymmetry, the non-native's self-repetitions and stuttering behavior is caused by her anxiety in the asymmetric relationship. These findings observed during interactions between native speakers and nonnative speakers in medical settings need to be generalized in the further study with more data.

General Session III: Presentation 3

Discursively Constructed Confidence in the Global Financial Crisis: A Critical Discourse Analysis Perspective

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The previous metaphor theories tend to regard language as a self-contained system of signs and structures without taking ideological and social dimensions of language into consideration. Thus, language is examined in isolation with the emphasis laid on structures and codes only. As a result, such an approach, “dissolves boundaries within the field of semiotics, but tacitly accepts an impenetrable wall cutting off semiotics from social and political thought” (Hodge and Kress 1988). The present study attempts to shed more light on the social and ideological dimensions of a text from the perspective of Critical Discourse Analysis (abbreviated as CMA) and follows the theories of Critical Metaphor Analysis (Charteris-Black 2004) which “aims to reveal the covert intentions of language users and investigate the obscure ideology and interpret how it works in the latent power struggle between the addresser and addressees” (ibid.) based on corpus. This study will focus on the cognitive dimensions of language, particularly metaphors, to examine how language functions to contribute to forming ideologies and generate power by different ways, thus yielding desired versions of social reality.

In this study, Premier Wen’s speeches on the Global Financial Crisis 2008 will be examined using Critical Metaphor Analysis, which includes three steps: identification, interpretation and explanation. There are many kinds of conceptual metaphors among these speeches, such as: journey metaphor, war metaphor and family metaphor etc. In this paper, we will focus on how confidence is discursively constructed through these metaphors. After the careful reading of the collected data through adopting Charteris-Black’s Critical Metaphor Analysis, the author focused attention on the HEIGHTENING THE CONFIDENCE IS BUILDING metaphor, OVERCOMING FINANCIAL CRISIS IS WAR metaphor and so on.

The analysis reveals that confidence in overcoming the Global Financial Crisis can be constructed by metaphor in political discourse. It is found that metaphors are powerful tools used by politicians to convey their political intention. Our findings reveal: a) Metaphors in political discourses have persuasive functions of framing and influencing the addressee’ values and emotions. b) Metaphors can serve to establish and cement the connection of addresser and addressee and to trigger desired audience response. c) Metaphors can simplify complicated political or economic situations and bridge gaps.

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General Session IV: Presentation 1

Investigating Motion Events in Austronesian Languages

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Huang and Tanangkingsing (2005) found that six Western Austronesian languages share the common property of giving greater attention to path information rather than manner. They proposed that the Proto-Austronesian language was probably path salient. In order to ascertain the validity of their hypothesis, a few methodological issues need to be addressed. First, their data contained very short texts for each of the six languages. It is thus necessary to find another Austronesian language with sufficient texts as the target of investigation. Second, a set of well-defined operational definitions for coding path and manner verbs needs to be developed before meaningful comparisons can be made. Third, a quantitative method that is sensitive to treating small, unbalanced tokens should be used to account for the variation between path and manner verbs.

This study began with a comparison of the motion events in a Yami frog story in seven Western Austronesian languages. This was followed by a research design using VARBRUL (a log-linear regression analysis program) to analyze the factors that account for the variation between path and manner verbs in 20 Yami texts. In the process, a clear set of operational definitions is proposed.

Our quantitative analysis indicates that Yami is a path salient language in that (1) path verbs are more frequent than manner verbs, (2) path verbs favor co-occurrence of figure and ground even more than manner verbs, and (3) manner is usually not expressed after the path verb. If it is expressed, it is coded as a serial verb construction.

General Session IV: Presentation 2

Semantic Extensions of Perception Verbs in Saisiyat

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In this paper, semantic extensions of perception verbs in Saisiyat, a Formosan language spoken in northwestern mountain areas are discussed. In the visual field, there are two verbs -- *kita* 'look' and *Sahoero*: 'see'. The semantic extensions of *kita* appear to be restricted to the visual field, under specific constructions. For example, the reduplicated form *ka-kita* designates 'meet' or 'see each other,' manifesting the function of marking reciprocity for Ca- reduplication in Saisiyat as well as in many other Formosan languages. Besides, the causative form *pa-kita* functions as the ditransitive version 'showing somebody something.' What appears to be intriguing is the semantic extensions of the achievement verb *Sahoero*:. It is found to be composed of two elements: *Sa'*-, a verbal prefix denoting visual perception, as in *Sa-hae-hae*"oe: 'look downward', and *hoero*:, a verb of cognition designating 'remember' or 'come to mind' as in (1a), manifesting an extension opposing the direction from perception to cognition proposed by Sweetzer (1990). Like *jian* 'see' in Taiwanese Southern Min (Lien 2005), *hoero*: has developed into an achievement marker, as shown in (1c-d). In addition to *hoero*:, *talam* 'taste' has also evolved into a tentative marker, as in *San-talam* 'eat to see if ...' and *taSi-talam* 'touch to see...' Note that in Taiwanese Southern Min, it is *jian* 'see' and *kan* 'look' in the visual field that have been grammaticalized an aspectual marker, whereas in Saisiyat it is the cognition verb *hoero*: and the tasting perception verb *talam* that have developed such function, implying that the role played by visual perception in Saisiyat may not be as important as in other languages, such as Taiwanese Southern Min. As for the verb for hearing perception, apart from the extension to the meaning of obedience, among the young Saisiyat speakers, its patient focus form *bazae'en* is found to assume the function of expressing speaker's source of knowledge (2a) or reservation towards the proposition, as in (2b) and (2c).

- (1) a. *yako* "okik *hoero*: *ila ka niSo*" p<in>*ayaka:i*"
 1S.NOM NEG remember ASP ACC 2S.GEN speak<PRF>
 'I don't remember what you have said.'
- b. *yako Sa-hoero*: "aehae" *ka ngiyaw*
 1S.NOM see-remember one ACC cat
 'I saw a cat.'
- c. *hini moto*: "am "okay *tin-hoero*: *ka p<in>anabih*
 this Hakka FUT NEG hear-remember ACC say<PRF>
 'This Hakka will not understand what's been said.'
- d. *yako San-hoero*: *ka "ima pa"is kasi"aelen*
 1S.NOM eat-remember ACC REL spicy food
 'I've eaten something spicy.'

- (2) a. A: bazae'en siya 'akoey ka rayhil... (Play_Negotiation)
hear-PF 3S.NOM many nom money
'It is said that they are rich ...'
- b. hini "oes"oeso"an bazae"-en "aliman.
this mountain hear-PF quiet
'(I feel that) this mountain is quiet.'
- c. hini pazay sazeken "aewhay baezae"en
this rice smell-PF bad hear- PF
'(I feel that) this rice smells bad.'

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General Session IV: Presentation 3

Pronouns in Discourse in Philippine Languages

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In this study, I will observe pronominal occurrences, especially third-person forms, in narratives and conversations in Philippine languages and attempt to come up with patterns of uses of pronominal forms in these languages. Crosslinguistically, zero anaphora and bound pronouns are usually located at the top of the topicality scale (Givón 1983), but languages differ in whether or not recoverable arguments can be omitted (Goldberg 2004). For example, Mandarin Chinese generally allows the omission of pronouns. In contrast, English, as well as Tagalog (Nagaya 2006), generally requires overt arguments; first or second person objects in Brazilian Portuguese are also not omitted (Farrell 1990). Similarly, in Cebuano, although first- and second-person participants are highly topical, pronouns are employed mainly to refer to them and to other third-person topical human participants, while zero anaphora is preferred for the less topical inanimate referents. In fact, if the bound pronouns were omitted, the conversations/discourse would make no sense at all; zero expression is dispreferred—an exception would be the second-person addressee in imperative clauses where the referent is obligatorily zero. Moreover, pronominalization and zero anaphora occur in all argument slots, with A and S arguments tending toward pronominalization and P arguments slightly preferring zero anaphora. This is also obviously related to the fact that animate referents tend to occur in A and S slots, while inanimate entities in the P slot (where they are topical). Finally, it is also observed that the occurrence of two third-person pronominal forms in the same clause is dispreferred. In instances where two third-person referents occur in a transitive clause, there is a tendency to pronominalize the A referent, while the P referent will be anaphoric, as shown in (1).

