

**IDENTIFYING LEXICAL FRAMES THROUGH
WORD-WEBS: AN ANALYSIS OF
MOTIVATIONAL CORPUS**

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**Identifying Lexical Frames through Word-Webs: An
Analysis of Motivational Corpus**

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ABSTRACT

Title: Identifying Lexical Frames through Word-Webs: An Analysis of Motivational Corpus

Frames synthesise as well as relate concepts, perceptions, and experiences. This research draws on Fillmore's frame semantics conceptual structure which is routinely utilised in the process of thinking (Lakoff, 2006a). According to Minsky (1986), grammar, sentences, phrases, and words are used to perceive frames. However, this research aims to explore the situational concepts via lexical analysis manipulating frame semantics which construes and creates diverse frames.

A broad range of sentences selected from the data has been analysed semantically in order to extract frames and formulate groups of vocabularies accordingly through close reading. A qualitative approach has been used to conduct this study, and the data has been incorporated from four books *Rich Dad Poor Dad* (2011), *Strengths Finder 2.0* (2015), *How to Win Friends and Influence People* (2005) and *Atomic Habits* (2018) in the form of a motivational corpus. Additionally, the frames associated with the possible groups of vocabularies have been extracted via Aitchison's associations like co-ordination, superordination, synonyms, and collocations. Moreover, via McClelland's acquired needs theory, the cognitive structures and associated word webs have worked mutually to ensure opportunities for self-regulation or self-development and individual motivation.

The results have shown various frames extracted from the motivational corpus, including profession, education, futuristics, business, investors, market value, wealth, standards, security, expenditure, financial, imitation, etc. Several frames and associated word-webs like achiever, cognition, contextual, writing, education, logical, wealth, creation, standards, futuristic, and so forth. have assisted McClelland's need for achievement. McClelland's need for affiliation takes support from the frames linked with word-webs such as learner, manager, restorative, communication, struggle, habit management, conscientiousness, human flaws, evaluation, relation, etc. McClelland's power need motivates individuals using the frames and associated word-webs such as leadership, communication, confidence, admiration, strategic, advisor, evaluation, focus,

etc. Many cognitive structures motivate the three acquired needs at the same time, such as habit management, advisor, focus, transformation, focus, evaluation, restorative, strategic, etc. These conferred frames not only stimulate needs for achievement, power and affiliation for individuals but also provide possibilities for personality development.

Keywords: frame semantics, words, word-webs, acquire needs, lexical analysis,
cognitive structures, lexicons

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DEDICATION

This thesis is dedicated to my parents for their endless encouragement, support, and love.

CHAPTER 1

INTRODUCTION

Language, in the form of mental lexicons, plays an essential role in concept-formation. This significant role of language additionally assists individuals to express their experiences and thoughts adequately. Concepts are processed in the form of information related to various situations in mind. For a given situation, an individual usually has sufficient vocabulary in the form of mental lexicons. These mental lexicons aid humans to comprehend novel circumstances through schemas and types. Fillmore and Baker defined frame as “any of the many organized packages of knowledge, beliefs, and patterns of practice that shape and allow humans to make sense of their experiences” (2009, p. 314). Frames are the networks of relationships that connects several concepts together. These concepts are evoked by the use of relevant vocabulary.

According to George Lakoff, “Words themselves are not frames but under the right conditions, words can be chosen to activate desired frames” (Lakoff, 2010, p. 73). However, the focus here is Frame Semantics which states that the meanings of words are structured by frames. Frames are the general concepts evoked by the text interpreter, which are based not only on direct meaning but also on conceptual and contextual meaning. In Fillmore’s terminology, semantics refers to “the relation between linguistic forms and their meanings” (Fillmore & Baker, 2009, p. 317). Meanings are anchored in the linguistic arrangements. Nevertheless, in Frame Semantics, the meanings are expressed through the cognitive structures, which Fillmore called Frames. These cognitive structures shape and determine the lexical meanings of an individual. The formulation of semantic frames includes polysemy, relexicalization, alternates frames for a single situation, semantic interpretation due to attributes, etc. The semantic attributes of the words assist frame formulation. Therefore, the research focuses on Fillmore’s Frame Semantic for lexical analysis.

The researcher has also employed Aitchison’s notion of word-webs that suggests word-web for the extracted cognitive structures. The formulation of the word-web is based on the vocabulary that is semantically and contextually alike as it belongs to a similar

concept. Based on similarity networks, vocabulary formulates various webs of words. Meanings in these networks, according to Aitchison (1987), are based on four essential links that are coordination, collocations, superordination, and synonyms. These links not only connect and explore the linguistic concept of Frames but also reveal the contextual associations of the words in terms of cognitive structures. The associations in the vocabulary of the word-web determine the lexical exploration related to Frame. Therefore, word-webs have been operating as tools to examine vocabulary and its associations with frames.

Motivational books seek to shape and transform the attitude of individual wants. The persuasive language in these books provides a dynamic perspective and various motives of self-reflexivity. The lexical analysis aids to formulate various frames that are associated with individual needs and motives for transformation. Motives are desires, needs, wants, wishes, and goals that motivate individuals to get power, affiliation, achievement, fulfilment, and self-regulation. Motivational books promote desirable choices. These books compel individuals to accomplish these choices by providing various analogies of effective and influential personalities. The preferences provided by these motivational books include to communicate skilfully, such as *The Art of Persuasion* (Erickson, 2005), to be an influential writer as *Zen in the Art of Writing* (Bradbury, 2015), to be a billionaire or millionaire as *The Richest Man In Babylon* (Clason, 2021), to be an entrepreneur like *The Entrepreneur's Code: The Secrets, Realities, Struggles & Eventual Victories of Visionary Entrepreneurs* (Ajayi-Khiran, 2017), to be a great leader as *Leaders Eat Last: Why Some Teams Pull Together and Others Don't* (Sinek, 2014), to adopt powerful and influential behaviour as *The 7 Habits of Highly Effective People* (Covey, 2013) and much more. These desirable choices further force acquired needs and aid in construing various concepts and notions that shape Frames through lexical analysis. Lexical analysis evokes motives for acquired needs with the help of cognitive structures.

Moreover, lexical frame analysis of the motivational corpus has facilitated lexicon learning and teaching in relation to motivational corpus and cognitive structures in this research. Lexical analysis can be exploited to extract information related to any kind of events, concepts, relationships and many more. The data required in the form of lexicons

can be obtained through lexical frame analysis. It also provides facilitation to understand individual words concerning cognitive structure. In this way, information can be easily processed via frames and mental lexicons. Therefore, this research has instincts lexical frame analysis to extract lexicons from the motivational corpus, categorise it and analyse it in terms of frames.

Furthermore, the framework of lexical analysis and frame semantics have been studied from various extents in earlier studies. However, mental lexicons or cognitive structures have been overlooked regarding motivational data. The dynamic landscape of motivational corpus in language operation compels the researcher to exploit this genre linguistically. The motivational corpus has been exploited under the perspective of McClelland's acquired needs. These needs include achievement, power, and affiliation in association with the motivational lexicons from the motivational corpus have been extracted through lexical frame analysis. Accordingly, the motivational corpus has been explored via need theory and lexical analysis for the extraction of words. The data provide various cognitive structures from the motivation corpus, which reflects the dynamic edifice of motivational language deeming its usage. The motivational corpus of motivation has been substantiated for the purpose of lexical frame analysis.

Motives have been stated as “affectively toned associative networks”, which are “arranged in a hierarchy of strength or importance within a given individual” (McClelland, 1965, p. 322). The strength of cognitive associative networks refers to the subject's wants and fantasies. However, the importance of associative networks directs the amount and quantity of associations through which an individual is attached to the networks compared to other individuals of the same level. In short, motives refer to the desires an individual possesses in order to get supplementary associations within a network compared to other people in the domain. McClelland further explains that “all motives are learned ... until they are linked to cues that can signify their presence or absence” (McClelland, 1965, p. 322). Therefore, the organisation of acquired motives occurs as per its importance and strength provided by an individual to it.

The research is therefore based on the three acquired motives (the need for achievement, the need for power and the need for affiliation) that designate frames. In

short, the study is grounded in the lexical frame semantic analysis by formulating word-webs accordingly. These frames are framed through the lexical choices used in the books. The vocabulary of the motivational corpus has been analysed through the contextual associations present among words due to cognitive structures. The links of superordination, coordination, synonyms, and collocation in the vocabulary have helped to explore contextual associations concerning the associated frame. This research has further explored the frames in light of three fundamental acquired needs of McClelland's theory.

1.1 Thesis Statement

The formulation of frames is based on the semantic aspect of lexical choices. The motivational corpus and the perspective of lexical frame analysis have been overlooked in terms of associations like coordination, superordination and so forth in association with cognitive structures. As per our needs, we are motivated towards our goals which, in turn, lead us to formulate various lexical frames. The motivational data aid cognitive structures in terms of learning and configuring associations. Therefore, the motivational corpus has been exploited due to the commonality of themes like motives, aims, ambitions, goals, achievements, affiliations, and power. Accordingly, frame semantics and the perspective of associations have been utilized in this research. The research aims to explore how the situational concepts via lexical analysis manipulate Fillmore's notion of frame semantics which aids in construing and creating diverse frames that can be identified by formulating words-web as proposed by Aitchison in the selected motivational books. The researcher further explores how by lexically analysing the motivational corpus from the perspective of McClelland's acquired motives as motives of achievement, power and affiliation, the frames and word-webs provide choices that persuade individuals towards self-reflexivity of selecting, fluctuating, and reconditioning.

The motivational corpus has substantiated dynamic association for language association. Therefore, cognitive structures corresponding to mental lexicons have been formulated from the motivational corpus. The diversity of frames in this regard is the product of the vibrant nature of language manoeuvred in the motivational corpus. The lexical frame analysis of motivational corpus has acknowledged many cognitive structures; their groups of vocabularies have been associated with the cognitive structures in this

regard. Therefore, the lexical frame analysis of the motivational corpus has been utilised to substantiate the acquired needs.

1.2 Research Questions

The research questions are following:

- a) Which lexical frames can be identified in the motivational corpus drawing on semantic analysis?
- b) What can be the probable groups of vocabularies associated with the cognitive structures in the motivational corpus?
- c) How can word-webs and the notion of frames be at work together to ensure various choices for individual motivation?

