Conceptual Meaning of *Secretary* in Academic Students of Secretary's Cognition in Bandung

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Abstract

This article discusses the conceptual meaning of secretary through the cognition of Academic Students of Secretary in Bandung. This research was conducted in order to find out how did the secretary students describe the meaning of "secretary" through their essay writing. This research is statistic descriptive analysis, data were collected through Antconc software in order to observe the frequentative words used by the students. The node words of this research is the word secretary in which this word is used as much as 408 times by the students. Through the Cluster/N-grams, it is observed that the students tried their best efforts to describe the secretary. The theory of Semantic Cognitive especially frame semantics and image schemas proposed by Lakoff (1987); Johnson (1987); Lakoff and Turner (1989); Clausner and Croft (1999); Fillmore (1985) are used to analyze the conceptual meaning revealed from the students's essay writing. The understanding of statistic descriptive refers to Palmer study (1933). The results show that the students mapped the secretary as the container in which it needs the container. The results can be seen through frame semantics that secretary is brain, secretary is the heart, secretary is one's hand, secretary is one's face, and secretary is a foundation of building.

Keywords: Conceptual meaning, Corpus Linguistics, frame semantics, Semantic Cognitive, statistic desriptive

Introduction

The word '**secretary**' is originated from the Latin word '*Secretarious*' which means *'a person entrusted with a secret'* or *'keeper of secrets'* https://thebusinesscommunication.com/what-is-secretary-types-of-secretary/ accessed on 29/11/19. In online Cambridge Dictionary, the word 'secretary' means "*someone who works in an office, writing letters, making phone calls, and arranging meetings for a person or for an organization*" (accessed on 29/11/19). The definition meaning of secretary in online Cambridge Dictionary shows that the function of secretary has experienced to be shifted into a larger scope. They perform many important tasks and functions, *"like arranging and organizing meeting, sending a letter or message to other companies, keeping records and accounts, acting as the representatives of the employer and even acting as the executive head of any division of work at state level"* https://thebusinesscommunication.com/what-is-secretary-types-of-secretary/.

Based on the meaning of secretary above, it is understood that secretary is a person who handled many duties in the office and the person who has responsibilities to keep any information of the office as confidential, also the person who could be acting as any division of work at any level.

As it is said that there are various duties as a secretary, this article tries to discuss how the academy of secretary students define the description of secretary, and what are the conceptual meaning emerged from their text production? The students's description of secretary is formulated into image schemas, so that we can observe the conceptual meaning

of the secretary. The theoretical of Semantic Cognitive is considered as the suitable approach to analyze the conceptual meaning of secretary.

Theory and Method

Semantic Cognitive is the theory beared in 1970s and has been increasing in 1980s as to argue the truth-conditional semantics theory in which according to Sweetser (1990), this truth-conditional semantics ignored the cognitive organization from the linguistic system. The Semantic Cognitive linguists also believe that language is not autonomous rather that it is conceptualization knowledge of language reflected from their language use.

This research is qualitative study which means that the research takes place in natural setting. The researcher collected the data from the text production of academy secretary students's essay writing in which researcher is able to be highly involved in actual experiences of the participants (Creswell, 2003). The collected data is transfered into plain text so that this text is able to read by the Antconc software. Through this software, researcher could observe the frequentative words emerged from the students's text production. The data are observed using statistic descriptive and then they are interpreted in a qualitative method.

There are 37 text production sources which are collected into one file. Based on the Antconc software, it reveals that there are about 8722 word tokens which are classified into 1201 word types with the most frequentative usage word is determiner 'the' shown as much as 517 times. The second place is still determiner 'a' shown as much as 448 times. The third place is the word 'secretary' shown as much as 408 times. This word 'secretary' is used as the node words. Through the cluster/N-grams it is shown that the node word 'secretary' colocates with auxiliary verb 'is', modality of 'must', 'can', and 'will as much as 99, 77, 16, and 13 times respectively. As the surface structure, it can be assumed that the students tried their effort to describe 'secretary' by using auxiliary verb 'is' and then they use modality 'must', 'can', and 'will' to describe the function of secretary through the level of degree.

The data collection using Antconc software and the statistic descriptive through the approach of Corpus Linguistics as in line with Palmer (1933). As Corpus Linguistics suggests to use the frequency of words and collocates as tools to find out the concept of the whole the data, this research also adopts what has been suggested in Corpus Linguistics Firth (1957), Jones and Sinclair (1974), Sinclair et al. (2004), Cowie (1994), (Stubbs, 2002), (Nesselhauf, 2004), McEnery and Wilson (2001), McEnery and Hardie (2012).

