

Ch1. Introduction

Languages in Taiwan

授課老師：蘇以文

I-wen Su



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Mid Autumn Festival

月圓人團圓

(yue4 yuan2 ren2 tuan2 yuan2)



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Lunacy and the full moon

- *There must be a full moon out there*: a phrase used to explain weird happenings at night
- **Lunatic** < luna, the Roman goddess of the moon
- Aristotle suggested that the brain, the “moistest” organ in the body, is most susceptible to the pernicious influences of the moon, which triggers the tides.
- “lunar lunacy effect”: humans widely reputed to transmogrify into **werewolves** or **vampires** during a full moon

中秋烤肉 (Moon Festival BBQ)



颱風阻擋不了烤肉魂 from 颱風烤肉的優缺點 By Antoine Yao (2008)
<http://www.wretch.cc/blog/holicow/9988028>

Why We BBQ to Celebrate Moon Festival

- 金蘭醬油 (jin1lan2 jiang4you2)
- 一家烤肉萬家香 (yi4 jia1 kao3 rou4 wan4 jia1 xiang1)

搶孤 (Qiang3-Gu1)



What is Qiang3-Gu1 Ceremony?

- Qiang3-Gu1 in Tou2cheng1
- Held before the closing of the gates to the underworld at the end of the seventh lunar month (the Ghost Month).
- Gupeng (Ghost Shed Tower): twelve 30 meters tall-thick wooden supporting pillars (Ghost Poles)
- Gujhan: the platform surmounted by thirteen cone-shaped bamboo structures each more than 30 meter tall called. Offerings in the form of pastries are hung on these Gujhan and they are crowned with a flag and a gold medal called the Shunfong Flag3

What is Qiang3-Gu1 Ceremony?

- The finishing touch of the Gupeng is the greasing of the twelve supporting pillars with the tallow and Luo Zhanxiang (羅粘香).
- It allows the participants to experience the difficulties of being a ghost during the climbing progress.
- the first climber to climb the Gujhan and cut off the Shunfong Flag and retrieve the gold medal is the winner of the festival.

What is Qiang3-Gu1 Ceremony?

- In the old days, the festival is about making offerings to the dead and serves as an opportunity for worshippers to give alms to the poor while nowadays people try to catch Shunfong flag for good luck.

Chinese Wedding (喜 happiness vs. 雙喜 double happiness)



Pun on 早生貴子 (zao3-sheng1-gui4-zi3) 棗 dates 生 peanuts 桂 dragon eyes 子 lotus seeds



Pun

百年好合 (bai3-nian2-hao3-he2) vs.
百年好禾 (bai3-nian2-hao3-he2)



轉載自百年好禾—宜立禾米舖



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Pun Wedding menu



Flickr Susan5543

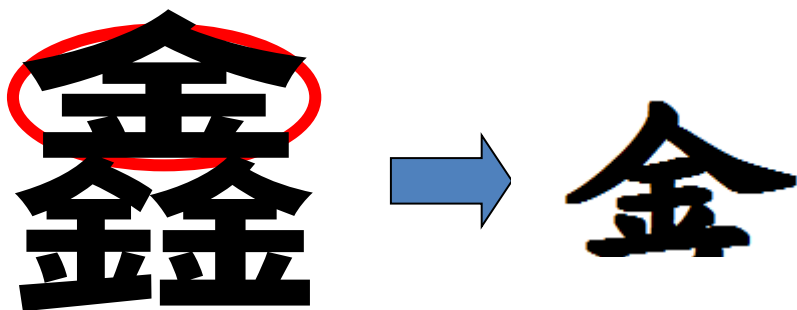
Many commercials are based
on homophone puns