1.4 Significance and Rationale of the Study

This study is significant on account of Semantic Frames in terms of three fundamental motives (need for power, need for achievement, and need for affiliation) for an individual. The lexical analysis of the motivational corpus construes various concepts which characterise acquired needs and desirable choices in the form of frames for self-regulation.

This research is also significant in aiming the consideration towards word-webs which assist in teaching and learning vocabulary. Each web includes associated lexicons based on synonyms, co-ordination, superordination, and collocation. Therefore, these webs provide a rich source of contextual vocabulary indicatively alongside corresponding ideas. In this respect, it will help the learners who learn English as a second language, foreign language, or ESP learners to improve their vocabulary. Besides learners, these cognitive structures will also facilitate teachers to teach vocabulary in terms of cognitive associations. Teaching vocabulary in word-webs concerning frames helps to coach skilfully. These vocabularies in the motivational corpus make available various choices concerning social, personal, interpersonal, economic, and professional domains. In this manner, learners can understand words and their meanings according to the relevant cognitive and conceptual structures.

The research highlights the significance of the study towards the development of that cognitive structures. The cognitive structures help learners to process information efficiently. In order to process data, frame building plays a crucial role. These frames may link any other information in the brain. These cognitive structures serve as a “mental frame of reference” (Navaneedhan, 2017, p. 90) for learners. This research helps learners process vocabulary without difficulty. It motivates learners to learn. In this way, the cognitive structure may lead towards the internalization of individual motivation alongside vocabulary building.

The frames and word-webs concerning acquired needs (power, affiliation, and achievement) help the individual by providing various choices (personal, professional, interpersonal). The frames also provide preferences associated with leadership, managerial, self-development, self-management and many more. These frames not only assist an individual in terms of acquired needs but also help them with choices in order to improve their personality.

1.5 Delimitation

The study has incorporated four selected motivational books viz *Strengths Finder 2.0* (Rath, 2007), *Rich Dad Poor Dad* (Kiyosaki & Lechter, 2011), *Atomic Habits* (Clear, 2018) and *How to Win Friends and Influence People* (Carnegie, 2005). This research is delimited to the frame semantic by Fillmore by exploiting the word-webs perceptions. The word-webs’ four essential links play a central role in the collection of lexicons for the motivational corpus. Furthermore, the research has further bounded upon McClelland’s three acquired motives. The motives have specified viz need for affiliation, need for power, and need for achievement accompanying various frames in the motivational corpus data motivates individuals to transform and move towards self-reflexivity.

CHAPTER 2

REVIEW OF LITERATURE

Fillmore's frame semantic concept has been sourced across multiple disciplines from various perceptions. In this manner, the study of frame semantic cornerstones several perspectives across distinct disciplines. The former incorporates lexicography, lexicology, morphology, syntax, semantics, grammar, and pragmatics. The latter considers translation studies, language teaching and learning, corpus study, economy, medical studies, machine learning, religion, social and cultural studies, etc. In light of these perspectives and disciplines, previously researched literature has been under consideration to explore the boundaries of frame semantic theory with respect to this research.

2.1 Frame Identification

2.1.1 Identification of Domain Specific Frames

In the case of frame identification, Sikos & Padó have focused on frame semantics using two magnitudes. The first dimension is "the distinction between prototype and exemplar categorization", in which the prototype model generates an instant depiction of its categories and exemplar categorization generates the input objects themselves. The second dimension is "the decision between pure similarity-driven "bottom-up" categorization and task-specific "top-down" categorization" (2019, p. 10). However, Malm et al. (2018) worked on domain-specific frames. They have investigated the polysemous nature of lemmas in an available corpus. Relatively to the candid lemma, they further developed the domain-specific Frames through observation and analysis of contextual terms. The discussed papers have grounded on the prototype of exemplar categorization and domain-specific perspectives.

2.1.2 Identification of Relational Structure Frames

Green (2000) has worked on the frame relational structures. Green has identified semantic frames in two steps. The first step includes the clustering development to identify previously identified semantic frames that are commercial transactions, hit, judging and risk. Green has extracted these frames from the definition of verbs in Longman's Dictionary of Contemporary English. The second step includes discerning frame elements

in the form of “nouns used in the definitions of frame-invoking verbs... occur in certain frames” (2000, p. 193).

2.1.3 Challenges in Frame Identification

Besides, Jiang & Riloff, (2021) have manipulated definitions to plan for the solution to the challenges in frame identification. The accurate frame identification encapsulates the meaning of the targeted words or phrases in a sentence. The researchers have effectuated a pre-trained transformer model for the generation of frames using the confined definition of lexical units in the frame net. Accordingly, the frames generated have semantic coherence and meaning of the targeted words or phrases. The researchers evaluate their model on three data sets and achieve improved performance accordingly.

2.2 Frame Extraction

2.2.1 Frame Extraction for knowledge Abstraction

In the case of social media usage and knowledge extraction, Søggaard et al. (2015) have exploited twitter for data exploration. The data has been extracted from 70k tweets and 60 equally distributed freebase entities such as locations, persons, organizations etc. The extracted data has been scrutinized through four models mutually with a frame semantic parser, role labeller, syntactic dependency parser and a rule-based off-the-shelf open information extraction system. The data mined has been analysed for its relevance to the extraction process amidst error correction. Consequently, it has enhanced knowledge abstraction considerably and probably

2.2.2 Frame Extraction for Machine Learning

On the basis of computational construction grammar, Beuls et al. (2021) have extracted frames from the text corpora. Regarding the construction grammar, the constructions that are forms and meanings combined with the semantic construing process to recover frame semantic structures from the sentences. Laterally, the construction of the morpho-syntactic forms encourages the extraction of frame semantic edifices. The newspaper articles have been case studied for the extraction of frames. The extracted frames are then equated to the conditional random fields (CRFs) approach. Subsequently, Beuls et al. (2021) have focused on frame extractions through constructions and their comparison to CRFs. Conferring the results, the construction grammar approach at the

world level produces a cut of 78% outpacing the CRFs method by 4.5% points. Relative to Frame Semantics, constructions of the computational construction method make the extractions effective for machine learning.

2.2.3 Frame Extraction for Natural Language Process

Furthermore, Virk et al. (2019) have presented a new strategy to extract typological linguistic information automatically from the descriptive grammar of natural languages. In the case of unified semantic frame configuration, Agarwal et al. (2014) used an off-the-shelf frame net semantic parser to explore the natural language process. The frame semantic parsing of frame semantic theory has worked to create the procedure. This method cooperates in extracting the typological linguistics information.

2.2.4 Frame Extraction for Lexical Identification

Although, Estévez & Llácer (2005) have extracted data from various articles related to health sciences presented in journals, newsprint and magazines for the masses. The frame semantics has been used for lexical identification and annotation. Therefore, the analysis of various examples reveals a systematic and scientific approach to extracting and categorizing lexicons in medical studies. Moreover, this research also bases upon the domain-specific perception of motivational corpus nonetheless, it explores the denotational, connotational and conceptual links (coordination, synonyms, superordination, and collocations) between words through word-webs.

2.3 Framing of Concepts

2.3.1 Framing of Concepts as Graphical Representation

The research, “Representation of Concepts as Frames”, has represented concepts as Frames and states it as “directed graphs with labelled nodes and arcs” (Petersen, 2021, p. 43). The sortal and relational aspects of frames are discussed through graphic representation. Petersen focuses on the acyclic frame graphs that “mirrors the classification of concepts into sortal, proper relational and functional concepts” (2021, p. 62). Petersen uses the concepts as a tool for Frames, yet the frames have been represented in a graphical demonstration. However, this research studied the need frames in addition to the representation of these frames in the form of word-webs.

2.3.2 Framing of Classification System

On the basis of attributes, Schurz & Votsis (2014) have reconstructed the scientific classification system. The frames have evoked peculiarities which help in the reconstruction of similar prototypes in a system. Resultantly, the prototypes have been categorized as subordinate concepts in accordance with their values based on frames.

2.3.3 Framing of Environment

Moreover, Lakoff (2010) has explained the crucial role of framing the environment. The environment is not a single entity yet, tied to the matters like food, security, health, economics, trade, energy etc. The expression as “the real crises” does not justify the complexities related to environmental problems globally (2010, p. 74). According to Lakoff, there is a lack of proper framing to capture the reality and truth of the situation the journalist, leaders, and policymakers. In order to reveal the facts overlooked by politics, for Lakoff, it is essential to frame the environment strategically with proper cognitive and linguistic expressions.

2.3.4 Framing of Policy

In foreign policy strategic framing of issues matters, Lakoff (1999) has explained foreign policy “using systems of metaphorical thought” (1999, p. 1): including the conservative values (strict father, nation as family) and the progressive values (nurturant Parent); for relations with other countries (world community, maturity is industrialization, nations are persons); and some other are Clausewitz's Metaphors (war as politics; politics as a business), the rational actor metaphor, the balance of power metaphor, the war-as-fire metaphor and path-to-democracy metaphor. The policy has been explained in terms of the Gulf War and Kosovo. He determined that fundamental movements of neoliberalism and neorealism globalization in the foreign policy give the impression of a clash within it. According to him, apprehending such systemic framing of foreign policy aided the global independent initiatives. Shim et al. (2015) analysed the nuclear energy policy of six countries under the light of semantic network analysis. They explored three frames, such as nuclear safety, clean energy, and energy security, by evaluating 14 arguments. They have probed the similarities and differences in each policy and identified the essential integrated arguments among these policies. However, Bhatia et al. (2019) have unmasked

the incompleteness of 15 privacy policies among three domains (health, news and shopping). They have acknowledged 2316 illustrations of 17 types of semantic roles (conditions, source, object, and target role) and present them as semantic frames. They have also studied the effect of the presence and absence of these roles. Frame-net, nonetheless, has been tooled for the understanding or acquisition of first-language vocabulary learners (Carrion, 2006). Venturi et al. (2009) have developed an annotated legal corpus and lexical ontology with frames information. They also focus on the cases during the extension of the prevalent frame-net to the legal domain. Various literature on frame theory has covered many topics related to social movements, political aspects, psychological aspects of emotions, media, legal facets and much more. This research, though, frames individual needs by exploiting the word-webs of the motivational corpus.

2.4 Framing of Text Interpretation

2.4.1 Lexical Analysis for Reading Comprehension

Regarding text interpretation, Goldman (2011) has observed lexical meanings. The theoretical framework of Fillmore's frame semantics has been used as a base for the investigation of various intricate concepts. The notion of innocence has been particularized as a case study. Based on the text level, the case study explores the complications of the idea at the system level. Therefore, various frame elements in the perception of innocence foreground meaning realization and infer the complex concept of personality shaping. Hence, the complications at the concept level have been recognized from the data sample through lexical and frame semantic analysis.

