

# More linguistic innovation in Korean

November 23, 2016

# Reminder about presentation dates

- 11/30 (W)
  - Group 2 (윤광열, 윤영재, Sunny, 이다원)
  - Group 5 (Jiayu, Meiqiong, 김기현, 임상옥)
  - Group 6 (이정교, Janet, 조해인, Joe)
- 12/5 (M)
  - Group 4 (Camille, Heidi, 전수현, 김림)
  - Group 7 (Jodie, Sarah, 박도연, 김은희)
  - Group 1 (박찬희, 구동영, 조소은, 김송주)
- 12/7 (W)
  - Group 3 (권진희, 김민석, 방상수, 이종호)
  - Group 8 (유승명, 현지아, 송예, Kathy)
  - 나종문
- 12/12 (M)
  - 김사홍
  - 안형민

# What makes a word “Korean”?

- It is often argued that Korean should be protected from “foreign” words, which raises the question of what makes a word “foreign” or “Korean”?
- There are two extreme positions:
  1. All words that native Korean speakers use when speaking Korean are “Korean” by virtue of the fact that native Korean speakers use them.
  2. The only words that can be considered “Korean” are words that cannot be shown to have come from any language other than Korean.
- Do you have a position? Is it one of these two, or something else?

# Words are borrowed for a reason

- Can introduce new meanings, e.g. 컴퓨터 computer
  - But new meanings do not necessarily require speakers to borrow a new word (e.g. in Chinese they say 电脑, or “electric brain”).
  - When North Korea eschews loanwords everyone (including many South Koreans) make fun of them (c.f. Hamburger = 고기겹빵).
- Can let speakers avoid using certain expressions
  - What is the appeal of 싱글 “single” or 투잡 “two job”?
  - cf. 싱글맘 vs. 미혼모

# Words are borrowed for a reason

- They can also index certain qualities, e.g. modernity, wealth, innovation, etc.
- Even if a word becomes borrowed, speakers may still have a choice of whether to use it.
  - You don't have any choice about 컴퓨터, but you *can* choose between, say, 메이크업 and 화장품 (or between 계란 and 달걀).
  - Or between “메이크업” and “makeup”; or between “사실”, “팩트”, and “fact”.

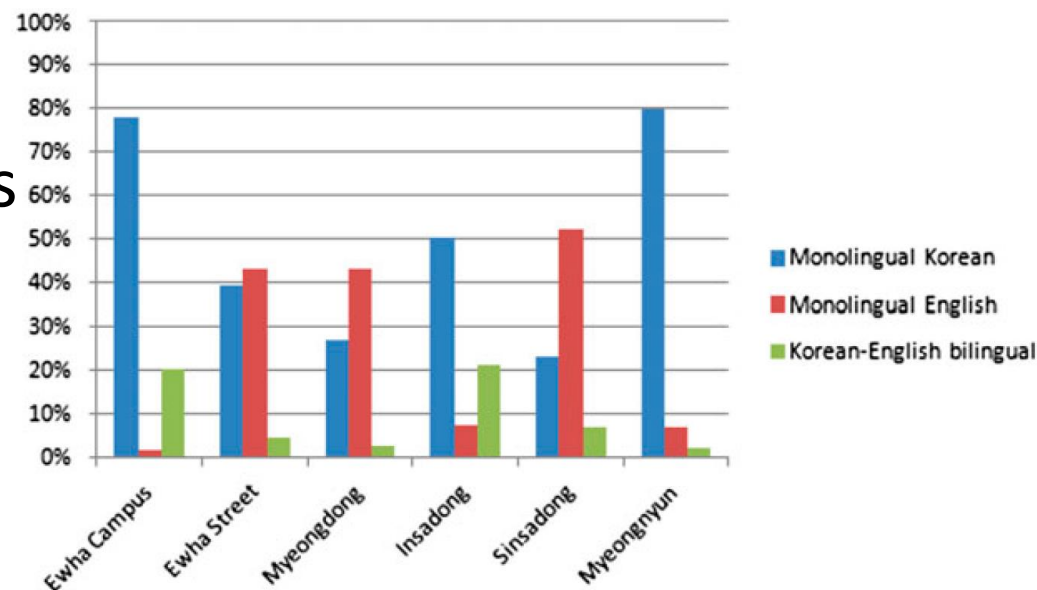


# What is the role of English in Korea?

- Are people *actually speaking* English more? Or just borrowing more English words? And if so, what is the role of such words?
- Even in neighborhoods where English signs are prevalent, they serve decorative or symbolic functions.
- Is English used to convey information? Or simply index some desirable qualities?