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(1) Cebuano: excerpt from Pear Story

¹*na-mu?pu?=siya ug* ²*iya-ha-ng* *gi-butang*
naN-pu?pu?=siya ug *iya-a-nga* *gi-butang*
 intr-pick=3s.nom conj 3s.poss-def-lk pfv-place

sa iya-ha-ng *dako-ng* *sudl-an-an*
sa iya-a-nga *dako?-nga* *sulod-an-an*
 loc 3s.poss-def-lk big-lk inside-lv-nmz

³*tapos* *ni-na?og=siya,*⁴*iya-ha-ng* *gi-butang*
tapos *ni-na?og=siya,iya-a-nga* *gi-butang*
 then av-go.down=3s.nom 3s.poss-def-lk pfv-place

sa mora ug *lamesa,* *pagka-human,*
 loc like comp table nmz-after

⁵*gi-trapu-han=usa?=niyaug* *tubaw*
 pfv-wipe-lv=first=3s.gen ext handkerchief

⁶*tapos* *iya-ha-ng* *gi-butang* *sa* *basket*
tapos *iya-a-nga* *gi-butang* *sa* *basket*
 then 3s.poss-def-lk pfv-place loc basket

ang *iya-ha-ng* *gipang-pu?pu?*
ang *iya-a-nga* *gipaN-pu?pu?*
 ang 3s.poss-def-lk pv-pick

'He picked (pear fruits) and he placed (them) (into) his big basket. Then, he came down (from the tree), (and) he placed (them) on (something) like a table. Afterwards, he wiped (them) with a handkerchief. Then, he placed the (fruits that) he picked in the basket.'

Table 1. Referential tracking in excerpt (1)

clause	man	fruit	basket	table	handkerchief
1	S (pron)	E (zero)			
2	A (pron)	P (zero)	Loc (lex)		
3	S (pron)				
4	A (pron)	P (zero)		Loc (lex)	
5	A (pron)	P (zero)			Instr (lex)
6	A (pron)	P (lex)	Loc (lex)		

General Session IV: Presentation 4

**The Predictable Personal Pronouns in Discourse: The Interface between
Information Flow and Syntax in Tsou**

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This study examines the information flow in Tsou discourse, and shows that the personal pronouns in Tsou tend to be regularly distributed in the same slot in the clause, and have become specialized markers for identifying particular referents in discourse.

Tsou, a Formosan language, is a predicate-initial language. In discourse, various types of clauses are found always to occur in a fairly fixed word order and constituent order (Huang & Huang 2009; Huang 2010). Previous research on the morpho-syntax of Tsou indicates that Tsou has two types of pronouns: bound pronouns, and free pronouns (Huang et al. 2002, Zeitoun 2005, etc.) Bound pronouns occur attached to the predicate-initial auxiliary verb, and encode either the A role in transitive non-actor voice clauses, or the S role in intransitive actor voice clauses. Furthermore, the 3rd person bound pronoun may co-occur with a full lexical nominal referring to the same referent in a clause (Example (1)).

(1) (Frog 2:48)

<i>i-si</i>	<i>cu taɯza</i>	<i>to av'u</i>	<i>'o</i>	<i>ceoyu</i>
AUX.NAV-3SG	PFV shake.PV	OBL dog	NOM	bee

‘The dog shook the beehive.’

The distribution of the free pronouns and bound pronouns found in NTU corpus is heavily skewed. The free pronouns are hardly found; they occur less than 1% in the corpus data (Huang & Huang 2009). On the other hand, A/S bound pronouns are pervasive in discourse. Although the personal pronouns mainly serve as ‘pro-forms’ of contextually retrievable nouns in discourse, they tend to occur in a specific position and refer to specific participant role--in bound pronominal form attaching to the predicate-initial auxiliary verb, and representing the A/S role of NPs. The A/S role NPs are usually highly topical in discourse, and Tsou uses bound pronouns to mark these roles in clauses.

In addition, in discourse, the co-occurrences of A/S bound pronoun with their corresponding full lexical NPs (Example (1)) are fairly infrequent; they occur only if the referent needs to be overtly identified or clarified. In information flow, lexical NPs cost the least energy to the hearer in identifying the appropriate participants in context, so they tend to refer to new information in discourse (Chafe (1987:25)). When A/S bound pronouns occur alone, they represent activated referents in discourse. However, referents other than those that encode A/S role in discourse hardly ever occur as personal

pronouns; they occur only in zero, if they represent given information; and in lexical NPs, if they represent new information. These facts together suggest that the personal pronouns in Tsou do not freely encode any anaphoric information, but occur only if certain structural and pragmatic conditions are satisfied.

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General Session V: Presentation 1

Applied Cognitive Typology: A Study of the L2 Acquisition of a Satellite-framed Language by Native Speakers of Mandarin and Japanese

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This paper introduces a recent attempt at synthesizing insights from the emerging field of Cognitive Typology (e.g. Talmy 2000, Croft 2001) and second language acquisition. Cognitive Typology is defined as a discipline that explores cognitive, functional, and socio-cultural foundations of grammatical and lexical structure in individual languages through a cross-linguistic comparison of typologically variable languages.

East Asia is a region that hosts languages of different typological profiles, i.e. Mandarin Chinese & Cantonese (SVO, isolating) versus Japanese & Korean (SOV, agglutinating). The former languages exhibit typological particularities such as the presence of pre-nominal relative clauses, which is rather rare among SVO languages. These languages are also known to defy a cognitive typology proposed by Talmy (2000).

Talmy deemed that all languages could be broken into two types based on where the language encoded the 'main event'. When the macro-event is motion, the 'main event' is considered to be the path of the motion, while the 'sub-event' is considered to be the manner of motion. Talmy dubbed languages that encoded the path of motion onto the main verb of the sentence 'verb-framed languages' (e.g. Japanese), and those that encoded the path of motion onto another particle 'satellite-framed languages' (e.g. English).

According to Slobin (2004) and others, languages like Mandarin Chinese can be considered to be of a third type, known as 'equipollently-framed' languages. This paper presents research that has attempted to observe the differences and similarities in the acquisition of a satellite-framed language (English) by native speakers of an equipollently-framed language (Chinese) and a verb-framed language (Japanese). Overall, the experimentation presented above was able to find that:

- 1) There is a significant difference in the learning curves of native speakers of Chinese and Japanese in the acquisition of English motion event framing.
- 2) The effect of length of stay in an English speaking country has a much larger effect on English motion event framing acquisition than perceived English ability (TOEFL scores).

From the results and conclusions drawn in this paper, we are able to give some concrete and highly applicable advice to the field of English as a second language education.

General Session V: Presentation 2

**Correlation between Fictive Motion and Motion Event Coding:
A Cross-linguistic Comparison between English and Mandarin Chinese**

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Fictive motion (Talmy 1996) or virtual motion (Langacker 1997) occurs when a static scene is dynamically construed in terms of physical motion. A typical example is “the road runs along the coast,” in which the motion verb *run* is used to describe a static scene. Under such circumstances, the conceptualizer mentally simulates “movement” or “visual scanning” of a Figure along a Ground, and metaphorically creating Motion and Path from a stationary situation. Cross-linguistic comparisons of fictive motion have been touched upon in languages such as Japanese (Matsumoto 1996), French and Serbian (Stosic and Sarda 2005), and English of course. However, few work regarding fictive motion in Mandarin Chinese have been conducted. Thus the goal of this research is to conduct a cross-linguistic comparison between English and Mandarin on the topic of fictive motion.

When cross-linguistically comparing fictive motion, the different motion event coding methods varying across languages need to be taken into consideration. Talmy (1983, 1985, 1991, 2000) proposed a dichotomous typological difference between verb-framed languages and satellite-framed languages. Verb-framed languages, such as Spanish and Japanese characteristically encode the path of movement in the main verb. On the other hand, satellite-framed languages, such as English and Dutch typically encode path in particles (e.g., prepositions, postpositions, and affixes) associated with the main verb, thus the name satellite-framed languages. The two-way system becomes problematic, however, when applied to Mandarin Chinese because of its pervasive serial verb construction. Therefore the more specific aim of this paper is to examine the correlation between usages of fictive motion and the motion event coding methods with examples drawn from English and Mandarin.

