The 2022 KASELL Spring Conference on English Linguistics

PROGRAM OVERVIEW

THEME :   **New Methodology and Applications for English Linguistics in Times of the COVID-19 Pandemic.**

TIME :   **Saturday, May 28, 2022**

VENUE :   **Zoom Conference Website**   ☞ **www.kasellconference.com**

HOST :   **The Korean Association for the Study of English Language and Linguistics (KASELL)**

WELCOME MESSAGE

We are pleased to announce that the **2022 Spring Conference on English Linguistics** will be held **ONLINE, May 28, 2022,** which is hosted by the Korean Association for the Study of English Language and Linguistics (KASELL). The conference theme is **'New Methodology and Applications for English Linguistics in Times of the COVID-19 Pandemic.'** Especially, the conference will focus on English Metaphor in English linguistics and pedagogical studies. Our conference offers a new methodology or theories to deepen linguistic research and understanding of human behavior in health care communication that is directly related to human life in the era of the coronavirus pandemic. The 2022 KASELL Spring Conference features **THREE Plenary Talks** and **FOUR Invited Talks** by distinguished scholars as follows:

PLENARY TALKS

- **Paul RAYSON** (Lancaster University, UK)
  and **Andrew MOORE** (Lancaster University, UK)
- **Elena SEMINO** (Lancaster University, UK)
- **Zsófia DEMJÉN** (University College London, UK)

INVITED PAPER PRESENTATIONS

- **Wichaya BOVONWIWAT** (Mahidol University, Thailand)
- **LEE Sunghwa** (Korea International University in Ferghana, Uzbekistan)
- **RHEE Seongha** (Mahidol University, Thailand)
- **WANG Xiaowen Annie** (Guangdong University of Foreign Studies, GUFS)
  and **HUANG Chu-Ren** (The Hong Kong Polytechnic University)

It also features *a diverse array of* **sessions**:
- THEME SESSIONS : Papers addressing topics related to the conference theme
- GENERAL SESSIONS : Papers from all areas of linguistics

Plenary Talk I

"Methods and applications for semantic tagging, incorporating metaphor analysis"

by Professor **Paul RAYSON** (Lancaster University, UK) &
Dr. **Andrew MOORE** (UCREL Centre Research Software Engineer at Lancaster University)

In this talk, we will describe the development of the UCREL Semantic Analysis System (USAS) and how it can be used to automatically annotate text with semantic fields, applying contextually appropriate labels with a high degree of accuracy to not just words but multiword expressions. We will describe the initial manual development of the linguistic resources (semantic lexicons and associated context rules) and the semantic tagger (and disambiguation methods) for English in the 1990s. Then, we will illustrate how the USAS framework has expanded over the last 30 years to incorporate 12+ languages and describe methods to automatically bootstrap linguistic resources when adding new languages. Bringing the research up to date, we will present the latest version of pymusas (https://pypi.org/project/pymusas & https://ucrel.github.io/pymusas), a Python open source extensible framework, to allow researchers to annotate multiple languages and flexibly apply a growing set of methods for semantic annotation, along with a development roadmap and an example to illustrate how to add new languages such as Korean. Finally, we will motivate all this research and development effort by showcasing a variety of applications for semantic tagging, incorporating metaphor analysis via Wmatrix, qualitative survey analysis, political discourse analysis, and language profiling for applications in forensic linguistics.

Plenary Talk II

"Metaphorical creativity and Covid-19"

by Professor **Elena SEMINO** (Lancaster University, UK)

Since the beginning of the current pandemic, Covid-19 has been talked about through metaphors, for example as an enemy to be beaten, a marathon to be completed, and a tsunami overwhelming health services. Some of these metaphors have proved controversial, however. For example, war metaphors – such as 'the battle against Covid-19' – have been criticised for potentially causing excessive anxiety. And the metaphor of multiple 'waves' of the pandemic has been described as inaccurate, because, in the words of a representative of the World Health Organization: 'We are in the first wave. There is going to be one big wave'. In this talk, I discuss how different metaphors have been used creatively to communicate about different aspects of the pandemic, and why it matters that metaphors are used sensitively and effectively. I suggest that many different metaphors are needed for a complex and long-term phenomenon such as a global pandemic, but I also discuss ways in which the appropriateness and usefulness of different metaphors can be assessed.