# The linguistic landscape of Seoul

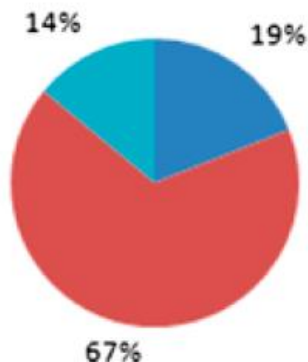
- Looking around Seoul we see a lot of English, but does that mean that English is taking over?
- One recent study (Tan & Tan, 2015) surveyed public signage in 6 neighborhoods around Seoul and analyzed the usage of different languages.
- They found that English signs are common, but not nearly as common as Korean.



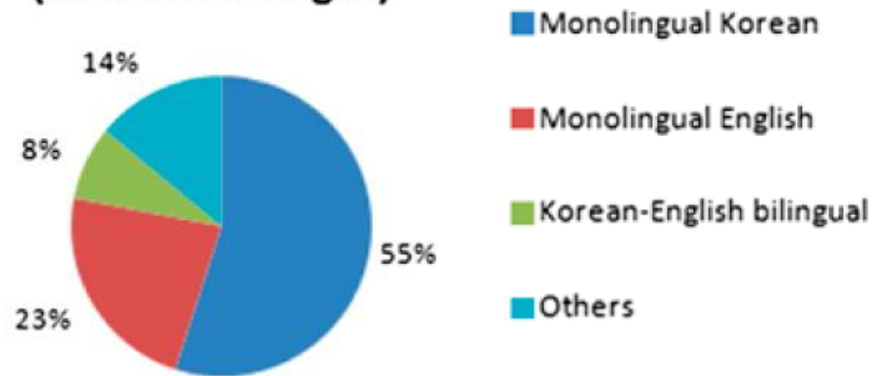
# The linguistic landscape of Seoul

- They further found that language choice was also related to the function of the sign.
- For example, on the street leading up the Ewha Womans University, English was much more common on decorative signs than on information-giving signs.

**Distribution by language  
(brand signs)**



**Distribution by language  
(information signs)**

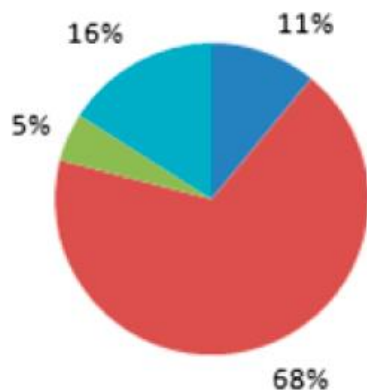




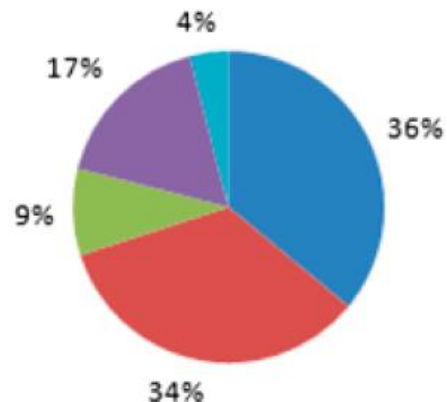
# The linguistic landscape of Seoul

- But in other neighborhoods, like Sinsa-dong, English was actually more common.
- Even though Sinsa-dong has far fewer tourists than Myeong-dong or Insa-dong, it has a higher proportion of English signs.