Assuming that different methods of motion event coding would affect the usage of fictive motion cross-linguistically as found in previous studies, the current research took a corpus-based approach to explore the differences between English and Mandarin Chinese with regard to the representation of fictive motion. It was found that English and Mandarin showed different preferences for the type of objects that could be the Figure in a fictive motion as previously mentioned by Matsumoto (1996). In addition, due to the serial verb constructions available in Mandarin, it was concluded that even with the same cognitively perceived static situation, the two languages varied in their method of dynamic description, which was found to be correlated with their different methods of motion event coding.

General Session V: Presentation 3

Force Dynamics and Force Interaction Verbs in Mandarin

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This paper explores the issues of force dynamics discussed in Talmy (2000) by investigating Force Interaction Verbs (FIVs) in Mandarin. The ways physical entities interact with each other in terms of force relations provide the conceptual bases for various causative relations. According to Talmy, force dynamics as a semantic category exhibits a directed force relation in which “one force-exerting entity is singled out for focal attention and the second one, correlatively, is considered for the effect that it has on the first, effectively overcoming it or not (Talmy 2000: 413). Several major force schemas were distinguished. Mandarin FIVs, however, display a categorical complexity distinct from that of English in terms of how force schemas are lexicalized and how context helps to determine the balance of strength upon force interaction.

This study aims to investigate the possible interactive force relations distinguished in Mandarin FIVs as well as the constructional variations associated with each distinct lexicalization patterns. It also helps to explain how the causative verb 讓 *ràng* is alternatively used as a causative marker to lexicalize various forces.

Under the assumption that verb meanings are anchored in semantic frames with lexically-profiled specificities (Fillmore and Atkins 1992, Goldberg 2005), force interaction verbs are analyzed and re-constructed with a frame-based taxonomy, following the classificational scheme established in Liu and Chiang (2008) with an extendable hierarchy of semantic scopes: Archiframe > Primary frame > Basic frame > Microframe. It is proposed that the correlations of semantic properties and syntactic behaviors characteristic of Mandarin FIVs are triggered and modeled upon a number of extensional patterns of force interactions. By offering a cognitive semantic account, the study not only purposes a frame-based explanation of the polysemy of 讓 *ràng*, but ultimately draws implications on the cognitive-linguistic correspondences pertaining to the domain of force relations for both language-specific and cross-linguistic generalizations.

Special Session I: Presentation 1

Contextual Effects on Conceptual Blending in Metaphors: An Event-related Potential Study

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Blending theory proposes that metaphor involves mappings between elements in two distinct domains and integration of information from these two domains. Previous event-related potential (ERP) studies suggested that literal mapping occurred during metaphor comprehension. However, it was unclear whether access of the literal meaning facilitates or inhibits metaphor comprehension and little is known regarding the contextual factors affecting blending. The present study uses a stimulus 1 (probe)-stimulus 2 (sentence) paradigm to study the effect of literal mapping on metaphor comprehension using probe words from different domains and to investigate the effect of semantic congruence on blending using irrelevant and relevant probes. ERPs were recorded when 18 participants were reading short novel metaphors (e.g., The girl is a lemon) or literal control sentences (e.g., The fruit is a lemon) preceded by either a relevant or irrelevant word. The relevant words preceding metaphors represented either a concept in the target (metaphoric) domain (e.g., sarcastic-The girl is a lemon) or a concept of the source (literal) domain (e.g., sour-The girl is a lemon). The results revealed that N400 amplitudes of the source (literal) probe-metaphor pairs were bigger than that of the target (metaphoric) probe-metaphor pairs. This suggests that literal mapping context actually inhibited blending maybe due to competition of semantic features of source and target meanings. However, the analysis of the late positive components (P600) revealed that significantly larger amplitudes of the target probe-metaphor pairs than the source probe-metaphor pairs, suggesting that metaphoric domains were more difficult to reanalyze than literal domains. Moreover, significant difference in P600 amplitudes between irrelevant and relevant pairs was observed. This indicated that sentences with incongruent context were more taxing for reanalysis in both metaphors and literal sentences. We conclude that presence of literal meaning inhibits conceptual integration and that the demands of conceptual reanalysis affect the difficulty of in both literal and metaphorical languages.

Special Session I: Presentation 2

“Chance”: Concrete Images or Abstract Metaphorical Extensions in the Encounter between Language and Music?

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With the assertion that metaphors construct human organization of experiences as well as the course of cognitive processing (Lakoff & Johnson, 1980, 1999, 2003), studies of verbal metaphors yield fruitful results over the past decades. Extending verbal metaphors to other modes, Forceville (1996, 2008) proposes that non-verbal metaphors should also be examined and can be largely exhibited in modes such as static and moving pictures, music, gestures, and so on. Although multimodal metaphors have received more attention in recent years, studies on how two different modes interact in terms of the representation of the same metaphors are relatively scant. This study aims to fill this gap by raising two research questions. First, how verbal metaphoric expressions or metaphors in poetry have been transformed into the music mode; and second, how music listeners respond to the combined effects of the metaphorical representations in the mode of music with poetry lyrics.

To answer these two research questions, this study first examines how certain metaphorical expressions or metaphors in the famous Mandarin Chinese poem “Chance” (偶然), written by the poet, Hsu C.H. (徐志摩), have been represented in four different compositions with the same poetry lyrics. Based on the analysis integrating linguistics and musicology, we discovered that different composers use different musical forms and techniques to interpret or represent metaphors in the poem, highlighting two different domains of the metaphors, i.e., the “concrete images” or the “abstract metaphorical extensions”. For example, we found that the “cloud” metaphor in the poem is visually represented with “pictorial effects” shown in notes, and that the composers with the tendency to use “concrete images” for metaphors often used a wide variety of high notes, speed rate, tempo, and jumps between major and minor key to elaborate the concrete image of SPACE, the SKY, and the reflection of clouds on water. On the other hand, the composers with the tendency to use “abstract metaphorical extensions” focused more on interpreting the inner feelings and spiritual implications underlying the poem through balanced melodies and soft tunes. The general finding for the first research question is that the representations of “concrete images” and “abstract metaphorical extensions” can also be intertwined and form a continuum.

To answer the second research question, we compare our analysis with the actual responses of “trained” listeners by designing the experiment to survey whether the tested subjects consider the strategy of “the concrete images” or “abstract metaphorical extensions” to match the metaphors in the poetry lyrics. Furthermore, the correlations between the matches of these two strategies with the lyrics and the preferences of the

four compositions are examined. Our findings indicate that the trained participants seem to prefer the compositions using “concrete images” with which the music is represented metaphorically by highlighting the “concrete images” embedded in the meanings of poetry lyrics.

This study finally discusses the theoretical implications of the results of the experiment, with the aim of shedding light on how the poet, composers, and listeners together construct, create, and comprehend metaphorical representations in the language and music modes of the compositions.

Special Session I: Presentation 3

Cognitive Effects of the “Left-Right” Political Spatial Metaphor

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The dominant spatial metaphor in politics along the “left-right” axis has existed since the French Revolution. The French legislature split in its support of the king, and the members of parliament seated themselves accordingly, either on the left or the right of the king (Goodsell, 1988). Ever since that first physical manifestation of political ideology, the “left” has become associated with “liberal” politics and the “right” signifies “conservative” politics. This spatial metaphor is ubiquitous in many countries and is often used in academic contexts to discuss political orientation (Kroh, 2007). Only recently have a few psycholinguistic studies investigated the cognitive consequences of this spatial metaphor and linked the metaphor to perceptual mappings (Chiang, 2008; van Elk, van Schie, & Bekkering, 2010). These studies support previous findings that embodied cognition result from abstract metaphors (Casasanto, 2009; Dehaene, Bossini, & Giraux, 1993). The current study examines the Spatial-Political Association of Response Code (SPARC) effect for the political concepts of “left” and “right”. Three experiments use stimuli that are either congruent or incongruent with the spatial metaphor to elicit judgments and response times. Spatially congruent responses are facilitated whereas spatially incongruent responses causes interference in the form of delays or mistakes. Despite not having physical representation of this metaphor, participants show embodied cognition consistent with the “left-right” political metaphor. Placement of liberal and conservative labels is found to affect both reaction time and error rates. Activation of this political spatial metaphor could have implications for political opinion polls, political judgments and decisions, or voting behavior.