鑫有所屬

金
金
金

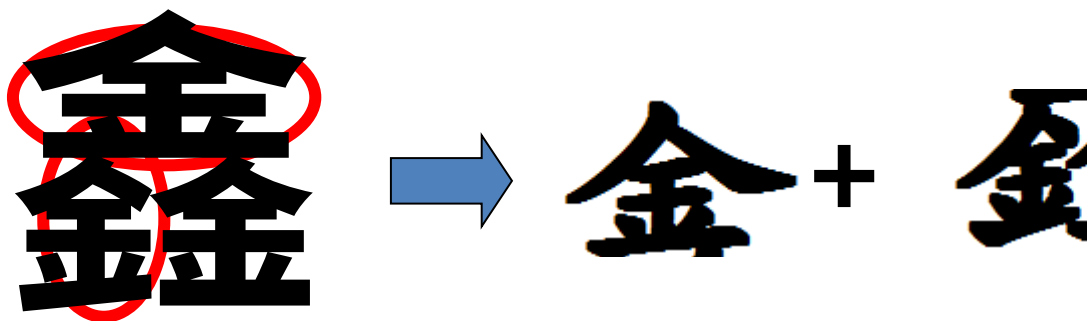
Pub-based Ad on MRT -1

鑫有所屬



Pub-based Ad on MRT -2

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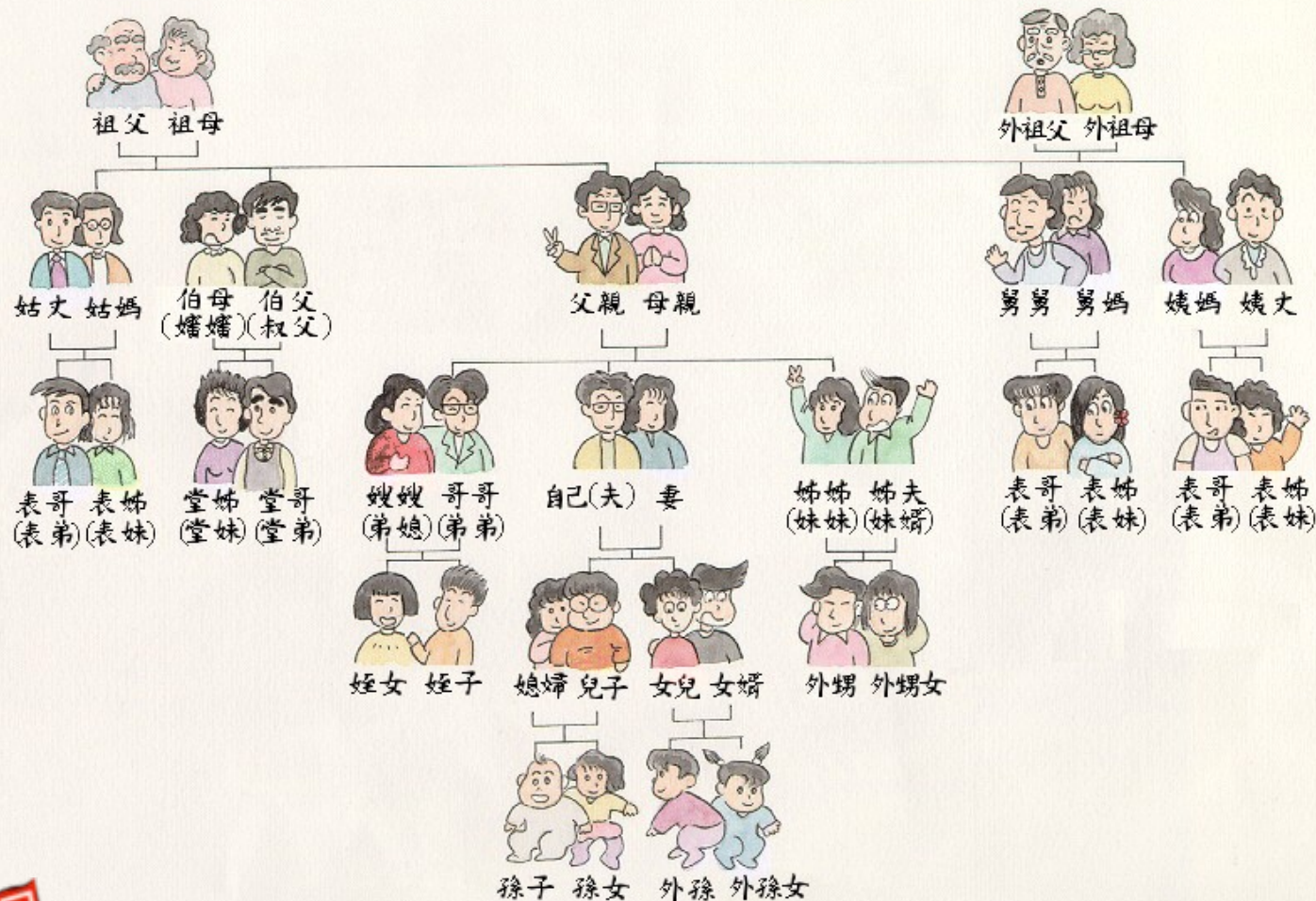