**Distribution by language  
(brand signs)**



**Distribution by language  
(information signs)**



# What do you hear?

- Listen to 0:10 to 0:20 of [Big Bang – Blue](#)

# Anglicization

- **Anglicization** is simply making something more English-like.
- An anglicized pronunciation is one that is deliberately affected to sound like English, e.g. [k<sup>h</sup>afɛ] instead of [k<sup>h</sup>ap<sup>h</sup>ɛ]
  - How does this sound? Cool? Obnoxious?
- Anglicized pronunciations are typically found in loanwords, but here we see an example of anglicized Korean in a non-loanword.
- This is done to construct **foreignness** – the appearance or association with another country.
  - May index exoticness, wealth, transnationalism, or other qualities.
  - The use of Latin script in street signs serves this function as well.

# Anglicization in Korean hip-hop

- How and why do Korean hip-hop artists do this?
- Almost all of this lecture is derived from the work by Kyuwon Moon, Rebecca Starr, and Jinsok Lee (2012). “I roll my tongue when I rap”: Anglicized Korean and the construction of authenticity in Korean popular hip-hop. Poster presented at the 41<sup>st</sup> New Ways of Analyzing Variation conference.
- This poster is on Blackboard under “Other readings”.

# Authenticity in hip-hop

- Authenticity: Being real or true
- Two needs for authenticity in Korean hip-hop
  - Authentic to the community (i.e. the audience)
  - Authentic to the culture of hip-hop
- Korean hip-hop artists must balance these needs.
  - If you are too foreign, Koreans won't accept you as Korean.
  - If you are too Korean, Koreans won't think of you as a true hip-hop artist (since Koreans know that hip-hop is not Korean).

# Constructing authenticity

- Anglicization can be used to create authenticity.
  - Rapping in Korean makes you Korean.
  - Anglicized Korean makes you more foreign (but still Korean).
  - Too much English makes you too foreign.
- Anglicization could follow general English patterns.
  - /o/ produced as [ow]
  - /r/ produced as [ɻ<sup>w</sup>]
- It could mimic AAVE (African-American vernacular English).
  - /ai/ produced as [a:]

# More examples

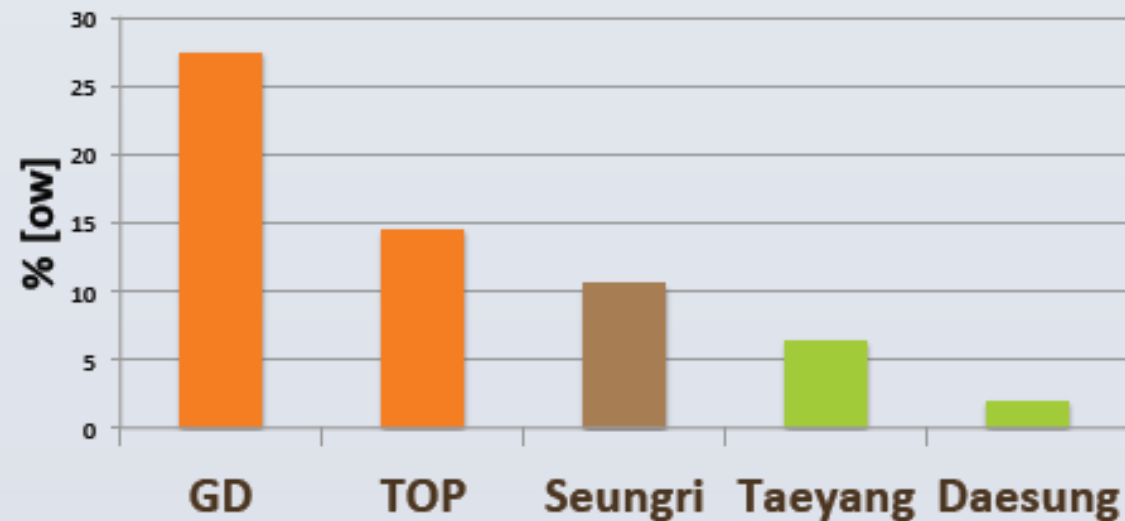
- Big Bang – Hands up
  - Compare “high” at 0:30 (대성) and 0:37 (태양).
- 2NE1 – Fire
  - “다<sup>ㄹ</sup>른 세상으<sup>ㄹ</sup>로” at 0:37 (CL)
  - Interestingly, CL was recently profiled in [Vogue](#) as the “world’s baddest female”.
- 2NE1 – 내가 제일 잘 나가
  - “걸치<sup>ㄹ</sup>고” “거울<sup>에</sup>” “살피<sup>ㄹ</sup>고” at 1:10-1:20 (Minzy)
  - You can get your chainmail coif [here](#) for \$27.99.