2.4.2 Lexical Analysis for Machine Reading Comprehension

In reference to reading comprehension, Guo et al. (2020) have utilized frame semantics to assist sentence modelling for machine reading comprehension. The researchers named the process a Frame-based sentence representation technique. This method has unified multi-frame semantics information to situate sentence modelling.

2.4.3 Lexical Analysis for Meta-Language Comprehension

However, using the corpora of four learning Chinese dictionaries for foreign languages, Wang (2019) has explored modes of nine speech act verbs in relation to meta-language interpretation. Exploiting Fillmore's frame semantics, the nine models of lexical

units have been established from the original frames. Via corpora, the meanings have been analysed and compared in terms of similarity. In addition, Wang provides some recommendations about verb interpretation. Thus, Wang's frame of study has restricted speech acts and language interpretation. In addition, Wang et al. (2015) have used numerous linguistic means of syntax, semantics, word embeddings, co-referencing and frames for machine comprehension.

2.5 Translation and Frame Semantics

2.5.1 Culture-Specific Elements Translation and Frame Semantics

In the case of translation and frame semantics, Boas (2013) has discussed frame semantics as a beneficial tool for translation by humans and computers or machines. Conferring various examples, Boas determined frame semantics to captures not only generalisations but also idiosyncrasies and descriptions of “semantically related words across languages” (2013, p. 153). The frames have made it possible to reference the culture-specific elements of any lexical unit in a language. In Boas's view, frames provide structures to explore semantics within a language and across various languages. In humour translation, Rojo (2002) has incorporated the cognitive concept of frame semantics and the Rojo model to explore humour in translated text (p. 76). This dimension has been exploited by the authors of the selected literature to construe the frames for humorous effects. The source text of David lodge's small world has been taken along with its Spanish translation *El mundo es un pañuelo* by Esteban Rimbau Saurí. To produce a humorous effect, the source text author has exploited the concepts of reinforcement, modification, metonymy mapping and metaphorical mapping. Rojo's model has helped translators in translation. In the intertextuality translation using frame semantics, Tatsakovych (2019) has taken seventy instances from hand maid's tale translated Ukrainian version. This examination incorporates frames and the transfer of linguistic components from the source language to the targeted language.

2.5.2 Frame to Frame translation Equivalence

Yet Czulo (2017) has explored the frame-to-frame comparability of the translated and original text in the light of frame semantics theory and construction grammar. In the case of Quran translation studies, Balla & Siddiek, (2017) have incorporated various lexical

choices from Yusuf Ali and Pickthall's translation and compared it with English using frame semantics theory. In addition, Sharaf & Atwell (2009) have explored verbal valences from the lexical database of Arabic and English using frame net. The investigation has aimed at the construction of the form of a Quranic frame net. The frame net of verbalised Arabic frames has been compared with English ones.

2.5.3 Machine Translation and Frame Semantics

Apropos of machine translation assessment, Czulo et al. (2019) provides a metric that works on frame semantics. The metric is based on the research of the original and translated data. The metric that works as a tool consists of annotated frame semantic corpus such as an English original, a German translation and a Brazilian Portuguese translation. For bilingual dictionaries of machine translation, Boas (2002) has discussed designing a German frame net with lexical German expressions like nouns, verbs, adjectives etc. These expressions situate parallel to that of English vis-via-vis frame semantics. Parallelism has stored valuable evidence with respect to the syntactic structures of frame semantics. The data in the form of German and English lexis aided the machine translation as well as language fabrication. The data has also revealed the polysemous structure of many English and German verbs in the frames of German frame net.

2.5.4 Translation Shift and Frame Semantics

In the case of translation shift, Padó & Erk (2010) have considered Frame Semantic mismatches. The study has utilised just about one thousand sentences of parallel English-German corpus annotated with semantic roles and frame net. The results have indicated combinatory mismatches. Some mismatches are the products of the annotator. Nonetheless, the others are more fundamental and require a reliable method to distinguish the semantic categories.

2.5.5 Translatability or Untranslatability and Frame Semantics

In the bottom line of (un)translatability, Zakaria (2017) takes frames as a reference point. The translation from the source language requires selecting the semantic references with maximum correspondence in the target language. The postulation of semantic frames in the research has enumerated the level of precision in translation. As per concern, there is a struggle in cultural expression (un)translatability. The whys and wherefores of these

expressions may occasionally enjoy multiple frame references lest they own unique frames of reference situationally. The illustration of an Arabic visual has been taken as a reference point for the pilot study of an Egyptian garment *gal-labiy-ya* or *gilbab*. In order to reduce the (un)translatability, the Visual frames have been discoursed in the targeted language in terms of social or generic frames. The degree of (un)translatability has been estimated by the numeral quality of frame references in the targeted language from the source language. The higher the equivalence in the target language of the frame reference with the source language, the slighter will be the (un)translatability matters and vice versa.

2.6 Foreign Language Teaching and Learning Frames

2.6.1 German Language

In frame semantics as per teaching and learning, Boas & Dux (2013) have presented a novel tool for online frame-based lexicon learners. Fillmore's frame semantics practical implication includes frame net exploited for the English language and then for the development of G-FOL (German Frame semantic online lexicon). G-FOL has been used to determine foreign language edification. The researchers have compared GFOL with non-learners of GFOL. The research has explicitly described frames with annotated sentences and Grammar transcriptions.

2.6.2 Chines and Persian Language

In teaching English vocabulary, Xu & Li (2011) have used frame semantics to teach English vocabulary to Chinese English foreign language learners. However, Nejad & Ghayoomi (2021) have exploited frame semantics to teach Persian vocabulary to non-native speakers. The complex Persian verb *ʃodæn* (to become) has been used as a model verb for language teaching. The semantic properties and roles have been explored via frame semantics to reveal the relation of the model verb to the semantic frame structure.

2.7 Corpus and Frames Semantics

In the case of corpus frame semantics, Bertoldi & Chishman (2012) have used the theoretical framework of Fillmore's frame semantics and frame net to theorize treebanks for the examination of legal corpora based on semantic annotation. Brazilian legal language has aided in the formulation of treebanks and assistance in machine training which manages legal information. Almela-Sánchez (2019), in contrast, has worked on the collocational

pattern and semantic valency. The qualitative and quantitative investigations have taken frame semantics for collocational analysis. The data has been extracted from an English Web corpus that is ukWaC. This collocational pattern and semantic valency help to reduce the study gap between lexicography and semantics, respectively. Almela-Sánchez has trialled verb-adjectives relations that have not been well explored using the existing pattern of collocations.. Lakhfif & Laskri (2020) have analysed the digitized and classical multilingual novels and narrative texts corpus via a semantic viewpoint. The corpus linguistic approach utilizes digitized novel data such as “*the hobbit*” and “*the handoff of the Baskervilles*” with multiple translations. The data provides rich information for the exploration of various languages and approaches. The conceptualization of emotional events is taken as an example to study the semantic annotation approach along syntactic and morphological structures. The cornerstone of the research is to distinguish the conceptualization of the emotional event with frame-to-frame relations and frame structures situated in the corpus in terms of frame semantics.

2.8 Lexicography and Frames Semantics

In the case of lexicographic frame semantics, Uchida (2011), has evaluated various dictionaries of learners via Fillmore’s frame semantics. Uchida has investigated the noun and verbs supported frame elements that lead towards frames evocation. Although, the information on frame elements provided in the dictionaries is not the whole. In order to overcome the deficiencies, Uchida has suggested some improvements viz the presence of main core frame elements, the definition of frame evoking nouns and enlisting the collocations to support verbs. Hence, the emphasis has been given in order to making available “a learner’s dictionary as a resource for encoding English” (2011, p. 10).

2.8.1 Monolingual Dictionaries and Frame Semantics

For monolingual dictionaries, Aslani et al. (2013) have explored descriptive-analytical methods to assist in the analysis of five monolingual Persian dictionaries through Frame Semantics. The data of 100 entries have been selected from the previously researched frames of commercial, examination, transaction, and request for add-on micro-structure exploration of the Persian language. As a deduction, this method would

strengthen the compilation and edition of the entries in the Persian-monolingual dictionaries.

2.8.2 Bilingual Dictionaries and Frame Semantics

For the development of bilingual dictionaries, Fontenelle (2000) has explored the combination of lexical and semantics perception in the bilingual database composed of an English-French dictionary. Fillmore's theory of frame semantics and Mel'cuk's meaning text theory have aided in extracting frames constructed on the "translationally-relevant combinatorial information" (2000, p. 1).

2.8.3 Overpowering Challenges in Dictionaries through Frame Semantics

In order to discuss the difficulties and challenges in the advancements of a bilingual dictionary, Chishman & Brangel (2019) have exemplified the Portuguese-English dictionary of Olimpico. The theoretical and practical consequences have been exposed through frame semantics analysis. The former takes part in the frame identification and representation, whereas the latter consumes the illustration process and the frame definition. The adaption with frame semantics has overcome the challenges and made the dictionary user-friendly.

2.9 Pragmatics and Frame Semantics

Corresponding to semantic roles, Czulo et al. (2020) have provided a new category of pragmatic roles. Pragmatic roles, like semantic roles, are an essential aspect of the frame net. The sources exploited in the mentioned research paper include global frame net shared annotation tasks and multilingual annotation efforts. The model data for the analysis comprises tag questions and greeting. The study has based on the relation between frame annotation and constructions to construe pragmatic frames in a wide-ranging method. In religious literature, the use of the framing concept explores the lexical analysis of jihad in the light of Barsalou's Frame Theory. It is a contrastive study of Quranic discourses and the selected web narratives (Sarhan, 2020). In terms of politics and social media, the ideological and regional political issues have been specified through immigration-specific-frame along with the revelation of ordinary people framing of political issues on social media messages that is tweets. (Mendelsohn et al., 2021). George Lakoff worked on simple framing, framing and its uses in politics, framing in terms of immigration, why it's

important how we frame the environment and why strategic framing matters in regard to metaphorical thought in foreign policy (Lakoff, 2006a, 2010, 1999, 2006b). In sociological terms, the linguistic properties of the social movements have been revealed through Frame semantic Grammar (Vicari, 2010). In addition, Sap et al. (2020) have introduced the concept of social-biased frames through pragmatic frames. The biased frames have collected the information of targets of statements, intents, offensiveness, and stereotypes. The dataset has composed of social media posts which are applicable and 50k annotated structures which cover 34k implications about various demographic communities. The socially biased pragmatic frames expose the inferences power of language accordingly.

