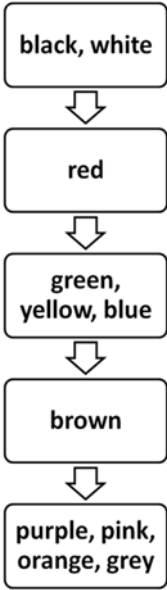


Categories

- People view the world as **categories** 範疇
My example of a category: _____
Some examples of members in my category are: _____
- Categorization is a combination of _____ and _____ knowledge

Color Categories

- LIGHT and DARK are universal categories
 - Every language in the world has words for this
- Are all colours universal? No!!!
- There is a **hierarchy** 階級制 of colors
 - There are basic colors
 - There are more advanced colours
- The basic colour categories of black (or dark) and white (or light) seem to be universal
- The other colors depend on culture and history
- If a language has a higher ranked color, then it tends to have all of the colours below it as well



Practice Question

A. A researcher is recording a newly-discovered language. She learns and records the words for *red*, *green*, *black* and *brown*, but she is not sure if there are words for other colors in this language. Do you think there are probably words for *white*, *yellow*, and *pink*? Why? Use the color hierarchy to decide the answer.

My answer:

White:

Yellow:

Pink:

Prototypes

- 典型（同類ないし同種のものの中で、それらの特性を端的に示しているもの。代表例となるもの。）
- Adjective: prototypical
- Prototypical bird characteristics (write either ○ or × in each box):

	has wings	lays eggs	can fly	lives in trees	eats insects
ウグイス					
ダチョウ					
ペンギン					
タカ					

- Humans choose prototypical faster and sooner than non-prototypical
- Example: Which of these are fruit?

りんご	いちご	オリーブ
ココナツ	梅	メロン
梨	レモン	ひょうたん
トマト	かぼちゃ	すいか

- Think about which of these are prototypical. What are the characteristics? For example do they all have a peel? Think of two more characteristics.

Two characteristics:

–
–

- Key Point: These are prototypical characteristics

Practice Questions

- B. List four characteristics of a prototypical Japanese person:

1.
2.
3.
4.

- C. Complete the following table. The first two have been done for you.

Category	Prototypical Member	Non-Prototypical Member
SPORT	baseball	darts
お酒	日本酒	みりん
PET		
大学		
HOBBY		
FLAVOR		
女性の下の名前		

- D. List three characteristics for the category ROBOT. Give an example of a prototypical and a non-prototypical robot.

Three characteristics for the category:

An example of a prototypical robot: _____

An example of a non-prototypical robot: _____

Categories and Communication

- When you meet a new person, you assign them to a category
- You communicate with them as if they were a prototypical member
- You adjust your communication as you gain knowledge of the person

- An Example: Me!

- Assign to category
 - 外国人
- What is a prototypical foreigner? How do you communicate based on this?
 - Speak in English
- You gain knowledge, and adjust communication
 - Speak in Japanese sometimes

Practice Questions

- E. You have just met 田中, who introduces himself and says that he just returned to Japan after living in Canada for 10 years.
- Describe the prototype for the category 帰国子女. Think of at least three characteristics.

- Describe how a Japanese person might adjust their communication when talking to 田中 after learning that he is a 帰国子女.