# The study

- Moon et al. counted each time diphthongized [ow] or monophthongized [a:] appeared in four different YG entertainment acts: Big Bang, 2NE1, Psy, & Tablo.
- Three research questions:
  - Do rappers use [ow] more than singers?
  - Do individual rappers use [ow] more when they rap than when they sing?
  - Does [ow] appear in only certain positions? (i.e. what is the envelope of variation?)

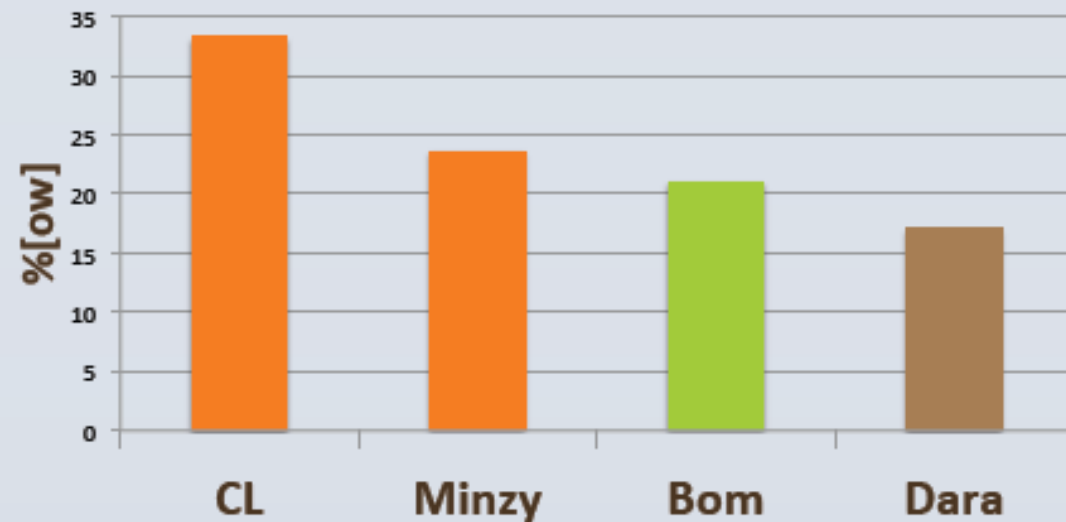


## BIGBANG



**GD:** Rapper (leader)  
**TOP:** Rapper  
**Seungri:** Fresh Vocal\*  
**Taeyang:** Main vocal  
**Daesung:** Main vocal