2.10 Grammar and Frame Semantics

Language comprises forms and meanings in accordance with the construction of grammar. The forms and meanings combine to form construction. Boas (2021) has presented construction grammar theory, an alternate theory of grammar against the widely used approach of transformative generative grammar. Boas has discussed theories of construction grammar and frame semantics. Constructions in construction grammar denote semantic frames. Therefore, the investigations are based on forms and meanings of language, including frame semantics, arranged in methodically structured networks. The practical implications of this combination have also been applied in terms of frame net lexicographic database. Although, Hunston (2021) has compared Fillmore's frame semantics and Birmingham's local grammar in order to identify the similarities and differences based on the integration of grammar and lexis. The data mined from the corpus provides various patterns which have formerly been organized. The words include in these patterns deliver novel connotations following the pattern. The contextual information evaluated from these concordance lines accounted for parsing.

2.11 Syntax and Frame Semantics

In the context of syntax, Johansson & Nugues (2008) have argued that either of the dependency and constituent syntax has been explored in relation to frame semantics. Dependency grammar has a set of markers that depends on verbs and have accuracy in classification. However, nouns and adjectives do not have distinguished labelled collections and have no discrimination in categorization. However, Boas (1999) has

discussed the syntax and semantic limitations of resultative constructions in association with small clause theory and ternary branching analysis. As a substitute, Boas proposed three lexical semantic guidelines to determine the complex predicates in the lexicon. The frame semantic in the light of the research is essential to distinguish “multiple scenes and their related scenes” (1999, p. 14) for the progress of the undergoer arguments related to the subcategorization. Via frame semantics, Halder (2011) has investigated supported verb construction and equated it with the German verb ‘*greeten*’. He has explored the selectional restrictions of targeted nouns concerning verbs in a bilingual database. He has considered the possibility of systematically predicting which noun can be involved in supporting verb construction.

2.11.1 Complex Predicates with Syntax

In the case of Persian complex predicates, Safari (2016) has exploited the polysemous verbal approach to explore the complex predicates with syntactic and argument structures. The predicates in the Persian language consist of a light verb and a preverb that participates in the causative alternation. The selection of light verb and preverb have taken as *ændaxtan*, which means cause to fall and *oftادن*, which means fall, respectively. The former is the causative; the latter is an anti-causative variant. However, these verbs have revealed peculiar behaviour regarding various contextual contributions. Sometimes, they do not participate as causative agents; sometimes, they do not participate as anti-causative representatives. Their performance has been explored in various contexts through the frame semantics notion. Therefore, according to researchers, some complex predicates in Persian have multiple frames. When the state has changed, they behave like causative; when the location has changed, they act like non-causative. Subsequently, “complex predicate determines its argument structure” (2016 p. 36) through frame semantics. Discussing the multilingual frame semantic parsing, Sas et al. (2020) put forward the wiki bank. In the wiki bank, the wiki data is the pre-existing data available on Wikipedia. The wiki data has partially annotated and “semantically labelled sentences” (2016, p. 4184). Google’s Sling has provided support as a frame semantic passer on the Coll 2009 corpora. The multilingual framed annotated data act as a “cross-lingual transfer” (p. 4187) of language data.

In the case of Japanese complex predicates, Fleischhauer et al. (2019) deal with light verb construction via frame semantics. German predicate comprises of main light verb and a noun that construes the meaning. The light verb contributes to the essence mainly denoted as light verb constructions (LVCs). The syntactic and semantic composition of light verb construction collectively with lexicalized tree adjoining grammar and frames developed a compositional and computational analysis. The structure of the German light verb *stehen*, which means stand, has been demonstrated as a case study. The lexicalized tree adjoining grammar has illustrated the comparison between constructional analysis and lexical meaning components.

2.12 Syntactical Semantic Interference and Frame Semantics

For syntax semantic interference in frame semantics, Osswald & Van Valin (2014) have discussed that Fillmore's frame semantics perception offers an empirical basis. The syntactic order stimulated by words in the corpora sets an alignment with the semantic frames. The impediment of such data, exploiting frame semantics, provides a path for syntax-semantic interference. The frame net aided the research data to finish the gap between frames and frame relations. The researchers used the verb events as a case study in the research. Structures, in this case, focus on the inner configuration of events and ensure the structural relations between frames. However, in the case of lexical functional grammar, Frank & Semecký (2004) have focused on syntax-semantic interference. The lexical-functional grammar corpus annotates through a frame semantic annotator. The extraction of frame semantics annotation has been accomplished from a manually annotated corpus parallelly designed to that of a lexical functional grammar corpus. Frame semantics in this process exploits lexical-functional grammar and provides a method of corpus-based induction. The concentration is further on the deeper aspect of frame selection due to functional-syntactic analysis (2004, p. 7) conforming to the knowledge of semantics. Kabbach (2017) has extracted structures using the frame semantic role statistics model. The statistics model has improved frame semantics parsing. Frames and arguments identify jointly similarly to semantic and syntactic structures for precise and accurate results. However, Padó & Erk (2005) cross-linguistics examination of predicate-argument formats has been derived from the idiosyncrasies of morpho-syntactic patterns of the language. In translation studies, translation pairs have different parts of speech and

semantic variables. The researchers have presented an algorithm for the automatic identification of frame paraphrasing. The frame paraphrasing structures match the predicate-argument composition from a bilingual corpus. As a result, the information obtained has been analysed via frame semantics based on parallelly semantic-aligned texts of a bilingual corpus.

2.13 Lexico-Semantic Interference and Frame Semantics

2.13.1 Lexicals and Metaphor Analysis and Frames

Besides syntax semantics interference, the lexico-semantic aspect in frame semantics has also been explored. In the scaffolding of immigration issues, Lakoff (2006) has framed multiple political-linguistic expressions such as illegal immigrants, undocumented immigrants, guest workers, temporary workers, amnesty, broader security and illegal undocumented workers. According to Lakoff, each frame discussed the issue in its way. He has also analysed these expressions in public debates and recommended some overlooked alternative perspectives of the debates. Moreover, the word fear in French has been the focus of the semantic field (Ströbel, 2015). Stroble has focused on the various expression of linguistic realization: the use of fear as a noun, as a verb, as a metaphor, as a metonym and as an intensity marker. Card et al. (2015) have focused on the domain of media. They also studied the annotated articles databases “based on 15 general-purpose meta-frames” (p. 438). They name it “framing dimensions”. However, Papacharissi & de Fatima Oliveira (2008) have focused on the comparative framing analysis of terrorism portrayal in US and UK media with that of various nations. They have also analysed the data both qualitatively and quantitatively. In line with their policies and agendas, newspapers have determined the perspectives that significantly relate to each concept. In this context, the news frame aligns with the national policy and the newspaper agenda. In this way, it represents the “aspects of perceived reality, so as to promote particular perspectives and exclude others” (2008). In legal discourse, Applied semantic frames theory has been used to understand the semantic complexities of legal terminologies (Lianhong, 2019). The discussed studies have been based on the qualitative and quantitative perspectives; however, this research is a qualitative analysis under the light of motivational

theory. Moreover, this study has framed the needs and choices of individuals in accordance with the acquired needs theory.

Furthermore, Penchev (2015) has analysed the formal model of metaphor. The standard model of metaphor modelled metaphor in terms of frame semantics and the Hilbert space model. The frame semantic modelled metaphor as per the association of various frames associated with the Hilbert space modelled metaphor as per a wave function. Besides, Penchev added the integration of quantum mechanics, formal semantics through a quantum computer, frame semantics and the theory of metaphor in linguistics to interpret the language that reveals the fact and the illustration of reality (2015, p. 187). However, Dalpanagioti (2021) has used frame semantics as a source to teach metaphor with a distinct approach. According to the research, the contextualization of situation and language provides to finish the gap between the frame semantics and tasked based language teachings. These two methods include frame semantics and tasked-based learning to promote metaphor teaching for foreign language learners.

2.13.2 Semantic Roles and Frames

For lexical-semantic analysis, Lakhfif et al. (2016) have endeavoured to explore modern standard Arabic via a semi-automatic annotator that stores syntactic morphological and semantic elaboration. These provide a multilevel tool for Arabic analysis. Frame semantics, in this case, evaluates English and Arabic for lexical patterns. In the augmentation of semantic role labelling, Pancholy et al. (2021) have exploited previously researched frame-specific annotations to annotate various others. Lexical units which remain unannotated earlier. This methodology has improved frame identification along with argument identification. The data has generated the notion of sister lexical units for frame-specific augmentation. Kabbach, (2017) has evaluated data qualitatively and quantitatively by statistical models for debugging frame semantic roles. The statistical models exploit frame semantics to debug the function of frame semantics in the data and extract structure. In the representation of frame semantic features, Xie et al. (2014) investigated financial news to recognize the impact of the information. The model of tree kernel support has been used to identify and analyse the price change in the stock market. The data has been arranged following the fluctuating price in the stock market. The items

which needed vector space characteristics have been placed in the two rankings. So, the data has been represented through a new tree semantic approach using a frame semantic framework. The semantic tagging of Hindi and Bengali sentences have explored by Goyal et al. (2004) via frame semantics. The frame of ingestion has exemplified along the frame-net elements of ingestible and ingestor.

Boholm (2012) has analysed the words risk and danger in the light of corpus linguistics and frame semantics. Boholm further investigated; the meanings of these words, their usage as a verb and their representation as rational and goal-orientational actions. In contrast, the ditransitive verb save has been exploited by Nemoto (1998) as a case study via frame semantics and construction grammar. This case study reveals the basic polysemous structure of the ditransitive verb. Yet, the procedure has created differences noted through frame elements in syntactic realization. However, Boas (2001) draws the comparison of verbal polysemy in a bilingual database that is German and English language in the light of frame semantic theory. Exploring the German and English motion verbs for syntactic and semantic distribution of arguments, Boas has highlighted various practices across languages of verbal realization in compliance with polysemy (2001, p. 1). Thus, Semantic annotator and semantic tagging of lexicons have aided to frame realization due to the semantic roles that applied to it.