Plenary Talk III

"Metaphor and framing in English health communication

: the importance of linguistic evidence"

by Associate Professor **Zsófia DEMJÉN** (University College London, UCL)

Metaphor – talking and potentially thinking about one thing in terms of another where the two things are different but a similarity can be perceived between them (Semino 2008) – is pervasive in everyday language and particularly important in illness, the experience of which tends to be subjective, sensitive, abstract and complex. Here they can help us express ourselves and make sense of what is happening to or around us, but they may also contribute to negative feelings, such as anxiety and shame. These opposing effects have led to repeated calls for particular metaphors, especially the so-called War metaphor, to be avoided, most recently in the context of the Covid-19 pandemic. Such calls, however, can represent metaphorical communication in overly simplistic terms, assuming, for example, that all War metaphors have the same unhelpful effects. In this talk, I challenge the simplistic view and use insights from two different illness-related projects (Demjén *et al*. 2019, and Semino *et al*. 2018) to argue that, whatever the size of the data set, detailed attention to the specific linguistic manifestation of the metaphors we are interested in is crucial. It is the only way to provide nuanced and linguistically sound analyses that can a) be revealing about the lived experience of illness, and b) support or challenge communication guidance around illness.

Invited Paper Presentation I

"A Contrastive Analysis of HEART Metaphors in English and Thai"

by Dr. **Wichaya BOVONWIWAT** (Mahidol University, Thailand)

This paper aims to investigate and compare the use of "heart" metaphors in English and Thai. The "heart" data retrieved from the corpora, prints, and dictionaries were analyzed for metaphorical expressions within the conceptual metaphor theory by Lakoff and Johnson (1980). Results reveal that the English word "heart" as an organ, denoting emotions, is vividly distinct from the word "mind," referring to rationalities. In contrast, the word "jai," which means the body part "heart" has no distinction between "heart" and "mind." Through the conceptual metaphor framework, it is apparent that although English and Thai are from different language families, they both share similar uses of metaphorical meanings such as HEART IS A CONTAINER, HEART IS AN OBJECT, and so forth. However, the Thai word "jai," which means "heart," is used in more varied metaphorical situations than the English word "heart," probably as a consequence of no distinction of "heart" and "mind" in Thai. The most dominant metaphorical expression of "jai" in Thai is HEART IS A PERSON. Finally, this study shows that the differences of the "heart" metaphors in English and Thai also relate to different cultures of speakers of the two languages.

Invited Paper Presentation II

"An Analysis of Cancer Metaphor Expressions in Audiovisual Corpus"

by Associate Professor **LEE Sunghwa** (Korea International University in Ferghana, Uzbekistan)

This study explores metaphoric expressions shown in Audiovisual data. About 300,000 words were drawn from movies/drama series, documentaries, and drama series associated with cancer stories released mostly between 2010 and 2020. Semantic tags were extracted by utilizing Wmatrix4 (Rayson, 2008), and VIOLENCE metaphors (e.g., fight, battle, or beat) in two genres (Drama and Documentary) were compared. The VIOLENCE metaphors in the study corpus were also compared with those listed in Demmen et al. (2015), which were drawn from an online forum where patients, their families, and healthcare professionals discussed cancers. Results reveal that metaphoric expressions in Drama and Documentary show more similarities than differences. The expressions in the audiovisual corpus show more differences than similarities to those in Demmen et al. (2015). Metaphors in the study corpus are also expressed with images or/and music due to Audiovisual characteristics.