## 2NE1



**CL:** Rapper (leader)  
**Minzy:** Rapper  
**Dara:** Fresh Vocal\*  
**Bom:** Main vocal

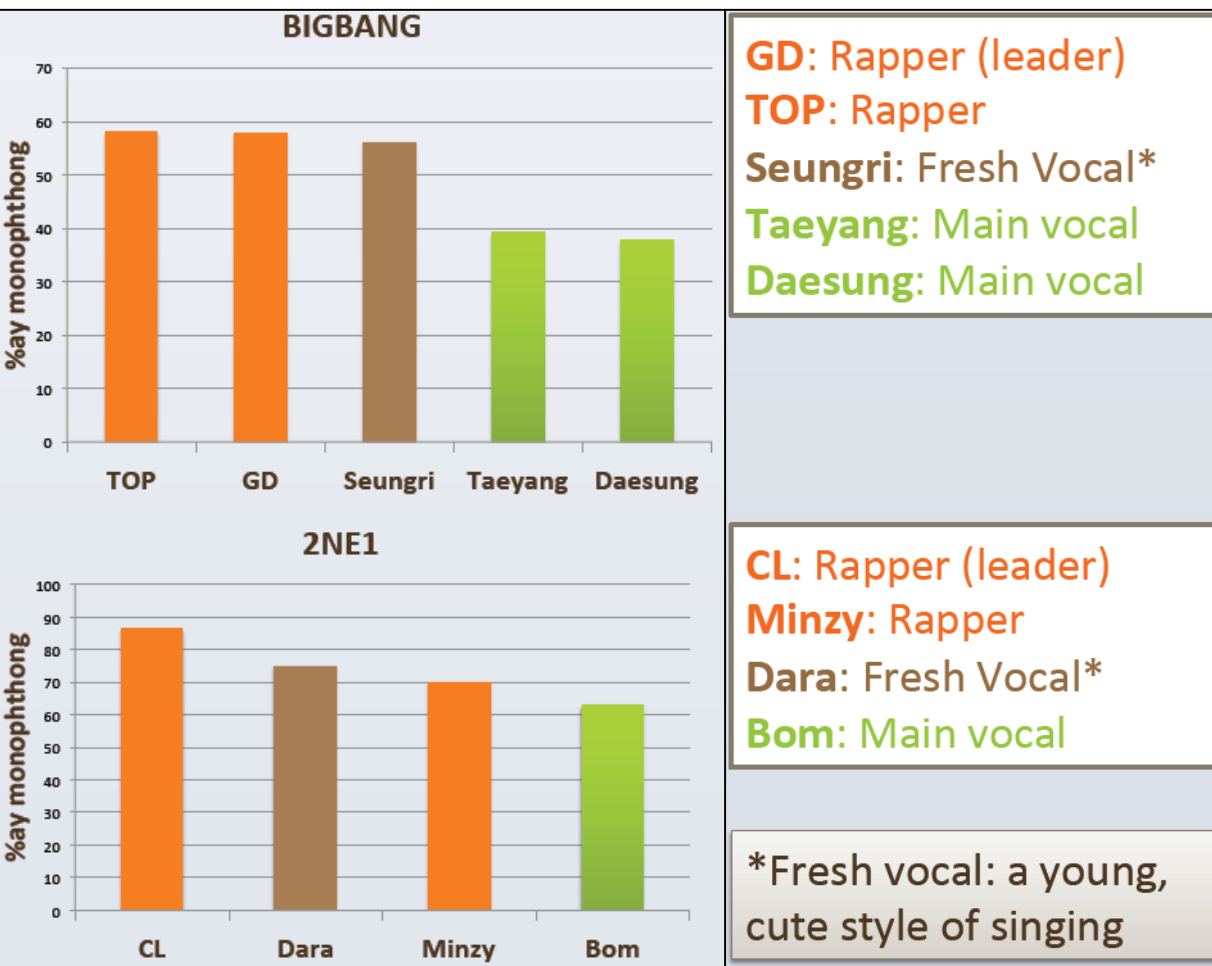
\*Fresh vocal: a young, cute style of singing

# Results for [ow]

- Rappers use [ow] more than singers.
- Rappers do not use [ow] more when they rap than when they sing – they are consistent.
- [ow] is most common in pre-pausal position
- 2NE1 uses [ow] more often than Big Bang

# What about [a:]?

- Do singers who use [ow] also use [a:]?
- Do the same trends hold for rappers vs. singers?

