Vogel Metaphern und Taiwan heute: Sprache und was dahinter steht*

Shelley Ching-yu Hsieh
Southern Taiwan University of Technology
shelley@mail.stut.edu.tw

Abstract

This paper aims to study the metaphorical meaning of bird-metaphors in Mandarin Chinese. First the metaphors are cited in accordance with birds’ names, then three aspects of Taiwanese culture are discussed: 1. The aesthetics and the values of interpersonal relations between men and women; 2. Taiwanese’s daily activities in schools and in society, such as the customs, thinking or superstition. It also shows that cars and computers are popular in Taiwan and many people engaged themselves in stock market and commerce; 3. Languages contact extensively in Taiwan. The Taiwanese people transfer their values and thinking unconsciously to their animal metaphors which conversely present the culture and social structure in Taiwan.

* Diese Arbeit ist Teil meiner Forschungsresultate des zwei-jährigen Projektes A Semantic and Pragmatic Study on Metaphors of Created Animals in Mandarin, Taiwanese, English and German, das durch die finanzielle Unterstützung des National Science Council (NSC 91-2411-H-218-003) in Taiwan ermöglicht worden ist.

„Vogel Metaphern und Taiwan heute: Sprache und was dahinter steht” Taiwanese Culture and Literature News, Germany: Ruhr University Bochum. (paper accepted)