Invited Paper Presentation III

"Corporeal metaphor in grammar and lexicon in English"

by Professor **RHEE Seongha** (Mahidol University, Thailand)

Human body is central in human existence as it is the actor and experiencer of a human being (Eom 2020: 18). Corporeal metaphor is presumably universal since human body is a ready and convenient reference in instances of ontological categorization and event construal (Lakoff and Johnson 1980, 1999, Claudi and Heine 1986, Heine et al. 1991, Heine 1997, among numerous others), which is mirrored in language. Centrality of human body is evident not only in the lexicon but also in grammar. Thus, in English, body part terms, e.g., head, face, eye, hand, etc., and the functions thereof, e.g., cogitation, encounter, vision, etc., carry semantic designations involving corporeal concepts and often extended to other domains through metaphorization, such as OBJECT, ACTIVITY, SPACE, TIME and QUALITY (Heine et al. 1991). Of particular interest is that body-part nouns also often develop into grammatical markers in the domain of (complex) prepositions in the structural template of [PREP-NOUN-PREP], e.g., at the foot of, at the heart of, at the heel of, etc. This talk exemplifies such instances in grammar and lexicon and analyzes the metaphorical operations that prompt semantic-functional extension.

Invited Paper Presentation IV

"Tracking the co-evolution of bilingual neologisms and
public health campaigns in the time of COVID-19"

by Associate Professor WANG Xiaowen Annie (Guangdong University of Foreign Studies, GUFS)
& Professor HUANG Chu-Ren (The Hong Kong Polytechnic University)

In this talk, we will report our series of studies on the evolution of neologisms in the time of COVID-19. We propose a comprehensive theoretical model for analyzing lexical events under social dynamics, which incorporates semantic, pragmatic, and functional communicative perspectives. Following this model, we will particularly introduce our investigations into the English and Chinese terms to call for social distancing in public health campaigns in two neighboring cities - Guangzhou and Hong Kong. The two metropolitan cities have both paid great efforts to call for public awareness of social distancing; however, nuanced contrasts can be found in the lexical eventive structures of social distancing terms as well as the interpersonal linguistic devices to promote social distancing. From a pragmatic perspective, we will also reveal that the two cities come up with different pragmemes to call for social distancing, and in both cities, cross-language differences can be observed, with the corresponding English versions bearing a weaker sense of addressee obligation than the Chinese. These studies show that the social distancing terms may co-evolve with COVID-19 public health campaigns and words used to represent the meaning of social distancing undergo semantic changes by acquiring a new event structure. The lexical evolution of social distancing terms and the interpersonal devices used to disseminate the evolved eventive information work together across campaign stages, and their bilingual reconfiguration is influenced, or "filtered" by the specific socio-cultural and linguistic contexts of speech communities, resulting in different pragmemes on the audience. Our studies shed light on how language use in public health campaigns adapts to different societal contexts, especially in terms of the different pathways needed to motivate people to accept the new behavior pattern of social distancing.

한국영어학회

The Korean Association for the Study of
English Language and Linguistics, KASELL

CONFERENCE AGENDA

WHEN TO JOIN US?

- Saturday, May 28, 2022

HOW TO JOIN US?

- Visit the conference website at www.kasellconference.com;
- Click on Zoom Conference Room; and,
- Click on the Zoom Conference Room for each session.

* Official Languages: English (E), Korean (K)

2022 KASELL Spring Conference on English Linguistics			
08:30-09:00	Online Entrance		
09:00-09:10	OPENING CEREMONY JHANG Se-Eun (President, Korea Maritime & Ocean University) Moderator: JEON Haewon (Korea Maritime & Ocean University)		
09:10-10:10	PLENARY TALK I (Paul RAYSON/Andrew MOORE, Lancaster University, UK) "Methods and Applications for Semantic Tagging, Incorporating Metaphor Analysis" Moderator: KIM Taeeun (Korea Nat'l Open University) Discussant: PARK Ho-min (Korea Maritime & Ocean University)		