Pub-based Ad on MRT -3

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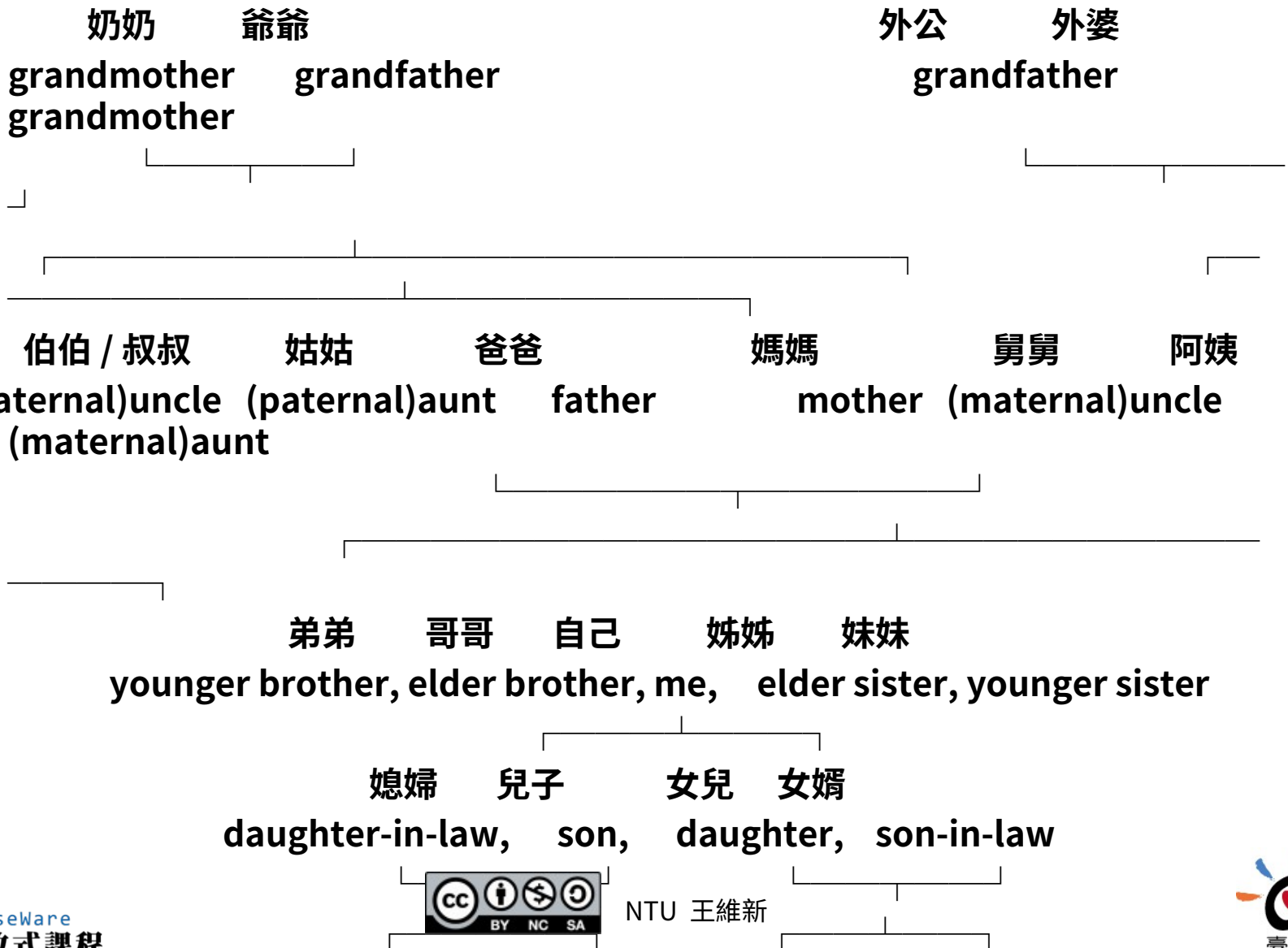
Chinese kinship terms



親屬關係圖 from Ministry of Education 《 Revised Mandarin Chinese Dictionary 》 by 劉正修 (1994)