2.13.3 Complex Semantic Units Analysis and Frames

In the context of complex semantic units, Bogomolov (2015) exploits the political discourse of *qisas* (retaliation). This concept used during the Egyptian revolution has been studied under the dimensions of frame net and frame semantics. The notion of *qisas* shapes various discourses with distinguishing features through frame elements. The semantic elements also sponsor numerous kinds of particular concepts connected to *qisas* in notable styles of political discourses. The concept of semantic structure and function has further revealed the idiosyncratic components and the distinguished variations between language and culture accordingly. The collocation of two adjectives *adil* (just) and *sari* (speedy) has frequently been used with the noun *qisas*. The complex frames it creates with other political discourse include *tadyiya/fida* (sacrifice/redemption) and *shahada* (martyrdom). According to the researcher, using the semantic roles, *qisas* used the regulating Islamic

frames between the retaliator, beneficiary and injured party as per normative equivalence of punishment (2015, p. 98). VanNoy (2017) has emphasized three culture-specific words of the German language in the light of frame semantic theory. The words include *kulanz*, *freund/ frundin* and *abstauben*. The data has been borrowed from electronic corpora of monolingual and bilingual dictionaries. The lenses of frame semantics and collocational analysis have utilized the details for exploration. In addition, Natural Semantic Metalingual has augmented and disclosed the implied expressive components of the writings. Exploiting Persian Frame net and frame semantic theory, Safari & Nejad (2018) have researched the lexical units of travel and touring through relations, events, or participants and entities in the circumstances. The frame elements have been explored from the standard Persian language. The data has been extracted from the two volumes of the *sokan* encyclopedia and the Persian synonyms and antonyms dictionary.

2.13.4 Word Formation and Frames

The concept of polysemy in affixation of the derivational affixes has been investigated by Barsolou (1992) and Lobner (2011, 2002, 2021) via frame semantics. In addition to the work of the word formation in the metonymy approach, Schulzek (2014) develops an adequate but restrictive definition of metonymy. The restriction has based on the frame theory vis-à-vis meaning shifts in metonymy and recursive attribute structures. Accordingly, metonymy validates paradigms of frame-based analysis for word formation. Schulzek has guided toward the metonymical process based on the functionality of bi-direction (2014, p. 221). The analysis delimited word formation among the various common types in German and possessive compounds; -er nominalizations, -ung suffixation and syntactic compounds. Using Lobner's and Barsolou's frame theories, the explication of nominal interpretation occurs. The deverbal nouns evolve by the suffixation of -ung to the base pivoting on the semantics. Besides the nominal study of derivational nouns in German Schulzek has discussed the German N-N compounding. Moreover, in the study of the metonymical approach to word formation, Plag et al. (2018) have used the semantics of the derivational process to perform metonymic shifting on the basis of frames. The frames have represented through attribute-value structures in the formalization of the polysemous derivational category. The metonymical shifting exploits the deverbal nominalization in English that is -ment based on its derivational affixes base. Various

bases, in the form of derivation, have utilized various forms of semantic shifts. It is viable to anticipate particular derivatives by reading and exploiting certain verb classes (2018, p. 467). So, in the article of Plag et.al (2018), the neologism in English is derived from the suffix -ment “exhibit a wide range of possible readings” (p. 428). The mentioned analysis further shared property to provide a link to probable readings regarding various verb classes like state verbs, psyche verbs etc. In the form of neologism, the researchers added 109 derivational -ment derivatives which have been taken out of the 20th and 21st-century oxford English dictionary. So, Schulzek (2014) has concentrated on -ung suffixation and -er nominalization and Plag et.al (2018) have focused on the suffix -ment for word formation in the light of metonymy and frame semantics. However, Andreous disagrees with the previously mentioned researchers. According to Andreou (2016), there are several problems in analysing the bases, affixes and derived words concerning the metonymical approach considering frame semantic theory. The rudimentary concerns in the light of the analysis further reveal that the metonymical expression does not contain derived words. The metonymical overgeneralization, in addition, does not develop the word-formation concept. Replacing the metonymy concept in keeping with word formation by Lobner, Barsolou and plag et.al, Andreous provides the concept of lexical rules to frame semantics for derived words.

2.14 Phrases and Frame Semantics

Additionally, Katsaounis (2020) has compared the native speakers' languages, during the pandemic of COVID 19, living in the same area with different first languages (L1) like German and Greek. The similarities and differences in the vocabularies have been exposed on the basis of structuring the concepts using the Frame-semantic method. Almela-Sánchez (2019) has analysed the relationship between verb-adjective using the Frame-semantic approach to collocation in the English Web corpus. Through lexicographic resources, the data has been examined qualitatively and quantitatively. However, Alangari et al. (2020) have exposed the Phrasal verbs in academic writing using grammatical collocation and Quirkian method to clause structure. Various verb categories used in an educational set-up has compared to other verbs through frame semantics. They also added some phrasal verbs to the teaching repository of English for Academic purposes. In the case of political discourse, Bogomolov (2014) has analysed an Arabic proverb that is *lā*

yafullu al-ḥadīd illā al-ḥadīd in the light of frame semantic theory and specific grammatical structure. The Egyptian proverb exploration explored the social reality of Egyptian political discourses during the revolution. Therefore, the semantic structure reveals the political culture of that era in the form of language.

2.15 Modifiers and Frame Semantics

In the case of modifiers, Alexeyenko (2015) has referred to adjectives like careful, skillful, active, good etc. Traditionally, these adjectives, in conformity with the substitution failure ordeal referred to as intentional modifiers and non-intersective. He has further investigated these adjectives in consideration of the manner of event modifications likely proposed by Larson (1998). He explains that the event-semantic structure is available in the nouns modified by adjectives. Kawahara et al. (2014) have brought semantic frames from employing verbs into the corpora of giga-words. They have utilized the data of the China's restaurant process. Despite all, this study has based on the parts of speech related to various lexis and word-webs. Wiliński (2018) has applied the method of attraction-reliance measure to determine the strongly attracted and repelled adjectives acquainted with that clause in American English. The background of the study is frame semantics and construction grammar. The academic sub-corpus of COCA has been mined for relevant data collection. However, the frame semantics in the process triggers the associations between the adjectives and that-constructions.

2.16 Verbs and Frame Semantics

2.16.1 Verb Categorizations

In an effort to determine English verb classifications, Boas (2008) has combined computational analysis, frame semantics and verb descriptivity. According to Boas, the form and meaning specified by frame semantic and syntactic realization primes towards an improved English verb classification. In addition, Boas, (2017) has presented the Frame Semantics dimension as a source to capture the meaning of various types of missing verbs in contextual arguments and grammatical constructions. He has demonstrated that these missing words are covert. Additionally, they have connotated implicitly due to the frames it has evoked through frame semantics. The researcher also provides various specimens; where the individual frame does not invoke lexical units preferably, it does invoke

complete sentences (2007, p. 68). Vis-a verb usage, Boholm (2012) has analysed the words risk and danger in the light of corpus linguistics and frame semantics. The subject matter widely depended on the words, their meanings, their usage as verbs and their representation in terms of goal-oriented and rational actions. The data has been derived from British National Corpus comprises 100 million words. The effect of the frame semantics and corpus analysis also specifies similarities and differences between the word's danger and risk.

2.16.2 Combined or Compound Verbs

According to Goldberg (2010), a verb can constrain multiple events designed by a single verb; it also triggers subevents that are not informally associated. As Goldberg has asserted, the constraints on verbs depend only on the conception of Fillmore's semantic frames. The focus is also on the difference between verbs, their construction, and their combination. Goldberg also pointed out that verb construction has correspondingly evoked various specified frames (2010, p. 13). Although, a verb may unite with an argument structure that has resulted in the creation of novel events and semantic frames. Based on frames and frame semantics, Păstae (2018) has investigated that meaning is encyclopaedic in nature and "grounded in human interaction with others and the world around us" (p. 481). In discrepancy with Goldberg (2010), who has focused on the construction of verbs that resulted in novel matters: Păstae (2018) has the perception of meaning representation in terms of encyclopaedic nature. The events that occur and happen in reality have evoked the frames (p. 488). In the light of frame semantics, the discussed study examined the verbs "borrow and lend, scenario that involves the borrower, the lender, the money and the transfer" (p. 481); as a means to characterize the frames that evoke real-life events. Frame net, the practical implication of frame semantics, has been used to analyse the varieties of syntactic patterns and the differences directed towards verb realization. As the construction of verbs created novel events related to semantic frames, above and beyond for Bagasheva (2011), the construction of compound verbs (CV's) have created a cognitive association related to coinciding experiences. With the aim of reckoning, the correspondences of the compound verbs classification and the semantics of word formation niches of the compound verbs are the core of Bagasheva's study. Using frame semantics, however, Dalpanagioti (2018) has examined "the co-occurrence patterns in a bilingual pre-

lexicographic database” (2018, p. 1). The co-occurrence pattern ranges from a broader spectrum to the narrow perspective of “multi-word expression” (2018). In order to find out the co-occurrence pattern, cognitive linguistics and corpus linguistics entails the bilingual database of English and Greek motion verbs for cross-linguistics correspondence. Proportionate to Bagasheva’s compound verbs, Dalpanagioti exploited the polysemous verb ‘fly’ for the co-occurrence pattern in frame semantics as a case study. According to Dalpanagioti, the frame semantics perspective to co-occurrence pattern “facilitates the lexicographic tasks of establishing lexical units, describing multi-word expression” (p. 1). Lexicographers utilize this method as the combination of corpus and cognitive analysis, thus facilitating the distinguishing senses and revealing the “combinatorial behaviour of the lexical units” (p. 24). In frame semantics, the considerations move from verbs to combined verbs and monolingual to bilingual analysis.

2.16.3 Verb Usage

The study of frame semantics and verbs across various languages and fields has been under attention. In addition to the lexical category of verbs, Wandji Tchami et al. (2014) have drawn attention towards verb usage in the medical genre. The study using FrameNet has delimited to three medical corpora according to the level denoting a high level for experts, a low level for the forum and an intermediate level for students. The medical terminologies, POS-tagged with French tree tagger, annotated automatically concerning semantic classes that indicate semantic roles of the frame elements. Through frame net, the frame semantic contrastive analysis of French and English verbs has investigated the syntactic and semantic features of the participants. The contrastive analysis has been accomplished automatically and manually completed where necessary. Referring to the research, several verbs in some contexts indicate similar or near similar semantic properties, whereas in another frame of reference, these verbs behave differently. However, in the light of Fillmore and Baker's semantic analysis, Rahayu (2020) has differentiated ten Sundanese verbs on the bases of frame elements that evoke a ‘fall down’ frame.

