JEZIK I UTELOVLJENOST: PROCENA PERCEPTIVNE SNAGE REČI ZA 2100 IMENICA SRPSKOG JEZIKA

Šezdesetih godina prošlog veka Paivio je sa teorijom dvostrukog koda napravio mini revoluciju na tadašnjoj psiholingvističkoj sceni. On je pored simboličkih predstava reči, uveo i sistem imagena, odnosno analognih – perceptivnih predstava. Tu perceptivnu informaciju je operacionalizovao preko konkretnosti reči – stepena u kojem se ono što reč označava može iskusiti čulima. Od tada, pa sve do danas, konkretnost reči je jedna od najispitivanijih psiholingvističkih varijabli. S početkom novog veka, u kognitivnu psihologiju ulazi teorija utelovljene kognicije. Prema jednoj od najpoznatijih teorija u okviru ovog pristupa -- teoriji perceptivnih simbola, reprezentacija pojma zasnovana je na iskustvu sa onim što pojam predstavlja, a pobuđivanje predstave reči predstavlja simulaciju perceptivnog iskustva. Poslednjih deset godina, istraživači su pokušavali da operacionalizuju ovu teoriju preko procena modalno specifične perceptivne snage reči, odnosno drugim rečima, procene konkretnosti za svaki čulni modalitet. Opisani pristup primenjen je i na srpski jezik, s tim što je broj ispitivanih reči, kao i merenih varijabli bio nedovoljan za izvođenje dalekosežnih zaključaka. Cilj ove studije bio je da se za veliki broj reči srpskog jezika prikupe procene za perceptivnu snagu reči, ali i za niz dodatnih leksičkih varijabli. Neke od njih delom potiču iz drugih teorijskih okvira, kao što su dostupnost konteksta, emocionalna valenca, te godina usvajanja pojma, dok neke predstavljaju deo psiholingvističke tradicije, kao što je, na primer, familijarnost reči, odnosno subjektivna frekvenca. Ispitivanjem relacija između skala, te korišćenjem analize glavnih komponenti, ispitano je kako se navedene varijable grupišu, da li se može uočiti neka pravilnost, da li se perceptivne varijable izdvajaju kao zaseban lingvistički domen i da li su zabeležene strukture uporedive sa onima koje su opažene u drugim jezicima. Pored ovih uvida, koji su od značaja sami po sebi, prikupljene norme biće od koristi u narednim eksperimentalnim testiranjima predikcija teorije perceptivnih simbola.

LANGUAGE AND EMBODIMENT: PERCEPTUAL STRENGTH NORMS FOR 2100 SERBIAN NOUNS

Back in the sixties, Paivio’s Dual Coding Theory brought one kind of revolution in the field of psycholinguistics. He introduced the system of imagens – analogous, perceptual representations to the existing hypothesised symbolical system of words. This perceptual information was defined as the word concreteness, the degree in which an object, represented by a word can be experienced perceptually. Since then, the word concreteness has been one of the most explored variable in the psycholinguistics. At the beginning of the new century, the Embodiment theories started to influence the various fields of cognitive psychology. One of the leading models in this area is the Perceptual Symbol Systems model, according to which the conceptual knowledge is grounded into sensory-motor systems in such a way that the activation of the word is represented by the simulation of perceptual experience with the object denoted by that word. For more than a

decade, the researchers have tried to test this theory by introducing novel operationalizations of word concreteness, namely the measures of modality specific perceptual strength, i.e. per-modality concreteness ratings. This approach was also implemented in the Serbian language. However, the sample of rated words was not enough to obtain wide impact conclusions. The goal of this study was to collect the ratings of modality specific perceptual strength along with several lexical variables for a large number of Serbian words. Some of these lexical variables are related to other theories, such as context availability, emotional valence and age of acquisition, and some variables are part of psycholinguistics' tradition, for example – word familiarity, or subjective word frequency. By applying correlational analysis and the Principal Component Analysis, we wanted to explore the way the scales are related. Additionally, we wanted to investigate whether some important regularities can be observed: are perceptual variables clustered as separate domain, and are the extracted structures comparable to those observed in other languages. In addition to bringing important insights by themselves, the collected norms will enable future experimental studies, in which the principles of the Perceptual Symbol Systems model will be tested.