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Special Session II: Presentation 1

The Diachronic Variation of the Metaphor of the Body Politic in the Medieval European Tradition

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The diachronic variation of metaphor has received increasing attention from cognitive linguists, while the methodological relationship between cognitive studies of metaphor, which highlight the core conceptual mapping that underpins metaphorical expressions, and intellectual history, which explores the meaning of texts in context, remains under explored. Medieval European instances of the metaphor of the body politic show that the conceptual metaphor "a political community is a (human) body" is not merely a series of discrete examples of language use, but constitutes a historical tradition in which politics was conceptualized. More specifically, a survey of the examples of the metaphor of the body politic reveals that the metaphor was motivated by historical changes of the medical understanding of the internal working of the human body. To demonstrate this, I shall use as historical data the metaphorical discourses expounded by such medieval authors as John of Salisbury, Marsilius of Padua and Nicole Oresme.

Special Session II: Presentation 2

Image-schemas and Metaphors in Chinese Discourse

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As noticed by Palmer (1996) and Kimmel (2002), stories and discourse can be understood by means of image-schemas. Image-schemas are grounded in our bodily experiences. They include the orientational schemas such as 'in-out', 'inside-outside', 'front-back' as well as the 'container-contained', the 'part-whole' and the 'path' schema (Ungerer and Schmid 2006: 119). This paper takes the 'shortest stories' from the United Daily News in Taiwan as examples to illustrate the role of image-schemas in understanding metaphorical meanings in Chinese discourse within the framework of Mental Space Theory (Fauconnier 1994, 1997; Fauconnier and Turner 2002).

To account for how metaphorical meanings are interpreted in the 'shortest stories', I first set up two input spaces which contain the elements from the stories, and then find out the image-schemas in the 'shortest stories.' After the data from two input spaces blends together, the output of the blended space is the meaning of the metaphor. For instance, in the Chinese discourse, as given in (1) (see appendix), Input Space 1 (source domain) represents a fishing activity containing two elements: 釣客 *diao ke* 'fisherman' and 魚 *yu* 'fish', whereas Input Space 2 (target domain) represents a person who was forced to leave his job position. The two input spaces are linked by the 'container' schema. The fish which is forced to get out of the water is mapped from the first input space onto the person who is forced to leave his job position (被逼退的人) in the second space, whereas the fisherman who has caught the fish can be accordingly mapped from the first input space onto the person who has filled the position in the second space. In the blended space, we can interpret the metaphor of the discourse as follows: the reluctance of the fish to leave the water is just like the person's reluctance to leave his job position, whereas the joy of the fisherman catching the fish is just like the joy of the person who has filled the position (see (4) in the appendix for the mapping representation).

Other metaphors based on the 'container' image-schema can be seen in examples (2) and (3). In (2), in the source domain, the trajector of 沙 *sha* 'sand' has no way to enter the container represented by 蚌殼 *bang ke* 'shell', whereas in the target domain, the trajector (i.e., she) cannot get into her lover's heart. In (3), there are two containers in the source domain: 沙漏 *shalou* 'hourglass' and 垃圾筒 *lesetong* 'trash can'. The sand coming out of an hourglass and being thrown into a trash can is like a marriage changing from one state to another state. Both (2) and (3) involve the metaphor based on STATES ARE LOCATIONS and CHANGES ARE MOVEMENTS.

This paper discusses the metaphors in the 'shortest stories' within the framework of Mental Space Theory. It has provided cognitive perspective of how to interpret the

Chinese metaphors in the shortest stories, and has shown the role of image-schemas in constructing meaning in Chinese discourse.

Appendix

(1) <魚> 梁正宏

心不甘情不願地從高位上被逼退下來，他迷上了釣魚。憑藉游泳職場多年的經驗，他很快地通曉釣魚技術的每一竅門。一天，漂盪許久的浮標突然深深地沉入水中，「是尾大魚呢」，他喜不自勝地說道，一旁的釣客們無不投以羨慕的眼光，他顯得更加得意了。經過一番激烈的纏鬥，嘴上插滿無數魚鉤的那魚，終於從深水裡被他強拉了上來，我回過頭望著他，發現他的臉竟然像極了那魚。(2004-12-31/聯合報)

(2) <珍珠> 李巧薇

「珍珠原是一粒沙，不小心跑進貝殼中。為了抵禦這外來物，貝殼分泌珍珠質，將粗糙的沙礫一層又一層包裹起來，形成美麗的珍珠。」抓一把生活的煙塵，她把自己揉成一粒沙，以月光為槳、潮汐為帆，一波接一波的漁唱像思念，把她推向他的身邊。他的心是緊閉的蚌殼，依附在陡峻的岩岬上，任憑人魚叩問、精衛拍打，他依然文風不動。千疊的浪花終於在星星的淚影裡碎成千片了。風把她拋擲在遠遠的沙岸，赤身躺在雪白的陽光下，她痛苦而驚訝的發現：原來她，從來沒有到過他的心中啊。

(2008-01-12/聯合報)

(3) <沙漏> 晶晶

他和她約好晚上十一點私奔。現在是下午三點，離十一點還有好幾個小時，他無聊地玩著沙漏，不小心沙漏滾到桌下，玻璃破了，沙流瀉了出來。妻聽到聲響，很快就清理乾淨，把沙倒進垃圾筒。沙好不容易才從瓶中解脫，但解脫後並沒有比較好。他看著垃圾筒裡的沙這樣想。(2009-07-15/聯合報)

Special Session III: Presentation 1

Dewi Sri: The Metaphor of the Goddess of Rice in Javanese Culture

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Rice plays a central role in many Asian cultures, and in Javanese culture the life-giving power of rice is symbolized in the metaphor of Dewi Sri, the Goddess of Rice. In this paper, we will examine how the rice metaphor related to Dewi Sri reflects the intimate relationship between agricultural symbolisms and Javanese religious and cultural practices.

An ethnomethodological approach is used, in which we interview older peasants familiar with agricultural practices involving the planting of rice and the processing of rice products (e.g. farmers, practitioners of traditional herbal medicine, and producers of traditional cosmetics). Data are obtained in both oral and written forms; these include oral folklore, narratives and conversational interviews collected from rural communities in the village of Petanahan, Kepumen Regency, Central Java, Indonesia, and written texts, promotional materials and other genres with references to Dewi Sri collected from newspapers, magazines, and online publications.

Each reference to Dewi Sri is quantitatively and qualitatively analyzed in terms of its metaphorical use. Special focus is given to each reference involving the rice metaphor. Our analysis reveals the following characterizations of Dewi Sri:

- (i) 'giver and sustainer of life' and 'loving mother' (the Mother Nature metaphor);
- (ii) 'source of fertility' and 'the gift of love' (used in offerings during celebrations and festivities, and as gifts to express thanks);
- (iii) 'source of beauty' (used in traditional cosmetics);
- (iv) 'restorer of health' (rice products are traditionally identified with healing properties);
- (v) 'restorer of broken relationships' (rice glue is associated with the life force that binds and unites physical, social and spiritual relationships).

Our analysis also indicates that the Dewi Sri metaphor continues to be tightly knit into Javanese life and culture, as seen in recent references in contemporary discourse where Dewi Sri is sometimes depicted as being sad because of the increasing loss of agricultural land in the face of rapid development and industrialization. Our findings further indicate that the Dewi Sri metaphor also embodies much Javanese traditional wisdom. This can be seen, for example, in recent reports from collaborative research among Indonesian and Japanese scientists which show that the chemical composition of rice is similar to ceramide, which contributes to the growth of new cells and hence the regeneration process; rice is also found to contain many ingredients that promote

collagen production which contributes to the retention of skin elasticity, and hence natural beauty.

This study forms part of a larger study on metaphors in rural life that include metaphors on fish and birds and the forest, in an effort to triangulate and analyze how interlocking metaphors contribute to our understanding of the ways in which each local community expresses their beliefs, values, worldviews and local wisdom. We seek to show how comparisons with interlocking agricultural metaphors in neighboring Asian cultures will also help us to identify commonalities as well as areas of uniqueness that can help improve cross-cultural understanding and communication.

