

TGIF:

The NTU Linguist Chatroom

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**Friday, 12 February 2016, 2.30pm
@ HSS Seminar Room 3 (HSS-B1-10)**



Speaker



Seoul Uncle: Cultural conceptualisations behind the use of address terms in Koreans

This paper explores terms of address in the Korean language from the perspective of Cultural Linguistics. Cultural conceptualizations (Sharifian, 2011) are utilised as an analytical framework to examine the Korean cultural schema of Jangyuyuseo [There must be order between seniors and juniors] and its extension of cultural categories as well as the cultural metaphor of community members as kin (Wolf, 2008 p. 370), as they are realised in the use of address terms, in Korean. The data for the study was drawn from spoken Korean that was broadcast on the Korean reality T.V. show, The return of superman. A dataset of approximately 540 minutes of spoken discourse was collected from six episodes of this reality television program.

The findings reveal that the schema of Jangyuyuseo governs Koreans' choice of address terms by rigorously identifying the addresser's relative position in Korean hierarchical social structure. It is also observed that the schema of Jangyuyuseo prohibits a lower-status speaker from using first names or pronouns when referring to a higher-status addressee. Consequently, terms of address are finely encoded in person deixes with a highly stratified set of linguistic codes, including the employment of teknonymy and geonymy as means of precise designation of individuals both directly and indirectly in the use of terms such as 'Seoul uncle'. The findings suggest that Korean linguistic practices in constructing address terms are closely drawn from Korean cultural conceptualisations and there is a need for systematic and comprehensive research which will decode various aspects of culturally constructed Korean linguistic behaviour.

Dr. Hyejeong Ahn joined NTU's Language and Communication Centre as a lecturer in 2015. She completed her PhD in Applied Linguistics from Monash University in Australia, after studying for her M.A. in TESOL education and B.A. in Primary School education at the University of South Australia. Her teaching experience spans from teaching English writing skills for academic purposes, English as an International Language, and intercultural communication skills in professional and academic contexts. Her research area specialises in the field of the educational linguistics with a clear focus on teaching English as an International Language (EIL), Cultural Linguistics and World Englishes.

The TGIF seminar series is organised by
the Division of Linguistics and Multilingual Studies, HSS