The data for the descriptive qualitative method has been extracted from the Sundanese dictionary. Furthermore, Ghanbarian (2019) has selected the Persian motion verb ‘*afshandan*’ from the corpus of the Academy of Persian Language and Literature as a

case study. The corpus of the Academy of Persian Language and Literature consists of 500 sentences and phrases like the verb ‘*afshandan*’. Ghanbarian uses frame semantics to single out similarities and differences among the daily used synonyms and near-synonyms of this word as “*rixtan* (to pour), *pāfīdan* (to spray), *parākandan* (to scatter) and *andāxtan* (to drop)” (2019). The study reveals many similarities and differences between the frame elements of English and Persian motion verbs in this process of discrimination. The formerly discussed bilingual studies focus on the contextual and contrastive features of verbs vis-a-vis of frame elements. Moreover, Nejad et al. (2019) have explored 44 frames in the semantics domain of the Persian verb *goftan* means 'to tell' in the Persian language database. The Persian database consists of an encyclopedia, a frame net database and Persian contemporary corpora. So, the core frame of the verb *goftan* has been proposed via frame semantics. In regards to Japanese compound verbs, Chen (2013) has calculated various semantic constraints. The meaning of the verb does not work in isolation till it relates and connects to others. Therefore, the semantic link established associations between v1 and v2 in the Japanese language. The Japanese combined verbs v1 and v2 include an established “coherent semantic frame of [V1+V2]v” (2013, p. 27).

2.17 Nouns

Several papers have discussed various parts of speech in the light of several frames' ideas. The notion of nominals and their types have been the focal point of several researchers. The researcher has tooled cognitive frames to explain singular definite nominal cases in order to verify the differences and similarities between “definite configurational use and the definite associative anaphora” (Oda, 2015, p. 71). However, Kambara (2019) has used frame semantics and frame elements to analyse the three types of nouns; common nouns, role nouns and event nouns. To know the semantics of nouns, Kambara has approached frame net. By providing examples of dogs and cats, according to Kambara, common noun induces Common frames. Although, event and role nouns have not only induced specific frames but have also distinguished the representation of frame elements and frames themselves. The study has provided the example of a role noun as a killer, which denotes a frame element for killing; the study has also exemplified an event noun that is destruction, which signifies the frame itself for destroying (p. 47). However, Kambara, in some other work, has taken the context of nouns for interpretation purposes.

Besides nouns, the interpretation of “ambiguous senses and the semantics of collocated verbs” (p. 1) is examined under the cruse phenomenon of subsense and its categories as facets and micro-senses. It is a corpus study of the data further supported by a frame semantic analysis. According to Kambara, facets have probably conformed to the semantics of collocated verbs and the frame that the verb evokes (p. 5). Although, micro-senses have not fitted to the semantics of collocated verbs and the frames that the verb has stimulated (p. 6). Jiménez-Navarro (2019), on the contrary, has evaluated nominal collocation composed of nouns along with adjectives under the light of frame semantic theory. Nominal (nouns plus adjectives) analysis of the 4000 collocations of the British National Corpus in the light of the Frame semantic approach (Navarro, 2019). The study has extracted data of 4000 nominal collocations from BNC available domain collocation from a specific corpus of research articles. The corpus-based study of three-million words has exposed “412 different types of collocation” (p. 192), which not only reveals the relationship “between these word combinations and the scientific discourse” (p. 197) but also denotes its function in the text. The evoked frames in the mentioned research signify the “semantic of science” and the nominal phrase depicts “the anatomy of RA (research articles)” (p. 187). In terms of parts of speech tagging, by assigning semantic roles to the automatically tagged nouns in a computer security text, the annotated text has been compared according to the demand of modern cognitive linguistics (Isaeva et al., 2021). The various research regarding nouns, though, focuses on frame semantics as its theoretical framework, but the methodological approach does not match.

Although, via frame semantics, Petersen & Osswald (2014) have discoursed the concept of composition and its particular case of genitive constructions. This frame analysis results in a split approach towards the genitive constructions. The genitive constructions, which include relational and weakly relational sortal nouns, have been interpreted as argument constructions accordingly. However, genitive constructions, which include pure sortal nouns, have been interpreted as modifier constructions. Moreover, Ostermann (2014) has worded examples based on genitive nouns (p. 1153). Similarly, the traditional lexicography that neglected the approach of frame semantics in monolingual learners' dictionaries, Ostermann operated and occupied the notion of cognitive lexicography under the theoretical framework of frame semantics. Furthermore, the

development because of frame semantics is used for learning lexical and exploring related language materials.

The semantics frame theory has been explored in many other fields. In short, the above-discussed literature on the frame semantic notion has been explored in light of linguistic, grammatical, political, social and religious perspectives. However, McClelland's concept of acquired needs has been disregarded in the field of frame semantics. There is a handful of research available on it. Jha (2010) explored the psychological effects of McClelland's motivation theory. McClelland's need for growth, need for affiliation and need for power (independent variables) provides psychological empowerment (dependent variable). Besides Psychological, Rybnicek et al. (2019) studied the neuroscientific effect of McClelland's need theory which reveals the individual needs that influenced the motivational level of the person. These two are essential works regarding the acquired needs theory. In linguistics, this theory has been given very little attention.

However, David Beswick wrote a comprehensive work entitled *Cognitive Motivation From Curiosity to Identity, Purpose and Meaning* (2017) has incorporated the idea of achievement motivation. Although, the work describes the acquire need theory from the perspective of cognition. Explaining McClelland's viewpoint, Beswick sheds light on the specific linguistic aspect with no detailed particulars of achievement. Further, it ascribes various cues regarding achievement in varied circumstances uncovered in linguistics associations. The linguistic results consequently illustrated the thoughts of highly motivated in more broad-spectrum, positive, and active terms (2017, p. 109). In linguistics, beside other motivational practices, Omar et al. (2022, p. 75) had discusses McClelland's theory of motivational needs for language learning. The L2 learner is basically aiming to learn the target language. A high need for achievement compelled the learner to gain success, and a low or moderate need for achievement left the learner lagged (2022, p. 75). In order to learn language online, Rahmat et al. (2023) have discussed the self-efficiency and achievement power of students to learn language online. The intrinsic and extrinsic motivation help them to perform better on this platform. The need for power furnishes their courage, the need for affiliation connects them in social support in an online

classroom and the power of achievement directs them learn the language (2023, p.231). Therefore, this research focuses on the cognitive structures and motivational need theory (need for achievement, power, and affiliation) incorporating word-webs to provide a cognitive association which will help in learning vocabulary and internalizing motivation.

To summarize, frame semantics has been examined widely along frame net, corpus study and construction grammar, translation, syntax, semantics and so on to explore semantic frames. The aforementioned itemized information, the subject matter has been collected from various disciplines such as translations, social electronic and print media, religious texts and novels, dictionaries, policies and frame net databases. Additional to Fillmore's Frame Semantics, this research further exploits word-webs and McClelland's theory of acquired needs for semantics frames analysis. Initially, the various syntactic pattern in sentences has aided in the designation of several lexical frames in the motivational corpus. Subsequently, the groups of vocabularies have accompanied the cognitive structures, that have been extracted from the motivational corpus. The concept of frames and groups of vocabularies function; synchronously to certify the preferences for individual motivation. Lastly, the McClelland's needs for affiliation, power, and achievement aided to determine the motives for individual's self-regulation.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The research is qualitative in nature and looks at the motivational corpus data in the light of Fillmore's frame semantics and word-webs along the acquired need analysis. The research is based on the secondary data in the form of motivational books. The following four books constitute the core data of the study: *Strengths Finder 2.0* by Tom Rath and published by Gallup Press (2015), *Rich Dad Poor Dad* by Robert T. Kiyosaki and published by Plata Publishing (2011), *Atomic habits* by James Clear and published by Penguin Random House (2018) and *How to Win Friends and Influence People* by Dale Carnegie and published by Cornerstone Publishing (2005). These motivational books by certified Publishings have been included in the motivational corpus. These books are selected on the basis of the required data for cognitive structures and acquired needs. The needs like achievement, power and affiliation are acquired needs, which are determined by cognitive structures and word-webs. These texts consist of many distinguished aims, goals, desires, motives, and many others, which are the prerequisites of this research. These desired features in the motivational books sustained not only frames and word-webs but also acquired needs and motives. The books comprise numerous topics on changing habits, building habits, reshaping habits, relations, strength finder, gaining wealth and many others, which share the acquired needs of an individual. Consequently, the commonality of these motivations, including achievement, power, and affiliation, reassures us to incorporate these books in the research.

This study, for the purpose of analysis, is based on the electronic copies (PDFs) of the books. As Baker et al. said, "...in linguistics a corpus is a collection of texts [emphasis added] ... stored in an electronic database [emphasis added]" (2006, p. 48). Accordingly, the collection of these motivational books for lexical analysis is in an electronic format which is why I named it the motivational corpus or corpus of motivational books. The purpose of making an electronic collection is to read and analyse the data effectively and somewhat conveniently. Therefore, this research extracts data manually from the corpus

through reading, and it does not imply corpus is a methodology for data extraction. In general, I have studied and explored the selected motivational corpus, followed by a lexical analysis which have included frames and word webs extracted from and present in the data.

These four books exhibit the data mandatory for the basic theoretical structure of the research. Each frame from the motivational corpus corresponding to the associated group of vocabularies determined the acquired needs of an individual. The needs include the need for affiliation, the need for power and the need for achievement. These needs have been shaped through cognitive structures along with mental lexicons. Each book in the motivational corpus determines needs: *Rich Dad Poor Dad* (Kiyosaki & Lechter, 2011) largely determine power and achievement, *How to Win Friends and Influence People* (Carnegie, 2005) shapes the need for affiliation, *Atomic Habits* (Clear, 2018) construes need for achievement and *Strength Finder* (Rath, 2007) associated to the basic acquire needs for power, affiliation, and achievement. As per data, *Strength Finder* by Rath (2007) provides various preferences to find individual strengths for the development of professional life. Therefore, these books in the motivational corpus not only provide sufficient mental lexicons but also substantiate an individual's acquired needs accompanied by cognitive structures.