Special Session III: Presentation 2

The Functional Complementarity of Ideational Resources in Psychotherapeutic Metaphors

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The motivation of metaphoric language and thought, which refers to the grounds upon which some source concept is associated with some target concept to produce a successful metaphor, has been a foundational theoretical issue. Cognitive metaphor theorists aligned with the position of “embodied realism” claim that source-target relations for most metaphoric patterns are ultimately reducible to correlations between embodied, sensorimotor experiences and subjective judgements. Associations between sources and targets motivated by cultural understandings, while acknowledged, are secondary in this view. Analyses of text and talk across different discourse genres have however shown that culturally learnt knowledge, genre-specific conventions, and idiosyncratic experiences of individuals are all just as crucial as universal embodied experiences in constructing source-target associations. In this talk, I advance a different analytic direction – one not so much concerned with the ultimate grounding of metaphors, but with how embodied, cultural, and individual-specific motivations complement one another in the service of discourse objectives. My case study of metaphors across four psychotherapy sessions shows how embodied knowledge in the form of the CONTAINER image schema underlie the emergence of a therapeutic “problem-solution framework”. Via this framework, therapist and patient collaboratively construe the latter’s emotional state as being trapped within an INTERIOR, and devise the solution as overcoming the BOUNDARY and escaping to the EXTERIOR. Cultural and individual-specific conceptual materials drawn from the patient’s dreams, artwork, and unique life circumstances are in turn opportunistically recruited and “blended” with this framework to produce fully-fledged metaphoric scenarios which constitute the ongoing therapeutic process. My analysis thus points toward the functional complementarity, rather than relative primacy, of different ideational resources in constructing metaphors. I conclude by i) affirming the theoretical value of investigating metaphors in different purposive discourse contexts, and ii) suggesting how the psychotherapeutic use and management of metaphors can benefit from a richer dialogue with metaphor theory.

Special Session III: Presentation 3

Metaphor Matters in Financial Crisis

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The year 2008 saw the worst financial crisis in the last 50 years. Journalists mirrored this period by employing various linguistic expressions of analogy to inform readership of the complex market movements, the abstract economic concepts and the unexpected financial changes in different metaphorical models. The expressiveness of business metaphors render the financial reports comprehensible to readers of all levels, and play an important role of evoking emotional responses from readers and thus shape their perceptions and evaluations of financial issues. This paper reports on a particular genre study of business metaphors used to describe financial crisis during the worst period in 2009. A corpus of 949 financial reports from three broadsheet America newspapers was compiled and investigated with Lakoff and Johnson's Conceptual Metaphor Theory and Sinclair's five co-selections of corpus study. WordSmith Tools 5.0 was used to obtain frequencies and concordance lines of linguistic metaphors and conceptual metaphors. We attempt to see how collocation, colligation and semantic prosody determine the formation of word meaning under each source domain. The findings demonstrate the pragmatic functions of metaphors and how they account for the depth and intensity of financial crisis, a target domain, which is conceptualized into various source domains such as HUMAN, FORCE, MOVEMENT, DISASTER, WAR, FOOD, BUILDING, WEATHER and ANIMAL. The conceptual, socio-cultural, pragmatic and ideological bases of these metaphors have complex relationships between language, thought and social context, and address the motivations behind the use of the metaphors.

Special Session III: Presentation 4

The Force of the Economy—Relationship of the Economy with Other Entities

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As cognitive linguistics argues, the meaning construction processes that we employ to understand and interact with the world around us are highly metaphorical. Moreover, meaning construction is derived from our embodied experience which is constrained by our social environments. Therefore, as proposed by the burgeoning cognitive sociolinguistics that cognitive linguistics and sociolinguistics are mutually related to each other (Kristiansen and Dirven 2008). In this respect, a study of metaphor is a good tool to explore the ways of thinking, evaluations, values and attitudes of the people using the metaphor (Cameron 2009).

Based on the cultural-cognitive nature of metaphor, two corpora consists of economic news articles in the Guardian UK and Hong Kong Economic Journal in year 2006 were compiled in an attempt to compare how the commonly used word 'economy' is construed with metaphors in the economic discourse in these two locations (Britain and Hong Kong). In general, both corpora conceive of the 'economy' as living organisms performing different kinds of actions with the hands and the body. By analysing these two kinds of motion metaphors observed in both corpora in terms of the force schema, the beneficial and competing natures between the economy and other entities are revealed. On the other hand, cultural differences can also be observed in these two kinds of motion metaphors. It was observed that cultural models concerning family relationship within these two cultures may have influenced the ways in which economic relationships are talked about. Although both corpora employ metaphors concerning family relationship to conceive of the relationships of the 'economy' with other entities, it appears that the kind of family relationship described in the Guardian UK allows a certain level of individuality among family members whereas the family relationship described in the Hong Kong Economic Journal requires the inseparability among family members. It is believed that the belief related to 'scientific-ness' in Western culture may have influenced the values concerning family relationship in a British society whereas the kind of family relationship revealed in the Hong Kong Economic Journal is shaped by Confucianism and communism. In turn, these concepts concerning family relationship have affected how the journalists in these two newspapers perceive of and describe economic relationship.

In short, these two kinds of motion metaphors help illustrate that our cognition is situated within a broad cultural context and thus culture-specific metaphors naturally emerge. Meanwhile, our cognitive processes are both consciously and unconsciously pragmatic.

Special Session III: Presentation 5

Metaphors and Metonymies of Classifier/Measure Word Idiomatic Constructions in Hakka

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Categorization is a fundamental aspect of human cognition. Classifiers in classifier languages are linguistic representations for classifying the conceptualization of the world into categories. While reflecting human categorization, classifiers also represent human cognition through metaphors and metonymies. Metaphorical and metonymic usages of classifiers are found rife in classifier/measure word idiomatic constructions.

There has been much research concerning classifiers in the Chinese languages, including the tripartite classifier system in Mandarin (Huang and Ahrens 2003), a complete distinction between classifiers and measure words in Mandarin (Her and Hsieh 2010), and classification of Hakka classifiers and measure words into five groups (Tai et al. 2001). However, little literature is available on the metaphorical and metonymical usages of classifiers. (e.g., Chen (2009), exploring the metaphorical frames and conceptual integration in Mandarin classifiers and temporary measure words in poetry, is the only endeavor among the many previous studies.) This study hence aims to explore the metaphorical and metonymic interaction associated with classifiers and measure words in idiomatic constructions, focusing in particular on Hakka cases. Specifically, the cognitive mechanisms associated with classifier/measure word idiomatic constructions will be carefully spelled out.

Two Hakka examples can illustrate. The first example is *ngin1sim1zied4 zied4 go1* (人心節節高) 'a person's desire is insatiable', which displays the construction of [Noun-Classifier-Classifier-Predicate]. The source-in-target metonymy within the metaphoric source is observed in this expression. First, the classifier *zied4* stands for a bamboo via the DEFINING PROPERTY-FOR-CATEGORY metonymy. Then, this metonymy serves as the source of the DESIRE IS AN ENTITY metaphor. Simultaneously, the MORE IS UP metaphor is triggered to construe the target concept MORE via the source concept UP represented by *go1* (高) 'high', whereby a person's increasing desire is analogous to a bamboo joint's getting higher in the vertical orientation. The other example is *tai7 de3* (大埗) 'big chunk', which displays the construction of [Attribute-Classifier]. Triple metonymic mappings are triggered in this expression. First, the classifier *de3* represents the meat via the CLASSIFIER-FOR-CLASSIFIED metonymy. Then, the PART-FOR-WHOLE metonymy is activated since *tai7 de3* 'big chunk' represents the funeral food. Finally, the PART-FOR-WHOLE metonymy is triggered again in that *tai7 de3* 'big chunk' represents the funeral. While violating the communicative principle CLEAR OVER LESS CLEAR, such an expression is a metonymy-based euphemism which is specific to Hakka culture.

In brief, classifiers and measure words in Hakka idiomatic constructions demonstrate cognitive operations involving metaphors, metonymies, and their interactions. Unraveling the conceptual metaphorical and metonymic mechanisms involved in Hakka classifier/measure word idiomatic constructions, this study reflects human cognition and better our understanding of Hakka culture.

