Think 53: Food Talks
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FRAME
• Your unconscious knowledge about things around you may be larger than you imagine.

• The world (scientific, natural, and human) can be framed in many different ways.
THE CONCEPT OF FRAME

• Employed in various fields of study including psychology, sociology, AI, cognitive science, and linguistics (syntax, semantics, discourse, etc.)

• Also referred to as scene, script, schema, idealized cognitive model (ICM), ....

(See Tannen 1979)
Outline for today

1. Frames – AI
2. Frames – Grammar and Meaning
3. Frames – Talks/Texts and Social Science
Jane was invited to Jack's party. She wondered if he would like a kite.

(Minsky 1975, 1985)

Marvin Minsky (1927 – 2016)  
Pioneer in Artificial Intelligence
FRAMES – AI (Cognitive Science)

“When one encounters a new situation (or makes a substantial change in one's view of the present problem) one selects from memory a structure called a Frame. This is a remembered framework to be adapted to fit reality by changing details as necessary.”

SCRIPT— AI

• Shank and Abelson 1977

Script is:
• a structure that describes an appropriate sequence of events in a particular context
• has slots, and they are interconnected
• a predetermined, stereotyped sequence of actions that define a well-known situation
• a very boring little story

Script – Al

“The stories can invoke scripts in various ways. Usually a story is a script with one or more interesting deviations.”

1. John went into the restaurant.
   He ordered a hamburger and a coke.
   He asked the waitress for the check and left.

2. John went to a restaurant.
   He ordered a hamburger.
   It was cold when the waitress brought it.
   He left her a very small tip.

FRAMES in LANGUAGE

Charles J. Fillmore (1929 – 2014)

Case Frames (grammar)
   – The case for case (1968)
   – The case for case reopened (1978)

Frame Semantics (meaning)
   – Frame semantics (1982)
   – Frames and the semantics of understanding (1985)

FrameNet (cognition)
• The meanings of linguistic expressions are anchored in human experiences and human institutions.
Frame in Grammar

Commercial Transaction Frame
<the Buyer, the Seller, the Goods, the Money>
- The use of on the verbs evokes the entire frame and provides a perspective.

BUY: the Buyer, the Seller, the Goods, the Money
SELL: the Buyer, the Seller, the Goods, the Money
PAY: the Buyer, the Seller, the Goods, the Money

Chris bought a textbook (from Pat for $10).
Pat sold a textbook (to Chris for $10).
Chris paid $10 (to Pat for a textbook).
Frame in Meaning

*Breakfast*

*<Time>*

- First meal in the day in a multiple-meal cycle community
- Eaten shortly after a nightly sleep

*<Combination of Food>*

- Eggs, bread, cereal, coffee, juice...
  “The Wongs have chiken soup for breakfast”
Breakfast – American and Japanese

Eggs, bread, cereal, coffee, juice...

A fluffy, thick toast with butter, ham and eggs and a green salad.
Breakfast – varieties
Lukewarm liquids

Lukewarm coffee

Nurui kōhī
(lower temperature than desired)

Lukewarm beer

Namanurui bīru
(higher temperature than desired)

cf. The English *lukewarm* is not a framing word
Frame Semantics
Charles J. Fillmore 1982, *inter alia*

**FRAME**


(Fillmore 1982)
Frame Semantics
Charles J. Fillmore 1982, *inter alia*

• An approach to describing the meanings of independent linguistic entities by appealing to the kinds of conceptual structures that underlie their meanings and that motivate their use.

  (Fillmore 2006)
Frame Semantics
Charles J. Fillmore 1982, *inter alia*

**FRAME**

- “Any system of concepts related in such a way that to understand any one of them you have to understand the whole structure in which it fits; when one of the things in such a structure is introduced into a text, or into a conversation, all of the others are automatically made available.”

(Fillmore 1982:111)
Contrast *Within* Frames

Contrast *Across* Frames

**STINGY : GENEROUS**

**THRIFTY : WASTEFUL**

“He’s not stingy – he’s really generous.”