As suggested by Fillmore that we need tools for organizing concepts namely *"frame, schema, script, global pattern, pseudo-text, cognitive model, experience gestalt, base, scene"* (Fillmore, 1985: 223). This research uses frame and schema in order to find out the conceptual meaning of secretary by the assistance of Antconc software.

Fillmore as the most influential of cognitive scholar put forward the idea of frame semantics as a basic rethinking of the objectives of linguistic semantics. Fillmore's opinion is that frame semantics model is a model of the semantic comprehension to identify the deliberate meaning of the speaker in carrying the text and how the hearer assemble the meaning from the text. Fillmore convinced that by listening to the speaker's utterance, hearer could form the frame semantics in order to understand it.

Image schema is another theoretical construct in cognitive linguistics forces as a conceptualization of experience (Lakoff, 1987; Johnson, 1987; Lakoff & Turner, 1989; Clausner & Croft, 1999). Image schemas are schematic versions of images in which they are representations of specific, embodied experiences (Fillmore, 1975; 1977a). Domains described as **embodied** that cause to images (Lakoff ,1987; Johnson, 1987) or grounded (Lakoff & Turner, 1989:113). According to Lakoff, Johnson, and Turner, image schemas are

not specific images but are schematic. They stand for schematic patterns resulting from imagistic domains, such as *containers, paths, links, forces, and balance* that constantly occurs in various embodied domains and formed our bodily experience (Lakoff, 1987; Johnson ,1987). Image schemas are also not specific to a particular sensory modality (Lakoff, 198; Johnson, 1987), however they structure our bodily experience (Talmy, 2002), and our non-bodily experience as well, via metaphor (Lakoff, 1987; Johnson, 1987).

Findings and Discussion

Rosch (1975) was a pioneer in conducting the research of Cognitive representations of semantic category. She used the technique of priming to study the nature of the cognitive representation generated by superordinate semantic category names. Rosch performed 9 experimental research to 663 undergraduates. Her research was conducted by using pscyhological approach. The steps of her research started by collecting the norms of 10 categories of the internal structure. The purpose of conducting the experimental research is to investigate a hypothesis which is scientifically tested. In the experiment, the independent variable is controlled and the dependent variable is calculated (https://www.simplypsychology.org/experimental-method.html). So, this research methodology is not the same with the research conducted by Rosch. The aim of the previous research was to find out the cognitive representations, however this research tries to identify the concept of secretary meaning of students' cognition.

This research applies the method of Corpus Linguistics by using the Antcont software. Based on data collection the word 'secretary' is used as the node words. The collocates that go along with secretary are the auxiliary verb 'is', the modality of 'must', 'can', and 'will'. There are 94 auxiliary verb 'is' as the collocates of node words 'secretary', there are 76 modality of 'must' as the collocates of node words 'secretary', there are 17 modality of 'can' as the collocates of node words 'secretary', and there are 13 modality of 'will' as the collocates of node words 'secretary'. The frequentative occurences of auxiliary verb 'is' show the effort of the students to describe and define the secretary's job or duties. The modality 'must' occurs at the second place shows the students effort to emphasize the function of secretary in the work place, the occurences of modality 'can' and 'will' are less frequentative, it is assumed that students tried to show the ability and willingness of being the secretary. Those data mentioned were observed and then classified based on the semantic cognitive approach.

Secretary Is Brain

There are data refer to brain occur as much as 10 times, such in:

(1) The Secretary **is the brain** of leadership.
(2) A good secretary **must have a brilliant brain** to give an ideas to their companies and help the leader.
(3) The secretary **must be broad-minded** because a secretary is a representative of the company.
(4) A secretary **must have a mindset** that is always positive /.../.
(5) A secretary is not enough to just have a beautiful face but a secretary **must have high intelligence and analytical power** to help the boss in finding a solution.
(6) My opinion about a good secretary **must smart** to see opportunities.
(7) a good Secretary **must have a positive way of thinking**, because the secretary is the person closest to the leader and dealing with outside parties, including relations.
(8) therefore the character of a secretary **must** be cheerful, **think positively** in all things, want to work hard, good attitude and be able to maintain his attitude and dignity

(9) the secretary **must also be able to provide alternative ideas and thoughts** to the leadership regarding all matters related to the company.

(10) the Secretary **must have a perspective** that leads to the achievement of goals with practical and **systematic thinking**.