Examples:

1. [Number-Classifier/Measure word]

恬恬食三碗公(个飯)

diam1-diam1 shid1 sam1 von2-gung1 (gai3 pon7)

quietly eat three MW (NOM rice)

'Quietly eating three bowls (of rice)—an unnoticed person unexpectedly has an outstanding achievement'

2. [Attribute-Classifier]

大埕(个肉)

tai7 de3 (gai3 ngiug8)

big chunk (of meat)

'A big chunk of meat—funeral food'

3. [Classifier-Classifier-Predicate]

家無嘍嘍公，項項(事)空；家無嘍嘍婆，樣樣(事)無

ga1 mo5 nung5-nung3 gung1 hong3-hong3 (sii7) kung1
home NEG muttering grandfather CL-RED (thing)empty

ga1 mo5 nung5-nung3 po5 rhong7-rhong7 (sii7) mo5
home NEG muttering grandmother CL-RED (thing)empty

'If there is no elder male muttering in a family, everything is empty; if there is no an elder female muttering in a family, everything is vacant—the elders are very precious to a family'

4. [Noun-Classifier-Classifier-Predicate]

人心節節高

ngin1 sim1 zied4 zied4 go1

person heart CL CL high

'A person's heart climbs higher and higher—a person's desire is insatiable'

5. [one-Temporary measure word-Noun]

一肚屎个火

rhid4 du2-shi2 gai3 fo2

a MW NOM fire

'A stomachful of fire—extremely angry'

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Poster Session: Poster 1

Language, Discourse, and Cognition: Has Vygotsky Anything to Say?

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Although Vygotsky's "Мышление и речь (Thinking and Speech, 1934)" has long been recognized as a classic, representing his life work, it was, however, seldom cited as primary reference, when contemporary cognitive linguists explore the relationship between language and cognition. How come? Is thinking not related to cognition, and speech to language and discourse?

Contemporary empirical child language acquisition researchers often seek theoretical guidance from Piaget, yet ignore that Piaget hardly successfully defended himself from Vygotsky's criticism in his response to Vygotsky in 1962, after reading chapter two of Hanfmann & Vakar's (1962) abridged translation of Vygotsky's original work.

When functional cognitive linguists turn to discourse approach of exploring human cognition, who ever comes up with the idea of checking Vygotsky's hitherto published works to see if Vygotsky ever has anything to say? Not to mention that not all of Vygotsky's lectures and writings are published and translated. Is this ignorance well justified?

What kind of human cognition could we explore with discourse analysis? The present paper will focus on examples found in his early work "Psychology of Art (1925)", where Vygotsky tried to explain aesthetics of art work from different perspectives – among other things, through analysis of Shakespeare's (1564-1616) tragedy "Hamlet (1599-1601)", Ivan Krylov's (1769-1844) fables, and Ivan Bunin's (1870-1953) short story "gentle breath (1916)". Did these early works qualify Vygotsky as precursor of discourse approach to cognition?

Poster Session: Poster 2

Subjectification and Its Cancellation of and Imposition on Syntactic Constraint

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As a cognitive mechanism, subjectification leaves its imprints on all aspects of language use. Previous researches mostly focus on diachronic aspects, like semantic changes and grammaticalization, with few synchronic studies about its role on syntactic behaviors. The paper sets out in this direction, examining how subjectification affects syntax, with particular attention to how it cancels or imposes syntactic constraints, with a view to spurring more research on a wider scope. Subjectification cancels syntactic constraints by way of the speakers' perspectives, the speakers' empathy and epistemic status. It can, however, also impose some new constraints on syntactic structures. Another aspect of subjectification on syntax is the disappearance of the distinction between some syntactic features, like the distinction of deixis, "bu" and "mei", as well as definiteness and indefiniteness requirements for subjects.

Poster Session: Poster 3

On the Cognitive Motivation of Phonology—A Case Study of Bilabial Plosives in Chinese and English Monosyllabic Words

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Saussure's modern linguistics argues that the relationship between language form and meaning is primarily arbitrary and, therefore, all languages function in a similar fashion, while cognitive linguistics supposes that there must be some cognitive motivation between the two. Cognitive motivation states that behavior is an active result of the analysis and processing of information available and similarity or correlation between language forms should project its mapping on the cognitive correlation between the corresponding meanings. Based on Günter Radden and Klaus-Uwe Panther's definition of the motivation of language, that is a linguistic unit (target) is motivated if some of its properties are shaped by a linguistic source (form and/or content) and language-independent factors, a comparative study between English and Chinese bilabial plosives is made. It is assumed that bilabial plosives /b/ and /p/ are the most common sounds in nature that human beings acquired in their initial languages through the motivation of sounds. It is therefore believed that plosives /b/ and /p/ usually convey the meanings of explosion, emergency, circular bubbles and etc. Based on this assumption, this paper attempts to explore the cognitive motivation of phonology as in bilabial plosives in Chinese and English monosyllabic words. The authors sort out such words in both English and Chinese as match the criteria, namely bang, bomb, bat, spit, spew, spill, spic, spot, speck, spy, spank, etc. in English and bao 爆, po 破, beng 迸, ba 拔, pa 啪, etc. in Chinese. A comparative study of the word meanings is made so as to explore the possible cognitive motivation behind the sound forms.

Poster Session: Poster 4

The Use of Verb Morphology on Discourse Connectives in Tawrã

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The present study explores the relationships between tense/aspect morphemes and discourse connectives in Tawrã (a.k.a Digaru), an underdocumented Tibeto-Burman language of Arunachal Pradesh, India. Using a corpus of texts collected by two of the authors (both native speakers of Tawrã), tense/aspect suffixes and discourse connective suffixes were analyzed for their form and function. It was found that at least two dozen morphemes and morpheme combinations occur as suffixes both on verbs and also on the demonstrative pronouns *we* ‘that’ and *ali* ‘this’, turning them into discourse connectives. Thus far, all discourse affixes that have been found also appear as verbal affixes and/or as postpositions, although the reverse is not true. Based on the semantic relationships between the uses of these affixes, the study concludes that Tawrã verb suffixes have been appropriated as suffixes on discourse connectives.

The following examples show some of the affixes that occur on both the demonstrative pronoun *we* and on verbs:

(1) Verbal and discourse uses of Tawrã *-lüy*.

Verb Suffix.

Cha gi manyu-**lüy**.
 3s yam cook- PRFV
 “S/he has cooked yam.”

Connective Suffix.

We-**lüy** dokha dokha tha-te-chang.
 DEM- PRFV penalty penalty eat-cut-get
 “Like that, the penalty [for manslaughter] was taken.”

(2) Postpositional, verbal and discourse uses of *-gũ*.

Postposition.

matsapH- gũ kalyaw kalyã-mã-ò.	ang- gũ hana-ya.
ox-INSTR field plow-DUR-STAT	House-from come-IMPF
“(He) keeps on plowing by ox.”	“(Someone) came from the house.”
(Either habitual or continuous)	

Verb Suffix.

hã kam ba-dang-lüy-bo-**gũ**, nakaw ăng-kě bo-ne.
 1s work do-finish-PRFV-go-after uncle house-POST go-PROS
 “After I complete the work, I will/might go to uncle’s house.”

Connective Suffix.

we-**gũ** ba-dang-ho-bo,...

DEM-after do-finish-early-SEQUENCE

“Then, after completing it,...”

Poster Session: Poster 5

**Prosody and Discourse Functions of the Korean Discourse Marker
'*mwe*' in the Sentence-final Position**

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The Korean discourse marker '*mwe*' is derived from an interrogative pronoun '*mwues*' through semantic changes. Due to its frequent use and newly acquired functions in spoken discourse, there have been many attempts to explore the functions of the discourse marker '*mwe*' by many functional linguists since the 1980s (H.-K. Lee, 1999; J.-N. Ku, 2000; M.-H. Kim, 2005, among others). However, none of these previous studies focus on its function in the sentence-final position. It displays unique features unlike those of other discourse markers when it comes to the sentence-final position.

This study uses data from the LDC (Linguistic Data Consortium) corpus, which consists of telephone conversations, to investigate the importance of the location of '*mwe*' in a sentence. In this study, it occupies the sentence-final position. This study explains why '*mwe*' in the sentence-final position is attached to the preceding clause by forming one boundary tone and why it functions as if it is a particle. Moreover, using the Conversation Analysis approach, this study examines the characteristics of the preceding and following context where '*mwe*' occurs and determines what kind of actions participants try to achieve through this construction.

