

Good Guys Good Names Bad Guys Bad Names?

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GE1133 Culture and Language in Manga, Anime and Beyond



Lead In: Research Topic

Sonorants & Obstruents in names in *One Piece*

- Example 1:

Mo-nin :

Male, Good People,

– Sonorant: **Mo-nin** (3)

– Obstruent: Mo-nin (0)



[1]

- Example 2:

Shi-pusuhedo:

Male, Bad people

– Sonorant: Shi-pusuhedo (0)

– Obstruent: **Shi-pusuhedo** (5)



[2]

Lead In: Research Question

Are manga authors aware of sound symbolism?
Do they apply sound symbolism in creating names?

- **Sound symbolism**

- A relationship between sounds and shapes

- Kohler (1929/1947, et seq) Ramachandran & Hubbard (2001)

- **Obstruents**

- Angular, Male, Tsun...

Negative



[1]

- **Sonorants**

- Round, Female, Moe...

Positive



[2]

Lead In: Collecting Data

- *Why One Piece*
 - Completely fictional characters with artificial names
 - Abundant choices of names
 - Flat characters rather than round
- *How to collect data*
 - Pick the names of flat characters from random episodes
 - Fifty for good person
 - Fifty for bad person
 - Analyzing the composition of their sounds

Research: Study 1

- Hypothesis

The names of heroes sound more heroic

The names of villains sound more villainous

- Prediction 1 (Heroes)

Heroes get more sonorants than obstruents in their names

- Prediction 2 (Villains)

Villains get more obstruents than sonorants in their names

Research: Study 1

Prediction 1 (Heroes) :

Heroes get more sonorants than obstruents in their names

- **Data analysis Method**
 - Analyze the sound composition of every name
 - Calculate the number of sonorants and obstruents in all consonants
- **Result**

Sonorant	100
Obstruent	108

Research: Study 1

Prediction 2 (Villains) :

Villains get more obstruents than sonorants in their names

- **Data analysis Method**

- Analyze the sound composition of every name
- Calculate the percentage of sonorants and obstruents in all consonants

- **Result**

Sonorant 78

Obstruent 124

Research: Study 1

- **Result of prediction 1:**

Good people have less sonorants than obstruents in names

Sonorants:Obstruents 100:108

- **Result of prediction 2:**

Bad people have less sonorants than obstruents in names

Sonorants:Obstruents 78:124

Conclusion:

- Prediction 1 wrong
- Prediction 2 right



Research: Study 1

- Possible reasons for wrong prediction 1
 - Didn't distinguish voiced obstruents from voiceless ones
 - Voiced obstruents sound more strong
 - Voiceless obstruents sound less strong
 - Female characters included
 - Female types differs
 - Didn't compare to the real name
 - Real people tend to have more sonorants in their names

Research: Study 2

- Hypothesis

- The names of male heroes sound more heroic than real male names
- The names of male villains sound more villainous than real male names

- Prediction 1 (Heroes)

Compared to real names, the percentage of sonorants in male heroes' names increased, and obstruents decreased

- Prediction 2 (Villains)

Compared to real names, the percentage of sonorants in male villains' names decreased, and obstruents increased

Research: Study 2

Prediction 1 (Heroes) :

Compared to real names, the percentage of sonorants in male heroes' names increased, and obstruents decreased

- **Data analysis Method**
 - Analyze the sound composition of every name
 - Calculate the number of sonorants and obstruents in all consonants

Research: Study 2

Prediction 1 (Heroes):

Compared to real names, the percentage of sonorants in male heroes' names increased, and obstruents decreased

- Result

- Percentage of sonorants

Real Japanese males:	37 out of 104	35.6%	↑
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Manga characters:	72 out of 156	46.1%	↑
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- Percentage of obstruents

Real Japanese males:	67 out of 104	64.4%	↓
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Manga characters:	84 out of 156	53.8%	↓
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[1]



Research: Study 2

Prediction 2 (Villains):

Compared to real names, the percentage of sonorants in male villains' names decreased, and obstruents increased

- **Data analysis Method**
 - Analyze the sound composition of every name
 - Calculate the number of sonorants and obstruents in all consonants

Research: Study 2

Prediction 2 (Villains) :

Compared to real names, the percentage of sonorants in male villains' names decreased, and obstruents increased

- Result

- Percentage of sonorants

Real Japanese males:	37 out of 104	35.6%	↓
Manga characters:	45 out of 152	29.2%	

- Percentage of obstruents

Real Japanese males:	67 out of 104	64.4%	↑
Manga characters:	109 out of 154	70.8%	

[1]



Research: Study 2

- **Result of prediction 1:**

Compared to real names, the percentage of sonorants in male heroes' names increased, and obstruents decreased

- **Result of prediction 2:**

Compared to real names, the percentage of sonorants in male villains' names decreased, and obstruents increased

Conclusion:

- Prediction 1 proved
- Prediction 2 proved



Conclusion

Are manga authors aware of sound symbolism?
Do they apply sound symbolism in creating names?

- **First Hypothesis**

- The names of heroes sound more heroic
- The names of villains sound more villainous

Failed

- **Second Hypothesis**

- The names of male heroes sound more heroic than real male names
- The names of male villains sound more villainous than real male names

Valid

Conclusion

Are manga authors aware of sound symbolism?

- They are aware of sound symbolism

Do they apply sound symbolism in creating names?

- They apply this sound symbolism by modifying the percentage of sonorants and obstruents in the names of characters.
- Sonorants, positive, more in heroes' names
- Obstruents, negative, more in villains' names

Further study 1

- There are two kinds of maids, TSUN and MOE
Shinohara & Kawahara (2013)

Could this TSUN and MOE difference effect manga naming?