Furthermore, the data has been extracted manually through reading from the motivational corpus. Moreover, the frames and words have been taken from the motivational corpus through close and detailed reading to develop word-webs. Reading between the lines plays a significant role in frame extraction and formulation, which need contextualized approach. In order to extract vocabulary related to frames, I have read the motivational corpus. While reading, I have focused on the words related to cognitive structures. The extraction of lexicons, while construing and interpreting the corpus, would base on the links of co-ordination, collocation, super-ordination, and synonyms. In a nutshell, the focus is on the lexical aspect of language to extract word-webs related to cognitive structures via closed and detailed reading.

There is a total of 46 frames that have been extracted analysing various sentences from the motivational corpus. From *Atomic Habit* by James Clear (2018), seven sentences have been taken leading to seven frames such as habit management, transformation,

standards, gratitude, cognition, context, and imitation. Thirteen sentences have been taken from the book *Strength Finder* by Rath (2007) that has aided in the identification of twelve cognitive structures as achiever, learner, logical, manager, leadership, communication, struggle, conscientiousness, futuristics, individualism, intellection, optimistic, restorative, confidence, and strategy. *How to Win Friends and Influence People* by Carnegie (2005) has supported four frames extracted from six sentences. These frames are admiration, human flaws, relation, focus and evaluation. Twenty cognitive structures have been extracted from *Rich Dad Poor Dad* by Kiyosaki & Lechter (2011) by analysing twenty-five sentences. The frames include perseverance, professions, education, business, investors, market values, wealth, creation, monetary, spirit, taxes, security, expenditures, writing, start-up, failure, choices, altruism, and advisor.

Primarily, the data has been extracted in the form of various and random sentences for frames via reading. Additionally, the researcher has integrated Fillmore's frame semantic notion to evaluate frames based on lexical analysis. Each sentence has been analysed for the purpose of frames stimulation. These frames have been evoked by expressions in the context, which provide a comprehensive perspective on lexical analysis that belongs to it semantically. Frames have further facilitated an appropriate and systematic way to exemplify the various choices they provide for an individual to study the motivational literature lexically. For this purpose, numerous sentences have been analysed semantically to spot the cognitive structures (frames) within the motivational corpus. These cognitive structures frequently trigger corresponding lexical expressions that have been explored through word-webs.

Besides sentences, lexicons have been acquired in association with frames through a close reading of the motivational corpus. The obtained lexicons have been indexed further into a group of vocabularies based on associations and concepts linked to the associated frames. These lexicons have been further organised into various groups of vocabularies through Aitchison's notion of association, and each cluster of lexicons have been a word-web. Each word-web has constituted lexicons which have been associated with each other. The technique of word-webs facilitates the exploration to find resemblances among various vocabularies. These word-webs have portrayed the associations exploiting four links such

as synonyms, collocations, co-ordination, and superordination. In short, these four links have formulated a group of vocabularies for each word-web. The synonyms, collocation, co-ordination, and super-ordination have helped to extract lexical from the corpus. These semantic and lexical links have not only formulated groups but have also reinforced the cognitive structures. The frames have provided context to the lexicons situated in words-webs. In this way, a complete word-web has been substantiated. It has incorporated relative words belonging to its cognitive structure from the motivational corpus. Likewise, the choices have strengthened by the similitude in the use of vocabulary.

Lastly, these word-webs along the frames have been examined under the light of McClelland's Acquired Needs theory. This framework has facilitated further exploration of the needs and choices in the form of frames provided by the authors in order to motivate the reader. The scaffoldings of the theory include the need for achievement, the need for power and the need for affiliation. The needs have been extracted based on the qualities and features of each need possessed by a cognitive structure or its associated word-webs. These have been the elementary threshold for the exploration of word-webs identified via frames.

The multiple segments divide this research study into various units. Each chapter separates with further division. The first portion introduces the core ideas of the research work. Along with the introduction, there is a problem statement, which plays a crucial role in the investigation, research questions, significance and rationale of the study, and delimitation. The next portion has the literature review, and the third chapter is about the research methodology and the theoretical underpinnings of the investigation. The fourth chapter incorporates a detailed analysis of the research. The second last segment also integrates the findings, the conclusion, recommendations, and suggestions. The final part references the quoted work.

To summarise, this research has evaluated the vocabularies to determine the lexical frames under the light of Fillmore's frame semantics. In addition, this research has formulated word-webs from the motivational corpus based on four essential links that are coordination, superordination, synonyms, and collocations following the Lexical Frames. Lastly, the researcher has analysed the frames and word-webs in the light of McClelland's

theory of acquired motives in order to explore the choices provided by various Frames for self-reflexivity.

3.2 THEORETICAL FRAMEWORK

3.2.1 Frame Semantics

This research utilizes the notion of Frame advanced by Fillmore and his colleagues. Lakoff has defined the term 'frame', as “a conceptual structure used in thinking” (Lakoff, 2006a p. 1). The concept of Frame Semantics is the lexical analysis based on the situational concept for its lexical meaning. The word meaning, according to Fillmore, is structured by frames and it indicates that

words or word senses are not related to each other directly, word to word, but only by way of their links to common background frames and indications of the manner in which their meanings highlight particular elements of such frames. (Fillmore & Atkins, 1992 p.77)

The meaning of vocabulary in a text is contextual. The words have not only accompanied denotational meaning but have also been associated with conceptual and background meaning. Frames “invoke” meaning when a reader attempt to make sense of the text as it provides meaning by situating its content in a pattern that is known independently of the text (Fillmore, 1985 P.232). The linguistic arrangement or pattern evokes various Frames in the text.

Fillmore additionally discussed various Frames given below

- a) Innate appears in the cognitive development of every individual naturally, such as the facial feature knowledge of humans,
- b) The Frame that has been learned through practices and training as per the knowledge of the social institution,
- c) The essential case depends on the associated language usage as names of weeks, that as Sunday, Monday, Tuesday etc. and units of measurement, that is, meter, kilogram, second, etc.,
- d) Lastly, Frame conjoins various kinds of concepts and knowledge and linguistically aids in its construction and formulation of such information.

Fillmore has discussed the idea of the frame semantics that “take a much more encyclopaedic view of meaning than is common” (1985 p. 233). Frame semantics “sees the units and categories of language as having come into being in the first place to serve the purposes of communication and understanding” (1985, p. 233). The focus of Fillmore's frame is the language units and their categorization. The language units have referred to lexical and its various classifications based on the parts of speech. The lexical units have further aided in construing and constructing several thoughts by merging. The research, accordingly, has been grounded on the lexical analysis that construes and creates diverse Frames using various concepts available in the corpus.

The frame approach, as described by Fillmore & Baker (2009), in terms of semantics, distinguished the

- a) the use of cognitive frames to construe experiences and express them through language and
- b) the frame semantics as per the study of how linguistics forms are associated with cognitive structures (frames).

Hence, through various advancements in the field, frames became “any of the many organized packages of knowledge, beliefs and patterns of practice that shape and allow humans to make sense of their experiences” (p. 315). Frames, for this purpose, narrate the experiences, concepts, perceptions and how an individual perceives this kind of experience and perceptions.

3.2.1.1 Examples of Frame

Words, phrases, sentences and grammar are manipulated to perceive frames, as defined by Minsky (1986). Minsky, through word assessment, provides the example of

Mary was invited to Jack's party.

She wondered if he would like a kite.

These sentences belong to child fiction and perceive by many children as pointing towards the birthday party and the birthday gift. Although the word birthday is not present here, the word ‘party’ and ‘kite’ as s gifts represent birthday party. Minsky has described that

“somehow the words "Mary was invited to Jack's party" arouses a "party-invitation" frame in the reader's mind” (commas in the original text, p. 261).

In accordance to sentence-frame, the sentence;

Mary (recipient) was invited (action-verb) to Jack's (donor) party.

This sentence has a ‘passive verb’ frame in which the action verb ‘invite’ is “sandwiched between "was" and"-ed"” (commas in original, p. 263).

Minsky further described the Party-Frame in terms of social customs, values, rules, and regulations obeyed by communities. Minsky includes the following elements in the Birthday-party;

GIFT. Give birthday present to host.

DECOR. Balloons. Favors. Crepe-paper decorations.

CAKE. With candles to represent the host's age.

SONG. All guests sing birthday song and eat cake.

3.2.1.2 Frame Formulation

However, Fillmore & Baker (2009) have discussed varieties of Frames and their sub-frames. In Geeraerts (2006), Fillmore’s work has provided various observation regarding the formulation of the notion of frame semantics in terms of lexical meaning. He has described the following exposition;

- Polysemy: The same lexical item may suitable for two or more diverse cognitive frames.
For example, the word angle fits in perceptual frame as well as in procedural frame.
- Alternate framings of a single situation: The framing of facts may be diverse of a single case. Framing an individual who is not willing to give money can be called as thrifty in contrast to lavish or stingy in contrast to generous.
- Sometimes there is contrast with in frames like she is not stingy-she is generous, or there is a contrast across frames like she is not stingy-she is thrifty. The former

is the opposites of one another, while the latter is irrelevance of one scale and appropriateness of another (thrifty/lavish, stingy/generous).

- Sometimes the word sense is created by frame borrowing due to the novel situation.
- Reframing a lexical set due to changing circumstances while preserving the lexical item.
- Relexicalizing unchanging frames means that the words connotational links are same but the frame gets changed.
- Miscommunication by frame conflicts: Some words need new framing construction due to certain conditions, the notion of innocence and guilty in law and order.
- Legal language provides diverse framing as moving from general to specific frames, which is the reformulation in technical language.
- In some frames, semantic interpretation rests on attribution of values which is termed as evaluation frames or frames for evaluation.
- In many cases, there are specific frames for specific texts identical to recipes books, which have consistent use of imperatives and 'I'.
- Some texts evocate various frames like the questions Texts.

In Geeraerts (2006), Fillmore has also discussed the formulation of topics in technical semantics. He referred to proportionality (setting up semantic interpretation of words on proportionality between meanings), Paradigms (semantic interpretation because of the prototypical model), taxonomies (semantic clarification in terms of classification), Syncategorematic representation, redundancy elimination (connotations in terms of minimization of redundant information), dictionary vs. encyclopaedia, simplicity of description and presupposition. In short, Fillmore's idea of frame semantics is based on language forms and their contextual meaning. Moreover, Minsky's idea is based on the language and frames in terms of words, sentences, phrases, stories etc. However, the research is grounded on Fillmore's ideas of frame semantics along with the language and frame words notion of Minsky.