The main findings suggest that when '*mwe*' is manifested in the sentence-final position, the immediately preceding sentence ender is mostly utilized with '*-ci*', which is considered to be a Korean epistemic sentence suffix. In this instance, only the High-Low-High(%) pitch contour out of nine different Korean boundary tones (S.-A. Jun, 1993) is used for '*mwe*', functioning as a negative stance-marking device. Moreover, by deploying '*mwe*' after a complete clause and/or sentence, a speaker treats the propositional contents conveyed in the preceding element as a matter being taken for granted by downgrading the speaker's epistemic authority. Furthermore, superimposing prosodic features onto the linguistic items, the speaker shows his/her negative attitude with uncertainty toward the propositional contents.

This study ultimately sheds some light on the function of the Korean discourse marker '*mwe*' from a new perspective with prosodic consideration. Furthermore, it contributes to a fuller understanding of its meaning and function in second language education.

Poster Session: Poster 6

Metadiscourse Devices in Mandarin and English Computer-Mediated Persuasive Discourse

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Metadiscourse refers to linguistic devices that enable writers to organize contents, express attitudes, and build bridges with readers. A large literature on discourse analysis has shown the link of metadiscourse to participant norms, interaction settings, and rhetorical genres. Metadiscourse has also been recognized as an important element in persuasive writing. However, culture affects cognitive process and language use. Further studies need to be conducted to address the cross-linguistic regularity and variation in metadiscourse. Over the last twenty years, the immense growth of computer-mediated communication (CMC) has added a new dimension to the study of language. Of the various CMC forms, internet forums are characterized by a sufficient amount of persuasive messages that deserve an inspection. Therefore, this study compares Mandarin and English online persuasive texts to verify the influence of culture on the use of metadiscourse.

Two widely used CMC forums are observed: *Mobile01* in Taiwan and *Yahoo Shopping* in America. Both are open for users to post customer reviews on products. 50 Mandarin and 50 English feedback passages containing persuasion are analyzed. Results indicate that *interactive* markers guiding readers through texts and *interactional* markers involving readers in texts are prevalent in both languages. Of the *interactive* category, *transitions*, *evidentials*, and *code glosses* are densely distributed. Equally common are *self mentions* and *engagement markers* within the *interactional* category. *Evidentials* and *self mentions* often co-occur to enhance credibility and persuasiveness. Rarely used are *frame* and *endophoric markers* that specify macrostructure, a consequence of the CMC brevity maxim. Despite the typological contrast between topic- and subject- prominent languages, first-person pronouns are likewise recurrent to distinguish personal experience from factual description. Cross-linguistic differences are mainly in the *interactive* aspect: more *boosters* in English and more *hedges* in Chinese. Such distributional preference reflects the cultural orientations of collectivism and individualism. English tends to highlight and tolerate conflicting positions, while Mandarin tends to emphasize strong cohesive in-groups.

The results conclude that metadiscourse constitutes a prerequisite for successful online persuasive discourse, helping Mandarin and English writers to strengthen relationship among writers, readers, and texts. It is crucial to the purpose of language use for both referential and expressive functions. The conclusions provide support for the universality of the interactive -interactional dichotomy. They also document the sociolinguistic value inherent in virtual society and the cultural impact on the cognition of discourse function.

Poster Session: Poster 7

Conceptual Metaphors for 'jiaoyu': Contemporary Mandarin Chinese in Taiwan

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Many researchers (Lakoff & Johnson 1980; Johnson 1987; Lakoff & Turner 1989; Sweeter 1990) have been discussed education metaphor from the perspectives of how the use of metaphor in a classroom can facilitate learning. However, 'jiaoyu' is an important idea in Chinese culture that people can be guaranteed to achieve happiness and success through education, which can be seen clearly in some Chinese proverbs, such as 萬般皆下品，惟有讀書高 or 十年寒窗無人問，一舉成名天下知. Furthermore, social mobility can be achieved through education, so those growing up in a poor family can change their social status with educational achievements and gain "face" for family and ancestors, as shown in 一人得道，雞犬升天 or 光宗耀祖.

By investigating how 'education' is encoded in the language, this study aims at probing into how metaphors reflect social values about 'jiaoyu' in the contemporary Mandarin Chinese, from the linguistic point of view. Based on the Revised Chinese Dictionary provided by Ministry of Education, R.O.C., 'jiaoyu' has two meanings, one is to teach and cultivate (教導培育), and the other is a business that is related to human resource cultivation, skill training, which can support national and social development (一種有關培植人才，訓練技能，以支應於國家建設、社會發展的事業) ; that is to say, 'education'. Both of the two will be included to this study.

Our main research questions are how the concept of 'jiaoyu' is represented in Contemporary Mandarin Chinese. Based on the metaphorical expressions found in UDN news reports, with key words 教育、學(習)、讀(書)、教師、老師、學生, our primary goal is to discover the conceptual structure denoted by a discourse. By looking at the latest news reports, we can denote the cultural social values encoded in contemporary Mandarin from a natural written discourse, mostly from the sections of both local news and education in UDN corpus. Most importantly, to what extent Confucian philosophy of education and the Chinese social need for developing harmony in a collective and stratified society (Hui 2005) have influenced the contemporary education metaphor. Five important metaphors are found in the data:

- (1) EDUCATION IS BUSINESS
- (2) EDUCATION IS GARDENING
- (3) EDUCATION IS CONSTRUCTION
- (4) EDUCATION IS COMPETITION
- (5) EDUCATION IS JOURNEY

Poster Session: Poster 8

Exploring the Use of Animal Metaphors in Building the Effectiveness of a Satirical Work

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In literature, metaphors are often employed to strengthen the effects of writers' use of languages. Harris & Hodges (1995) have pointed out that figurative language "is the expressive, non-literal use of language for special effects, usually through images" (p. 84). Through the use of metaphors, writers stimulate images in the minds of their readers to achieve the intended results. In other words, when writers employ this means, they rely on the past experience of readers and build on the commonality that the readers share in their knowledge of the language. More specifically, in satirical works, human beings are often denigrated to the level of animals and take on their traits. These traits are so familiar to the readers that they often come to an instant understanding of what the authors try to convey through the selection as well as the building of such characters. This study examines the use of metaphoric denigration in a Chinese satirical work, *Cat Country* written by Lao She, a famous Chinese humorist in the 20th century. Using the framework suggested by Saltykov-Ščedrin, a Russian satirist, this study examines how the use of metaphoric denigration strengthens the effectiveness of *Cat Country*. Nevertheless, the researcher also points out some potentially problematic areas in Lao She's choosing of cats as the tool to pinpoint the vice of the Chinese people, the real subjects of Lao She's satire, in that historical period.

17:10- 18:40 April 29th

Panel Discussion I

Key Issues Concerning Metaphor/Blending Research for the Following Decade

Chair:

Wen-yu Chiang, National Taiwan University, Taiwan

Speakers:

Gilles Fauconnier, University of California, San Diego, USA

Seana Coulson, University of California, San Diego, USA

Ning Yu, University of Oklahoma, USA

Commentators/Discussants:

Masa-aki Yamanashi, Kyoto University, Japan

KJ Nabeshima, Kansai University, Japan

Panel I, Abstract 1:

Gilles Fauconnier
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Beneath the diversity of surface products like metaphor, metonymy, grammatical constructions, counterfactuals, we've found a number of uniform cognitive operations: mental space mappings, conceptual integration, systematic compression, dynamic emergent structure, optimality constraints. The future of this line of research includes further exploration of these notions and hopefully the discovery of additional ones.

The Way We Think outlined a research program for studying compression, by proposing a number of governing principles and overarching goals. Compression is a surprising phenomenon that was only noticed after a great deal of work on metaphor theory and conceptual blending. Causal compression (discussed in the accompanying article) seems to be an even broader aspect of human thought, operating across discourse, narratives, and cultural models. It remains mysterious and without obvious parallels in non-human species. The study of compression is clearly an important feature of any future research at descriptive and theoretical levels. It should also encourage thinking about the neurobiological underpinnings of such processes.

Another novel aspect of current theory is the notion of integration network, with multiple input spaces, intermediate blended spaces which in turn function as inputs and terminal blended spaces. When a metaphor (e.g. TIME as SPACE) is studied in its full

complexity, it turns out that there is far more to it than a Source and a Target. In *Rethinking Metaphor*, we showed that elaborate integration networks, with alternative spaces built in parallel, structured the metaphor and its use. There is projection from many mental spaces and rich emergent structure. We find integration networks in the construction of meaning in discourse, in cultural models, and in counterfactual thinking.