From all data above (1) until (10), it is observed that the students prefer to associate secretary with brain. The word 'brain' based on the online Cambridge Dictionary means *that "the organ inside the head that controls thought, memory, feelings, and activity; used to refer to intelligence; a very intelligent person, especiall one who has spent a lot of time studying."*

The word 'mind' has the meaning of *"the part of the person that makes it possible for him or her to think, feel emotions, and understand things; a very intelligent person"*. The word 'idea' means "a suggestion or plan for doing something; an understanding, thought, or picture in your mind". The word 'perspective' concerning of **THOUGHT** means *"a particular way of considering something"*; 'perspective' concerning of **VIEW** *means "a particular way of viewing things that depends on one's experience and personality"*. The word 'think' concerning **CONSIDER** means *"to believe something or have an opinion or idea; to consider a person's needs or wishes"*; while the verb 'think' concerning **DECIDE** means *"to use the brain to decide to do something; to use the brain to plan something, solve a problem, understand a situation, etc."* Based on the definition above, we can draw the semantic frame as below:

SECRETARY: BRAIN – MIND – THOUGHT – VIEW – CONSIDER – DECIDE

It can be inferred that secretary could be mapped onto BRAIN. Brain means the organ inside the head. The function of brain is to control the thought, memory, feelings, and activity. Also, human's thought can lead to his/her own perspective or view and he/she could consider to decide something to be done/conducted.

Secretary Is the Heart

The data that consider the secretary as the heart appeared as much as 3 times, such in:

(11)   Secretary is the **heart** of company

(12)   The secretary is the **heart** of the company especially the director himself.

(13)   So, why secretary is the **heart** of company?

Data (11) and (12) tell us that the secretary has function as the heart, however data (13) is formed in interrogative sentence, which means that the speaker is questioning why the secretary is the heart of company.

Based on the usage of the word 'heart', it is best to look up the meaning of the heart in the dictionary. The word 'heart'concerning **ORGAN** means "the organ in your chest that sends the blood around your body"; the word 'heart' concerning **EMOTION** means "used to refer to a person's character or the place within a person where feelings or emotions are considered to come from" such in *"She has a good heart"*; the word 'heart' concerning **CENTRAL PART** means "the central or most important part"; the word 'heart' concerning **COURAGE** means "courage, determination, or hope".

Based on the meaning derived from the online Cambridge Dictionary it can be drawn the semantic frame of SECRETARY IS HEART such in below:

SECRETARY: HEART – ORGAN – EMOTION – CENTRAL PART – COURAGE

From the frame semantics above, it can be inferred that secretary could be mapped onto organ of body inside the chest namely HEART. Heart itself is not only organ but also

contains emotion and this organ is considered very important since 'heart' is the central part of the body and by having heart, one is considered as the brave person.

Secretary Is One's Hand

There are 19 data that consider the secretary as someone's hand. However, in this discussion there are only 5 representative data that will be analyzed.

(14)   The Secretary is the **second hand** of the leadership
(15)   Because the secretary is the **right hand** of a leader,
(16)   The Secretary can **assist** in establishing good relations with colleagues or business partners in each company.
(17)   A good secretary is the person in charge of **helping** leaders with a broad [base] of knowledge and skills.
(18)   A good secretary is the one **to handle** [anything] job although that isn't [she's] her job.

Based on the data above, it is understood that secretary is mapped onto 'hand'. The meaning of 'hand' can be observed by looking up the online Cambridge Dictionary as follows

The word 'hand' concerning **BODY PART** means "the part of body at the end of the arm that is used for holding, moving, touching, and feeling things". The word 'hand' concerning **HELP** means "help with doing something that needs a lot of efforts". The word 'hand' concerning **PERSON** means "a person who does physical work or is skilled or experienced in something". The word 'hand' concerning **INVOLVEMENT** means "involvement in or influence over an event".

Based on the meaning derived from the online Cambridge Dictionary, it can be drawn the semantic frame of SECRETARY IS ONE'S HAND.

SECRETARY: HAND – BODY PART – HELP – PERSON – INVOLVEMENT

On the basis of the lexical meaning above, it can be inferred that secretary is mapped onto 'hand'. Hand is the part of body at the end of the arm used for holding and/or helping/assisting person. The person who is willing to help needs the involvement so that the situation will be under control as their needs.

Secretary Is One's Face

The data contained face appeared as much as 5 times such in below:

(19)   because the secretary is the **faces** of his company.
(20)   the secretary will surely **meet face to face** with prospective clients and will accompany the leadership in doing business.
(21)   the secretary **will meet** with many important clients of the company.
(22)   a secretary **will meet many people**, so it is important for a secretary to have knowledge of foreign languages, the most international of which is to speak fluent English.
(23)   the secretary **will surely meet face to face** with prospective clients and will accompany the leadership in doing business.

From the data above, it is observed that secretary is mapped onto 'face'. Let's take a look into consider the meaning of 'face' by looking up into the dictionary. The word 'face' as noun concerning of **HEAD** means "the front of the head where the eyes, nose, and mouth are". The word 'face' as noun concerning of **FRONT** means "the front or surface of an object". The word 'face' as noun concerning **RESPECT** means "the respect and honour of others".