“He’s not stingy – he’s thrifty.”

The same facts can be presented in different framing.
Reviewers praised the chef.

“Nice haircut!”

• Need more than context and literal meaning to explain the most natural out-of-context interpretation.

• Need words and the frames
Frames in Discourse

- Recipes
- Menus
- Advertisements
- Etc.
Chocolate snack

*Kinoko no yama* (mushroom mountains)

Chocolate snack

*Otona no Kinoko no yama*
(mushroom mountains for *adults*)
Word Magic!

• KitKat キットカット /kittokatto/

\textit{Kitto katto} \quad (kitto katsu)
surely \ (you’ll) win
“You will surely win!”
Word Magic!
Magic of Words
Japanese New Year’s Food and Homonyms

• *tai* (鯛), ‘red seabream’

  ➢ *medetai* (めでたい) ‘congratulatory’.
Magic of Words
Japanese New Year’s Food and Homonyms

• **Kobumaki** (昆布巻き) ‘**kelp** rolls’
  *yorokobu* (喜ぶ) ‘be happy’

• **daidai** (ダイダイ), ‘Japanese bitter orange’
  ➢ **daidai** (代々) ‘many generations’
Naming and Framing

• “Naming and framing are different. Framing is conceptual, it is about ideas that allow you to understand what you are experiencing. Naming is giving language to those ideas – often ideas you already have, possibly as part of your unconscious brain mechanisms. Naming can make the unconscious conscious.”
WHAT IS FRAME?
Anthropology, Psychology, Sociology
<Talks and Texts>

Bateson (1972) *Steps to an Ecology of Mind*

Goffman (1974) *Frame Analysis*

- Subjective involvement in the organization of one’s experience
- “Definition of a situation”
- Structure of expectation
• A frame is a “psychological concept” (Bateson 2000 [1972]:186)

• “By excluding certain messages certain others are included,” and like picture frames, they direct viewers to “attend to what is within and do not attend to what is outside” (p. 187).

• “Every metacommunicative message is or defines a psychological frame,” and conversely, “a frame is metacommunicative” (p. 188).
  – Metacommunicative signs are used by humans and even by other animals to convey a message
CONCEPTS OF (RE)FRAMING

• **Play Frame** (Bateson, Goffman, many others)

  “This is play”

• A “play” frame conveys that the ongoing interaction is “play” and not real.

• It establishes a “paradoxical” frame. (What looks like physical aggression by dogs (or monkeys) is understood as play when that is signaled by play bows.)
CONCEPTS OF (RE)FRAMING

- Play Frame  (Bateson, Goffman, many others)
  “This is play”

- **Quotidian Frame**  (Matsumoto 2011)
  “This is grounded in quotidian events”

Cf.

- Various context-based frames

Relevant in reframing to a quotidian frame is the participants’ *perspective* toward the ongoing interaction (and not the social role she/he takes in a frame). (keying)
Frames in Discourse
QUOTIDIAN (RE)FRAMING
QUOTIDIAN REFRAMING

• Inserting a scene that is reminiscent of the ordinary life while recounting memory of a grave event

• Reframing the narrative from a quotidian perspective
QUOTIDIAN FRAMING CUES

Linguistic cues of Quotidian framing

• Repetition
• ‘Constructed dialogues’
• Details of an everyday scene
• Everyday vocabulary, onomatopoeia
• Laughter, etc.

– Repetition, ‘Constructed dialogues’ (Tannen 1989)
-- ‘Contextualization cues’ (Gumperz 1982)
President Obama at a charitable dinner

Obama: ... This is the third time that Governor Romney and I have met recently. As some of you may have noticed, (er..) I had a lot more energy in our second debate. I felt really well rested after the nice long nap I had in the first debate.

[From the video tape posted in Voice, October 2012]

• Induced rapport with the public through reference to ordinary life
• Making light of his embarrassing performance at the first debate for the presidential election
• Manipulation of the evaluation of a serious situation
President Nixon at a bill-signing ceremony

- After a bill-signing ceremony in the Oval Office, President Nixon said in a teasing voice to UPI’s Helen Thomas:

  **Nixon:** Helen, are you still wearing slacks? Do you prefer them actually? Every time I see girls in slacks it reminds me of China. ...but I think you do very well.