Category		THEME SESSION		GENERAL SESSION
Time	Chairs	**Room A : Theory-based Studies** RHEE Seok-Chae (Yonsei University)	**Room B : Applied Studies** LEE Jae-young (Seoul Nat'l University)	**Room C : Other Studies** KIM Kwang sup (Hankuk Univ. of Foreign Studies)
10:10-10:40	Moderators	박분주(대구카톨릭대)	최재호 (상명대)	이주원 (전주대학교)
	Titles & Presenters	인지언어학에서 은유 이론과 적용 (K) (권연진, 부산대)	한국인 영어학습자의 영어 은유 이해에 관한 연구 (K) (전지현, 부산대)	영어의 *what about, how about* 구문에 대한 코퍼스 기반 통시적 변화 연구 (K) (김정수, 경희대)
	Discussants	김은일 (부경대학교)	이승아 (이화여대)	홍수민 (서울시립대)
10:40-11:10	Titles & Presenters	A Corpus-assisted Conceptual Metaphor Analysis of Maritime English News Reports on COVID-19 (E) (LI Jing, Korea Maritime & Ocean Univ.)	Contrastive Kinship Metaphors Frequently Quoted in Authoritarina Regimes (E) (KIM Jeong-ryeol, Korea Nat'l Univ. of Education)	이분법적 대립책략에 의한 영어 유의어 구분: Correct vs. Exact vs. Precise (K) (안병길, 경상대)
	Discussants	JUNG Chae Kwan (Incheon Nat'l University)	JEON Jihye (Jeonju Nat'l Univ. of Education)	박동우 (한국방통대)
11:10-11:40	Titles & Presenters	A Comparative Study of Metaphors of BITTERNESS in English and Korean (E) (JO Charmhun, Southwest Univ. & JHANG Se-Eun, PARK Ho-min, Korea Maritime & Ocean Univ.)	인공지능 활용 진료에서 포지셔닝과 개념적 은유: 초기 관찰과 시도 (K) (김기태, 계명대)	On Resultative Complex Prepositions *in the wake of* and *in the aftermath of* (K) (이현숙, 장안대)
	Discussants	SIM Chang-Yong (Gyeongin Nat'l Univ. of Education)	주미진 (강원대)	신정아 (동국대)
11:40-12:40	Plenary Talk II (Elena SEMINO, Lancaster University, UK) "Metaphorical Creativity and Covid-19" Moderator: KIM Taeeun (Korea Nat'l Open University) Discussant: CHOI Youngju (Chosun University)			
12:40-13:20	Lunch Break			