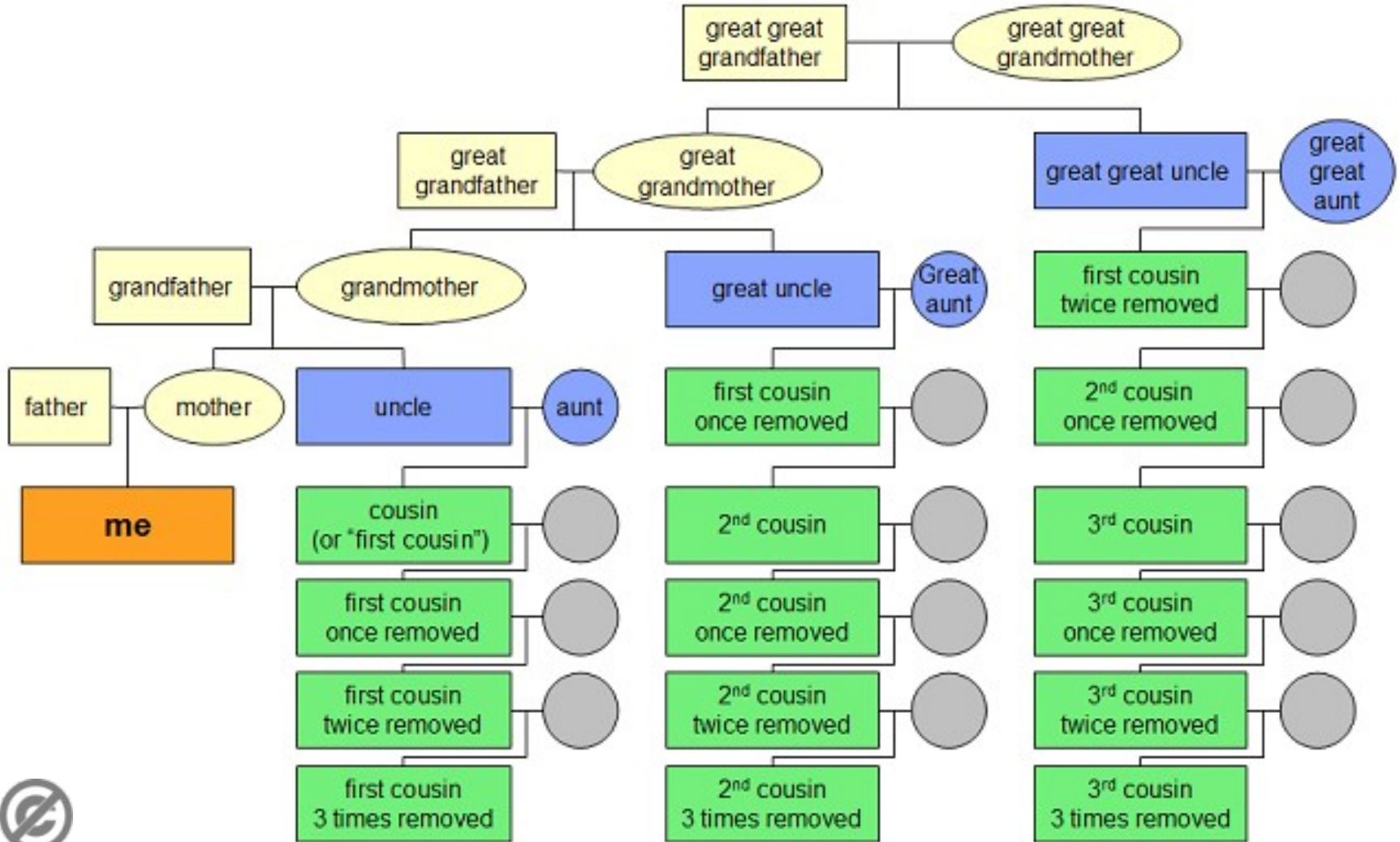


kinship terms: contrastive



NTU 王維新

Kinship term: cousin



Writing System (甲骨文 Hieroglyph)



人



日



月



Chinese characters

- 男 nan2 (田 tian2 / 力 li4)
- 家 jia1
- 嫁 jia4 (女 nu3 / 家 jia1)






「囧」 (jiong)

- The most creative word of the 21st century : an Internet hieroglyph
- Pronounced as jiong
- The upper part, “ 八 ”, of this hieroglyph is regarded as the eyes or brows on a face and the lower part, “ 冂 ”, as the mouth.
- Meanings of this hieroglyph
 - Taken as a head: heavy thinking
 - Taken as a face: a sad, depressed, helpless facial expression







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