Based on the lexical meaning derived from the online Cambridge Dictionary above, it can be drawn the semantic frame such in:

SECRETARY: FACE – HEAD – FRONT – RESPECT

On the basis of the lexical meaning, it can be inferred that secretary is mapped onto 'face'. Secretary is the person who is represented by the face, it is understood that the function of secretary is mapped as the front of the head where the eyes, nose, and mouth are, and as the front or surface, this front head should show the good behaviour by showing some respect and honor of others.

Secretary Is A Foundation Of Building

There is only 1 data show that the secretary is a kind of foundation of one building such in below

(24)   Role of a secretary is a **cornerstone** of the success of a leader in carrying out his managerial

From the data (24) the word 'cornerstone' based on the online Cambridge Dictionary means are as follows. The word 'cornerstone' as noun concerning **STONE IN BUILDING** means "a stone in a corner of building, especially one with the date when the building was made or other writing on it". The word 'cornerstone' as noun concerning **MOST IMPORTANT PART** means "something of great importance that everything depends on". Based from the meaning above, it can be drawn into semantic frame as below:

SECRETARY: CORNERSTONE – STONE IN BUILDING – MOST IMPORTANT PART

On the lexical meaning basis, it can be inferred that secretary is mapped onto 'cornerstone'. This 'cornerstone' is understood as the secretary is as the stone in the corner building with the date stated when the building was made. This notification shows that the foundation of the building is the most important part to commemorate as the historical story behinds the building.
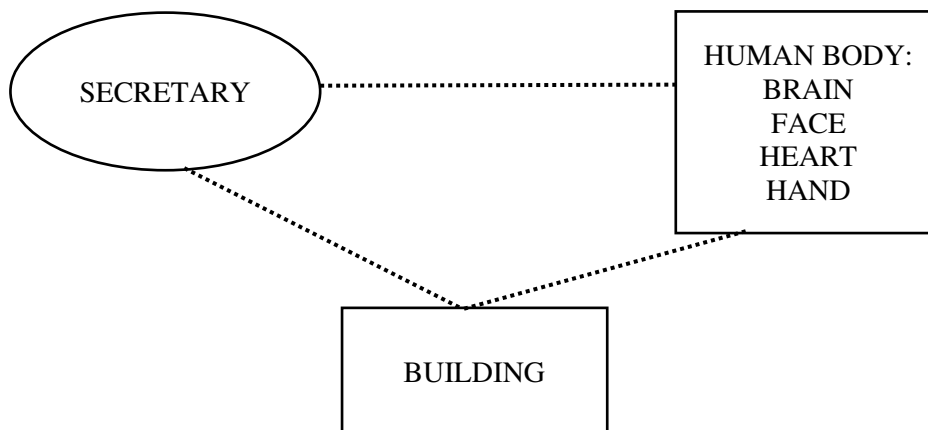

Figure 1. Mapping of Secretary is containment – Based on bodily experience

Based on Evans (2009) the starting point of the observation of the 'meanings' is that the meaning is associated with words and those words are protean in nature. According to Evans (2009), "the semantic values associated with words are flexible, open-ended and highly dependent on the utterance context in which they are embedded."

Evans's fundamental theory is that there is a basic distinction between lexical concept and meaning. Furthermore, Evans claim that lexical concepts is accounted for the semantic units which is conventionally associated with linguistic forms, while meaning is a property of situated usage-events, rather than words. So, meaning is not a function of language but arises from language use.

Evans' perspective view is in line with the result of this research. This research did not observe and analyze the linguistic form, it rather analyzes the meaning from language use. Based on the analysis, it shows that the students try their effort to describe the concept of secretary through their bodily experiences. The students describe the concept of secretary their movement and perception as in line with Lakoff's perspective view (1980). Since, the students are not English native speaker, their analysis of conceptual meaning of secretary is based on their language's user individual mental grammar as in line with Evans (2009).

Conclusion

Based on the discussion above, it is concluded that the conceptual meaning of secretary derived from the cognition of students of Academy of Secretary in Bandung is that secretary is the containment. It is proven that the image schemas used by the students are based on bodily experience. They refer to their own body to describe the secretary which formulated by using frame semantics, such as SECRETARY IS BRAIN, SECRETARY IS THE HEART, SECRETARY IS ONE'S HAND, SECRETARY IS ONE'S FACE, and SECRETARY IS A FOUNDATION OF BUILDING. Furthermore, the schema which appeared into their text production is that secretary is containment in which it needs the containers of head. The containers of head are brain, face, heart, and hand. The students also mapped the secretary into building.

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