- Data Analyze
 - Analyze the sound composition of every name
 - Calculate the number of sonorants and obstruents in all consonants

Further study 1

- Result

Female name of bad person

- Decreased in percentage of sonorants 67.3% to 45%
- Increased in percentage of obstruents 32.7% to 55%

Match the result of negative male

Female name of good person

- Decreased in percentage of sonorants 67.3% to 37.5%
- Increased in percentage of obstruents 32.7% to 52.5%

Doesn't match the the result of positive male

Further study 1

- Possible explanation

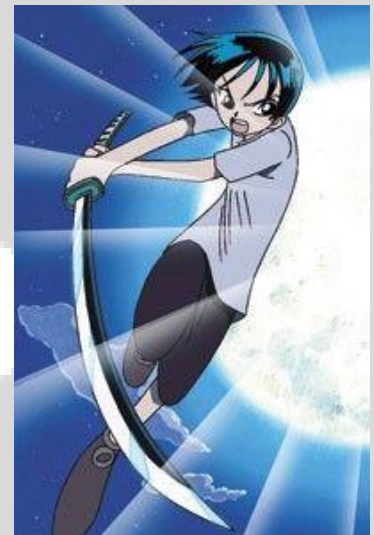
Lack of data

Not so flat character

Different type of female characters (tsun or moe)

Deliberately designed to be strong women

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Further study 2

- The difference of voiced and voiceless obstruents

Two kinds of heroes

Hero Type 1: no laryngeal spinctering, breathy

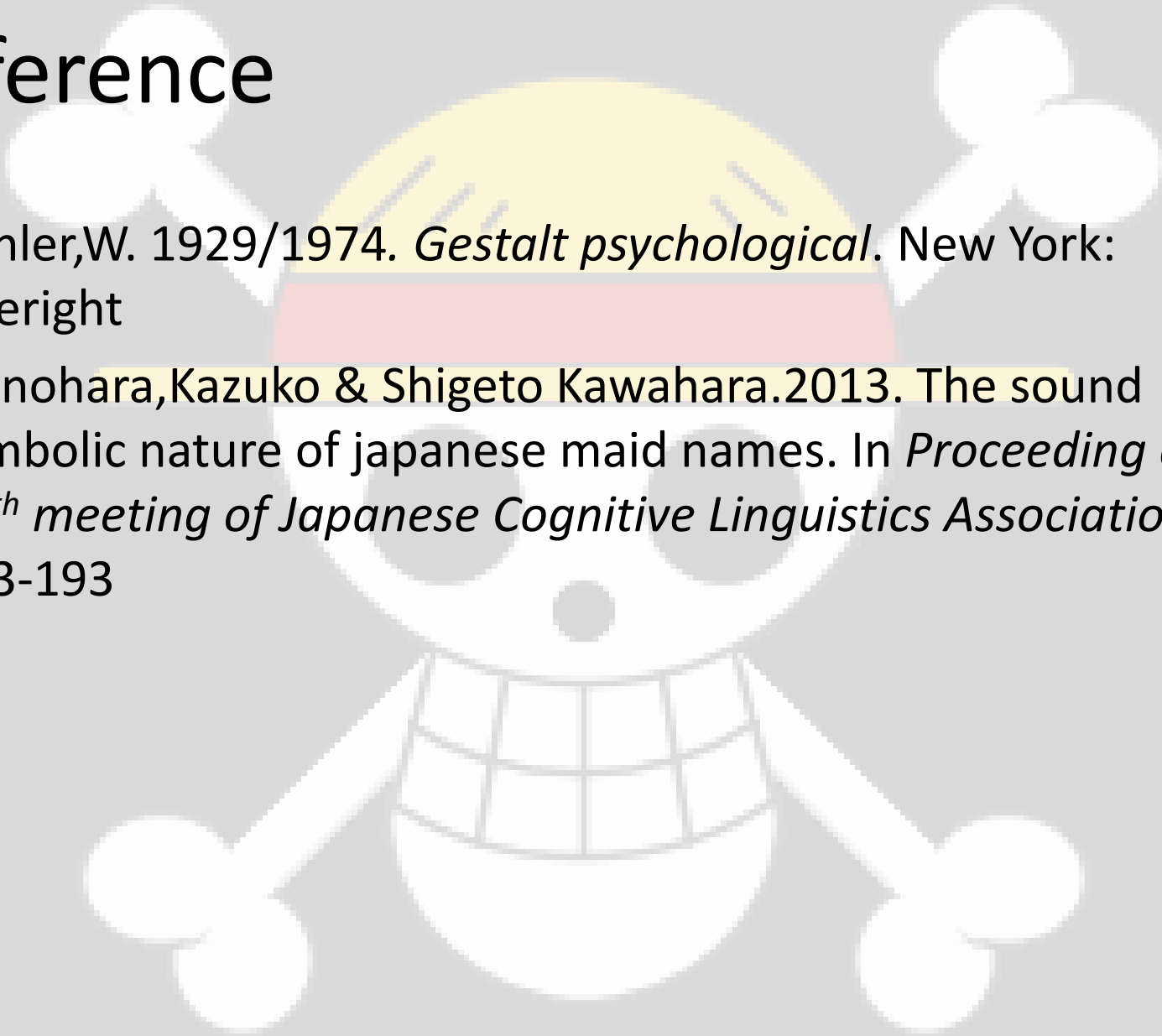
Hero Type 2: slight or intermittent laryngeal
spinctering,

modal voice

- May account for the failure of study one

Reference

- Kohler, W. 1929/1974. *Gestalt psychological*. New York: Liveright
- Shinohara, Kazuko & Shigeto Kawahara. 2013. The sound symbolic nature of Japanese maid names. In *Proceeding of the 13th meeting of Japanese Cognitive Linguistics Association*, 183-193



THE END

Thank You!!



[1]