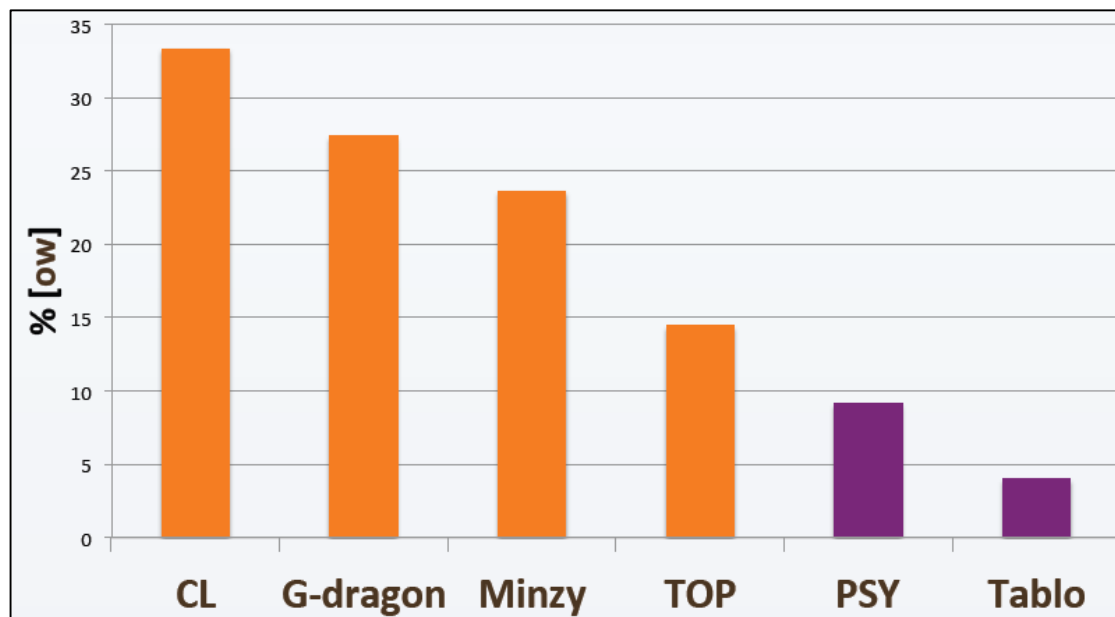


## Results

- Those who use [ow] more also use [a:] more.
- Rappers use [a:] more than singers.
- 2NE1 uses [a:] more than Big Bang does.

# Why do they do this?

- One hypothesis is that this pronunciation helps construct authenticity as a rapper. Hip-hop comes from the west (specifically, the United States), and so being a rapper means speaking like an American.
- How might we expect this to play out with Psy and Tablo, both artists with significant, actual U.S. experience?



# Conclusions

- Psy and Tablo don't do this because they don't really need to. It is already known that they are authentic rappers.
- They may have to worry more about presenting themselves as authentically *Korean*.
- This shows that using [ow] is *not* the result of American or English experience. Instead, it may be a compensation for a lack of it.

# People notice this stuff

- In an [online discussion](#) of misheard lyrics

아 당연히 '사나이'를 일부러 호기롭고 마초스럽게 발음한 거라고 받아 들였는데...그 부분 가사가 '나는 사나이 커피숍 가서 원샷 때리는 사나이' 이런 식이잖아요. 그러니까 진짜 사나이임을 강조하려고 센 척하는 발음을 한 건데...노래만 안 듣고 뮤비부터 보면 더 정확하게 들리더라구요. 전 뮤비부터 보니까 입 모양이 보여서 그런지 한 번도 착각한 적은 없었네요. 씨앤티블루랑은 달라요... ㅎㅎㅎ 씨앤티블루 gd 2ne1이 아무래도 한국어가 영어처럼 연음이 부드럽게 이어지는 게 아니라 분절이 강하다 보니 flow 만드려고 일부러 발음을 꼬고 뭉개는 경향은 있는데 싸이는 그렇지 않죠.

# People notice this stuff

- In a [blog post](#) about G-dragon, the leader(?) of Big Bang:
- “나에게 GD는 가수로서는 그다지, 작곡가와 퍼포먼스로서는 뚜렷한 개성을 가진 창의적 콘텐츠 생산자로 보고 있다. 암튼 가수로서 특히 그가 주로 하는 랩은 발음이 명확하지 않고 혀를 굴린듯한(?) 특유의 발음이 거슬릴 때가 많았는데, CL는 같은 소속사 후배니까 그렇다치고...”

# People notice this stuff

- From Moon et al. (2012):

Negative: “He constantly rolls his tongues like an idiot” “He can’t even pronounce Korean correctly”

Positive: “He has his own style of rapping” “His rap sounds chewy, so cool” “Even his raps are fashionable”

Neutral: “He basically re-invented the whole Korean pronunciation system for rapping” “Did he live in America?”



# Conclusions

- Using a lot of loanwords doesn't mean that people are abandoning their native language.
  - Must also look at the function and motivation of loanword use.
  - It's not the case that people are *actually speaking* English just because it's cool.
- Language loss does exist, but it is often the result of much more large-scale events or changes in power.
  - Colonialism, war, government regulation
  - If Korean were to lose out to English just through cultural exchange, the change would be so gradual it would be hard to argue Korean were actually being lost (much in the way that 70% of "Korean" words are "Chinese").