Time		Session 1	Session 2	Session 3
13:20-13:50	Moderators	LEE Jiyeon (Changwon Nat'l University)	JEON Haewon (Korea Maritime & Ocean Univ.)	KIM Taeeun (Korea Open Nat'l University)
	Titles & Presenters	Metaphor in Neologism of ASL **(E)** (CHOI Youngju, Chosun University)	A Corpus-based Study on the Use of Metaphor in Maritime English News Media **(E)** (XU Mengyu, Korea Maritime and Ocean Univ.)	The Perceived Difficulty Increase in the 2022 CSAT English Test: A Corpus Approach **(K)** (HAN Ji-Su, Chung-Ang Univ & LEE Younghee, Ajou Univ.)
	Discussants	JHANG Se-Eun (Korea Maritime & Ocean U.)	YOUM Cheol Ho (Pusan Catholic Univ.)	김선영 (목포대)
13:50-14:20	Titles & Presenters	An Analysis of Cancer Metaphor Expressions in Audiovisual Corpus **(E)** (LEE Sunghwa, Korea Int'l Univ. in Fergana, Uzbekistan)	A Contrastive Analysis of HEART Metaphors in English and Thai **(E)** (Wichaya BOVONWIWAT, Mahidol University)	Notes on Deictic Inversion in English **(K)** (남소영 부산대)
	Discussants	JHANG Se-Eun (Korea Maritime & Ocean U.)	YOON Soyeon (Incheon Nat'l University)	장경철 (부산대)
14:20-14:50	Titles & Presenters	The Study of Metaphorical Enantiosemy in English, Russian and Uzbek Languages **(E)** (Murodova Nazira, Korea Int'l Univ. in Fergana, Uzbekistan)	EPTA 기반의 영어교육발전 연구**(K)** (김은경, 한국항공대)	Effects of Using Scientific Argumentative Correspondences to Promote Undergraduate Students' English Writing in an ESP Course **(E)** (Kultida KHAMMEE & Natthapong CHANYOO, Mahidol University)
	Discussants	CHUNG Younghan (Inha Technical College)	문승철 (한국항공대)	WOO Kil Joo (Busan Nat'l U. of Education)
14:50-15:00		**Coffee Break**		
15:00-15:30	Moderators	최인희 (안동과학대)	KIM Soojung (Changwon Nat'l University)	YI Dokyong (Inje University)
	Titles & Presenters	딥러닝 언어 모델이 의미적 일치에 대한 지식을 갖고 있는가? **(K)** (박권식·송상헌, 고려대)	A Thematic Review: Potential Benefits of Virtual Environment (VE) Platforms for Language Learning **(E)** (LEE Seongyong, Hannam Univ., JEON Jaeho, Seoul Nat'l Univ. of Education, & CHOE Hohsung, Hankuk Univ. of Foreign Studies)	Implementation of Task-Based Learning in an Online College Writing Course in Thailand: Cheers or Tears? **(E)** (Suthathip THIRAKUNKOVIT & Kornsiri BOONYAPRAKOB, Mahidol University)
	Discussants	조기석 (사이버한국외국어대학교)	BACK Juhyun (Busan Nat'l U. of Education)	KIM Eun-Jeong (Gyeongsang Nat'l Univ.)
15:30-16:00	Titles & Presenters	Corporeal Metaphor in Grammar and Lexicon in English **(E)** (RHEE Seongha, Mahidol University)		Antecedent Connected Deletion의 Optimality 접근**(K)** (이재화, 한국항공대)
	Discussants	EOM Su-Jin (Hankuk Univ. of Foreign Studies)		임익희 (신한대)
16:00-16:30	Titles & Presenters	Tracking the Co-evolution of Bilingual Neologisms and Public Health Campaigns in the Time of COVID-19 **(E)** (WANG Xiaowen Annie, Guangdong Univ. of Foreign Studies & HUANG Chu-Ren, The Hong Kong Polytechnic Univ.)		영어, 한국어, 중국어의 결속이론 비교분석 **(K)** (이건수, 한국해양대)
	Discussants	HAN Sumi (Hallym University)		이성용 (고신대)
16:30-17:30		**Plenary Talk III** (Zsófia DEMJÉN, University College London, UK) **"Metaphor and framing in English health communication: the importance of linguistic evidence"** Moderator: KIM Taeeun (Korea Nat'l Open University) Discussant: KIM Donghwan(Republic of Korea Naval Academy)		
17:30-18:00		**Research Ethics Workshop** (Editor-in-Chief, HWANG Jongbae)		
		General Meeting of KASELL / Closing Remark		

※ **Sky blue** colored presentations will be made by invited speakers.
※ **Yellow** colored presentations will be made by PhD students.

CONFERENCE INFORMATION

ORGANIZING COMMITTEE

Conference Chair JHANG Se-Eun (President of KASELL, Korea Maritime and Ocean University)

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Steering Committee

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CHOI Lee Jin (Hongik University)
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Michael BERRIE (Sogang University)

IMPORTANT DATES FOR PARTICIPANTS

- **Proceedings Paper Submission Deadline : Apr 30, 2022**
- **Submission : kasell.conference@gmail.com**

N.B. Any inquiries concerning proceedings paper submission and other queries about the Conference should be sent to the Organizing Committee via **kasell.conference@gmail.com** as well.