  Turn around.

  Nixon asked Thomas how her husband liked her wearing pants outfits.

  [Cited in Goffman, 1981:124]
Additional Notes on Nixon’s reported utterance

“Helen, are you still wearing slacks?”

[Women’s fashion of wearing slacks in official occasions was not yet well established in the U.S. in early 1970s.]

“Every time I see girls in slacks it reminds me of China.”

[Nixon had visited China in 1972, and Thomas had been part of the press corps. People in China, men and women, wore simple trouser suits. The image below is a typical garment worn by women in 1950s-1970s.]


“But I think you do very well. Turn around.”

[Thomas did a pirouette.]
• Nixon’s quotidian reframing of the bill-signing gathering was **successful in reducing psychological tension** among the speaker and bystanders.

• However, another aspect of this quotidian reframing was that Nixon **reframed the professional status of Helen Thomas to that of an ordinary woman**, and to someone who was expected to follow men’s commands.

  (Matsumoto 2015)
Change of footing

• The Nixon anecdote also illustrates the change of footing.

• A change in footing implies a change in the alignment we take up to ourselves and the others presented as expressed in the way we manage the production and reception of an utterance. [Goffman, p. 128]

• Participants over the course of their speaking constantly change their footing, these changes being a persistent feature of natural talk. [Goffman, p. 128]
Footing

• Structure of communication in social encounters
• Participant’s alignment, or stance, or projected self is at issue.
• Speakers change their pitch, volume, rhythm, stress, tonal quality.
• The person who uttered reported words in the described scene and the person who utters those words in the speech situation have a different footing, even if both utterances were made physically by the same person. The former is the source of speech (the figure) and the latter is the animator.
Production Format of Utterance

Goffman

The speaker can take an alignment towards the speech activity as:

• The **author** – the agent who puts together, composes, or scripts the lines that are uttered.
• The **animator** – the sounding box
• The **principal** – the party to whose position, stand, and belief the words attest.
Participation Framework
Goffman

The participation roles of the *hearers*

- The *addressee*
- The *overhearers*
- The *eavesdroppers*
Interactive Frames
Tannen and Wallat

• Frames and schemas – structures of expectation
• Frames – “refer to the anthropological/sociological notion of interactive frames of interpretation” (p. 205)
• “A monkey needs to know whether a push from another monkey is intended within the frame of play or the frame of fighting. People are continually confronted with the same interpretative task.” (p. 206)
Knowledge Schemas
(as used in T&W)

• Schemas – “refer to the cognitive psychological/artificial intelligence notion of knowledge schemas” (p. 207)

• participants’ expectations about people, objects, events and settings in the world, as distinguished from, alignments being negotiated in a particular interaction

• The word “hammer” can have no meaning to someone who has never seen a hammer used

• The only way anyone can understand any discourse is by filling in unstated information which is known from prior experience in the world
Frame Shifting

• Each interactive frame, i.e., each identifiable activity that speaker is engaged in within the interaction, entails her establishing a distinct footing with respect to the other participants. (211)
Frames in Food Talk

- https://www.youtube.com/watch?v=rNuI0pfA2HA&index=4&list=PL5vtqDuUM1DmXwYYAQcyUwtcalp_SesZD
Frames in Food Shows

- General context ("ambiance")
- Reporting frame (official)
- Personal conversational frame (also quotidian)
  - Food shows revolve around frequent switching from reporting frame to conversational frame, giving the impression that the TV personalities are directly addressing the viewer and are having a casual conversation between them.
Summary

• Different concepts of FRAME are used in many research disciplines

• The concepts of FRAME give useful tools to describe how people understand, organize and present their experience

• The concepts of FRAME illustrate that people can hold and express (and sometimes manipulate) multiple views of the world

• Find words and events, and analyze them using FRAME concepts!