It follows that a deeper investigation of integration networks is warranted. There have been some proposals for computational modeling, notably within NTL. Do such models faithfully mirror aspects of neural activity in the brain? More broadly, how does high level cognitive organization of the type seen in integration networks relate to observable neurons and neuronal assemblies?

All of these issues are of course ambitious in principle, but we need to pursue careful observation and description. Many problems and questions only emerge from descriptive and conceptual advances. This was certainly the case with compression, a notion which only made sense theoretically after detailed study of integration.

Accompanying articles:

Fauconnier *Causal Compression*

Fauconnier & Lakoff *On Metaphor and Blending*

References

Fauconnier & Turner. 2002. *The Way We Think*. Basic Books.

Feldman. 2006. *From Molecule to Metaphor*. MIT Press.

Panel I, Abstract 2:

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I will consider three issues I expect to be important in metaphor research in the next ten years:

- (i) the neural substrate of metaphor;
- (ii) differences between novel and conventional metaphoric language; and
- (iii) the role of social, material, and cultural factors in metaphor.

For each issue, I will give a brief account of how it has been treated in the past, and speculate about the direction future research might take.

Panel I, Abstract 3:

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Gibbs' (2010) recently published book chapter contains a discussion of what he thinks to be the advances in the last decade and what he believes to be important issues for the next decade in metaphor research. The important issues he discusses include the following: (1) the study of metaphor use in real discourse, (2) the use of more objective (corpus, quantitative, experimental) methods, (3) the attention to bodily foundations and cultural contexts, and (4) the more sophisticated analyses that show metaphors are related to one another. In my brief discussion I will touch upon my thoughts on the last two issues.

The first is the issue of the complex relationship between language, culture, body and cognition. As Gibbs (2010) says, cross-linguistic studies have been very helpful in showing what aspects of metaphor are motivated by universal aspects of bodily experience and what are specific to individual cultures. So far, I believe, cross-linguistic and cross-cultural studies of metaphor have shown more local differences between languages and cultures in terms of the presence or absence of a particular conceptual metaphor in a particular language and culture, or similar or different linguistic expressions that manifest a particular conceptual metaphor in a language and culture. There haven't been many studies that show more global differences that fundamentally characterize cultures, say, the differences between Western and East Asian cultures. In this kind of studies, metaphor itself is not the end of research, but instead is a means of research to a larger research goal.

The second issue which I personally think needs more future research is how conceptual metaphors are analyzed. The earliest CMT posit conceptual metaphors on an individual basis, and often considered each of them as an individual entity instead of considering them in relationship. In order to show how conceptual metaphors are related to one another, more sophisticated analytical tools are needed. A newer version of CMT, primary metaphor theory, distinguishes between complex metaphor and primary metaphor. According to this theory, different complex metaphors can be related to each other by containing the same primary metaphors. In the past couple of years, I have also attempted a Decompositional Approach to Metaphorical Compound Analysis (DAMCA) based on the distinction between complex and primary metaphors. I will show a couple of examples to illustrate how this analysis may work.

13:00- 14:30 May 1st

Panel Discussion II

Discourse and Embodied Cognition

Chair:

Shuanfan Huang, Yuanze University and National Taiwan University, Taiwan

Speakers:

Yung-O Biq, National Taiwan Normal University, Taiwan

Kawai Chui, National Chengchi University, Taiwan

James Hao-yi Tai, National Chung Cheng University, Taiwan

Panel II, Abstract 1:

Co-construction, sequence projection, and social action

Yung-O Biq

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This paper investigates how speakers in Mandarin conversation jointly complete an utterance and co-construct each other's speech according to projectability. Projectability is about the expectations speakers, based on their previous experiences in social interaction, cast about the course of social action a given stretch of talk is heading toward.

In joint utterance completion, the addressee finishes the talk started by the speaker. It has been found in other languages that the part completed by the addressee is typically the second clause in a sentence or the last couple of items in a clause. We want to examine the Chinese conversational data to identify cases of joint utterance completion, categorize these cases according to their grammatical characteristics, and provide an account for these cases from the interactional perspective. Particularly, co-construction data involving ambiguity in how grammar is projected in an on-going talk sequence will be viewed as linguistic resources to accomplish social action in the moment-by-moment interaction and negotiation between interlocutors.

As an exception in the turn-taking system, joint utterance completion takes place in interactional discourse frequently and is commonly seen cross-linguistically. Through our investigation, we hope to gain a better understanding of the dynamic relationship between language, cognition, and social interaction.

Panel II, Abstract 2:

Gesture and Embodiment in Discourse

Kawai Chui

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Embodied cognition has been supported by a wide variety of evidence from different areas of research (Barsalou 2008; Glenberg 2007). Evidence from language, among others, can be found when people use linguistic metaphors grounded in embodied and situated knowledge; “which metaphors we have and what they mean depend on the nature of our bodies, our interactions in the physical environment, and our social and cultural practices” (Lakoff and Johnson 1980: 247). When people understand sentences, Glenberg and Kaschak (2002: 558) also found that “language comprehension is grounded in bodily action.”

In daily communication, the use of hands and arms along with speech is indispensable and prevalent (Goldin-Meadow, 1999; Kendon, 2004). “The tremendous overlap between neural structures contributing to language and hand/arm movement may help to explain the prevalence of hand gesture in language” (Glenberg, 2007: 363). Thus, not only linguistic representation, but also gestural representation conveys embodied knowledge in social interaction. Then, in what way do gestures reveal embodied cognition?

Given that language and gesture mostly take place in social interaction, this study will discuss two types of gestural manifestations in conversational discourse: (1) gestural representation with linguistic representation, and (2) gestural representation without linguistic representation. The manual configurations in each type provide independent and visible empirical evidence for the embodied knowledge situated in people’s recurrent bodily experiences and in what people habitually do in social and cultural practices. Moreover, while gestures are mainly performed in the central gesture space with noticeable and discernable configurations, their real-time manifestations can indicate which aspect of the conceptual knowledge is the speaker’s focus of attention at the moment of speaking.

Despite “a growing commitment to the idea that the mind must be understood in the context of its relationship to a physical body that interacts with the world” (Wilson 2002: 625), there are different approaches to embodied cognition (Barsalou 2008, 2010; Wilson 2002). The visible occurrence of gestures in multimodal communication not only supports the situated approach to embodied cognition, which emphasizes the immediate, on-line interaction with the environment (Barsalou 2008, 2010; Wilson 2002), it further reveals the dynamic nature of embodied cognition.

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Panel II, Abstract 3:

Conceptual Embodiment in Sign Language

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Cognitive linguistics is fundamentally built upon the foundation of conceptual embodiment. In his seminal work, Lakoff (1987) proposes an experientialist view of semantics in which meaning is understood through preconceptual bodily experience in human's interaction with physical and social environment. Conceptual structure is 'embodied' because it arises from and is tied to our preconceptual bodily experiences (ibid. 267). He further proposes that both basic-level categories and image schemas are directly derived from our repeatedly bodily experiences. Abstract conceptual structure arises from basic-level and image-schematic structure by the projection of basic-level categories to superordinate and subordinate categories and by metaphorical projection of concrete image schemas to abstract domain.

In this discussion, I would like to examine how concepts are 'embodied' in signed languages as in contrast with spoken languages. I'll argue that concepts in signed languages are even more 'embodied' than they are in spoken languages at least on level of linguistic expression, if not demonstrated in neurolinguistic activities. This is due to the design features of sign languages being 'iconic' and 'gradient', in contrast with spoken languages being 'arbitrary' and 'discrete'. In sign language, basic-level signs are formed largely through gestalt, partonomy, and metonymy. Superordinate signs are expressed by coordinate compounds and subordinate signs are expressed by modifier-head compounds with basic-level signs serving as the head. (cf. Klima and Bellugi 1979). Metaphors in sign language have been characterized by Taub (2001) as involving double mapping. In our view, metaphors in sign language are more iconically expressed than they are in spoken language, and thus more 'embodied'

Finally, based on the initial findings from Chiu et. al. (2005), I'll suggest that some neurolinguistic evidence can be accrued that sign language is more 'embodied' than spoken language because of the deeper involvement of the former in the sensory, motor, action, and emotion systems of our bodies.

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