3.2.2 Word-Webs

The research also incorporates the notion of the word-web by Aitchison to identify the subframes in the corpus. Along with Frames, the notion of the word-web is contributed to the work in order to focus on the web of lexical that is not only connected to a Frame but also connects many other Frames at a time. The word-web

...links between words were formed by habits: if words often cropped up together, such as pen and pencil, envelope and postage stamp, or moon and stars, then these frequently associated items were thought to develop extra-strong ties. The close links forged by these habits could be revealed quite easily. (Aitchison, 1987, p. 73)

In this process, the cluster of vocabularies has associated with the main idea. As Aitchison explained it, the item selection of the actual word of the semantic field and these “clusters of words relating to the same topic are stored together (1987, p. 73). The nature of links between these words is “multifarious” (p. 74). Aitchison finds these associations by means of association experiments. In such experiments, the experimenter asks about the related words for the provided words like a hammer, black, low etc. The frequent responses were with ‘hammer’; it was 'nail' with 'black', it was 'white' and with 'low', it was 'high'. The findings were;

- People always select possible near words available in the semantic field, for example, nail needles etc.
- People always select the opposite of the available word, for example, big and small, male, and female etc.
- Adults are likely to respond to words; related to the same class, like a noun for a noun, a verb for a verb and adjectives for adjectives etc.
- Some responses were linked together miscellaneously, like the response to butter was cheese, bread, eggs, cream, milk, white, cheese etc.

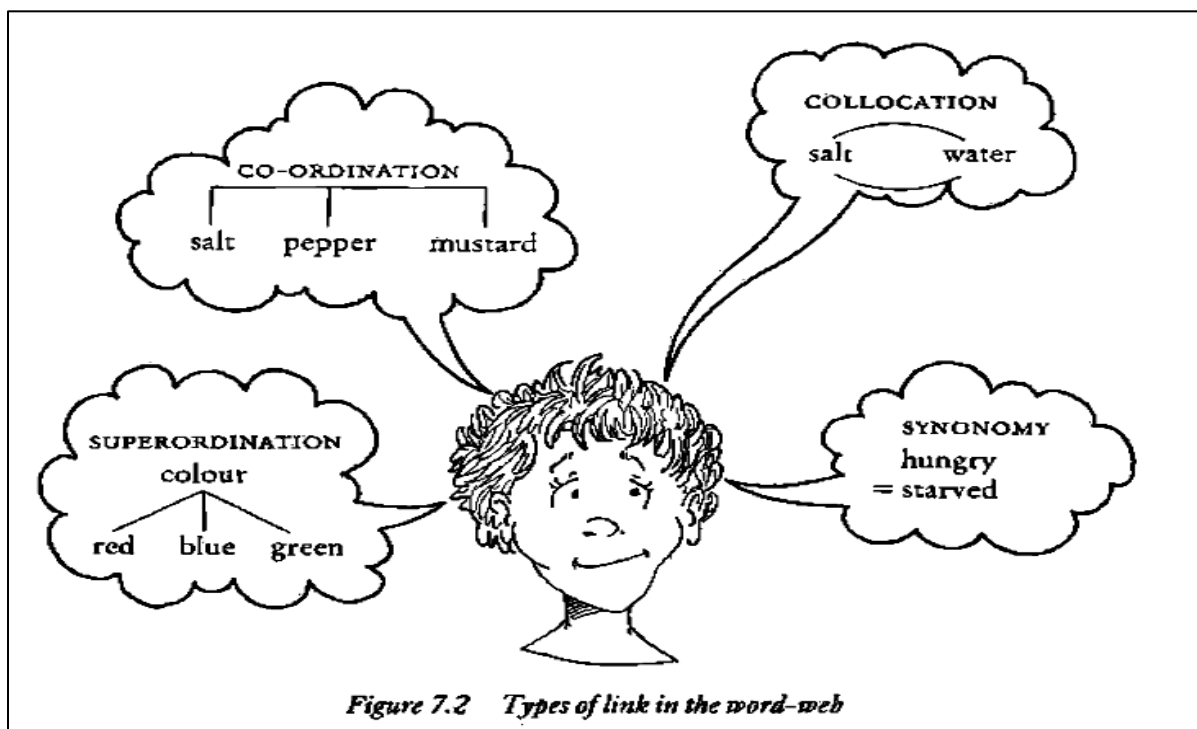
The above three points were explicit in the associations; however, the fourth represents diverse links called word-webs. In these links, a cluster of words occurs together and relates to the topic. Nonetheless, these words can be used together in one context and correspondingly in several diverse contexts.

3.2.2.1 Types of Links

The associations between the words have been described differently in four ways. These links are:

- 1) Co-ordination: In this web, the words coordinate and cluster together on the same characteristic, such as colours including red, white, blue, black, and green.
- 2) Collocation: In this web, lexical is connected through the stimulus that brings them together in a sentence, like salt water, butterfly net, bright red etc.
- 3) Superordination: In this web, the relation covers the term which includes the stimulus word e.g., red is a colour.
- 4) Synonymy: This web includes words that retain similar connotations, like the synonym of starved is hungry. (pp. 74-75)

The pictorial representation of four types of Word-Webs (p. 75)



The focus of the study is the four links of word-webs that have been used for various frames. These four links aid to explore various word-webs for diverse frames in the analysis.

3.2.3 McClelland's Theory

The researcher also explores McClelland's theory of acquired needs, generally known as human motivation theory. This theory has explained that the need for achievement, the need for power and the need for affiliation are the motives that motivate individuals. Needs and desires are the fundamental tools of motivation for people. According to McClelland, "needs are learned through coping with one's environment" (Pardee, 1990). Since needs are learned; thus, it is reinforced by rewards in order to increase the rate of recurrence. Each individual has a distinct need: as conferred in McClelland's need theory (McClelland, 1985). The needs have been articulated vis-a-vis choices, behaviours, or personal characteristics. Consequently, the difference in needs has been revealed through the difference in particular characteristics, behaviours and preferences (Rybnicek et al., 2019).

3.2.3.1 Types of Fundamental Motives

Moreover, the three fundamental motives are following;

- a) Achievement needs: people who urge the need for achievement have an "unconscious drive to do better toward a standard of excellence" (Boyatzis, 2017, p. 3). These kinds of people measure their success compared to their goals. Boyatzis explained that they "prefer moderate risks, prefer individualistic activities, recreation involving getting a score, like bowling and prefer occupations with individual performance data, like sales" (2017, p. 3).
- b) Power needs: The power needs individuals to struggle with the "unconscious drive to have an impact on others" (Boyatzis, 2017, p. 3). They want to be leaders and choose a profession that can hold an impact on others.
- c) Affiliation needs: It is the need for close and significant relationships; and the need to create and maintain friendships.

McClelland has explored that every individual has some motives, but the relative level of dominance is wide-ranging. As example discussed by Boyatzis (2017), "...high Need Achievement, low Need Affiliation and moderate Need Power are characteristic of successful entrepreneurs throughout the world" (p. 3). Although, "High Need Power, moderate to low N Affiliation, moderate Need Achievement and high Activity Inhibition

(i.e., a measure of self-control) are characteristic of effective leaders, middle-level and executive managers” (2017, p. 8). Needs act as internal motivation, while rewards act as external motivation. The motives and needs deviate as long as with the inspiration; the empowerment varies accordingly. Hence, the concept of acquired needs has grounded the framework of this research.

This section describes the concepts of frame semantics, word-webs and McClelland's acquired needs. Frame semantics suggests the fundamental and conceptual relationships among words. Frames invoke meanings concerning context for readers and have been distinguished in terms of innate, learned and so forth. The formulation of cognitive configurations takes place through linguistic connotations that are polysemy, word borrowing for a novel situation, opposite meanings so on. Moreover, semantic frames provide a base for the linguistic representation of experiences through cognitive structures. Frame semantics in this research has focused on Fillmore and Minsky's concept. For manifold cognitive scaffoldings, Fillmore's idea concentrates the contextual meaning, although Minsky has asserted phrases, sentences, and words. Aitchison's concept of word-webs further joins lexicons into a net through four associations co-ordination, collocation, superordination, and synonymy. McClelland's theory, nonetheless, is the notion of human acquired needs for achievement, power, and affiliation. The acquired necessities relatively deviate in individual life with a high need for authority and then a slight need for achievement in association with a moderate need for affiliation. These needs provide respective motivation and have acted as a driving force for a better outcome. Consequently, the research utilizes the notion of frames by manipulating word-webs to identify the acquired motives in the lexical analysis of the motivational corpus.

CHAPTER 4

DATA ANALYSIS

This chapter has brought into reference the extraction of lexical frames through various syntactic and semantic patterns (frame semantics) in the sentences from the motivational corpus. Successively, the concept of word-webs has aided in the discerning of a comparable group of vocabularies manipulating synonyms, co-ordination, superordination, and collocation. Finally, the mined frames and associated groups of lexicons have been determined under the lens of McClelland's theory of acquired needs. The following is the data extracted and analysed considering the above-discoursed approaches.

- 1) "The more you repeat a behaviour, the more you reinforce the identity associated with that behaviour" (Clear, 2018, P. 40).

Here, two clauses, dependent and independent, are used. The noun phrase of both the dependent clause and independent clause are the same. The noun phrase (actor) 'the more you' performs an action which is 'repeat' in the form of 'behaviour' results in the action 'reinforce' become (recipient or goal) 'the identity'. The action performed is directed towards the goal. Therefore, repetition of behaviour led to identity reinforcement. According to James Clear, habits must be organized. The frame, here, is referred to as Habit Management.

Frame: Habits management

time, each day, minor setback, outcomes-based habits, identity-based habits, power-down habits, habit four-step, habits scorecard, habits-cue, pack-rat habits, habit strategies, unproductive habits, routine habits, gateway habits, simple habits, peculiar habits, perfect habits, nonconscious habits, neutral habits, journaling habits, establishing habits, new habit, habit forming, habit loop, habits invisible, habit needs, habits cheat, habit requires, habit selecting, habit adoption, habit tracking, habit inversion, one-percent better, daily, repeat, mistakes, impact, choices, one percent worse, irresistible habit, desired habit, writing habit, down habit, atomic habit, good habits, bad habits, common habit, current

habit, new habit, unhealthy habits, reframing habits, future self, guide, daily choices, two-minute behaviour,

The frame of habit management is uniformly essential for all three categories in McClelland's theory of acquired needs. The associated vocabulary in the habit management frame includes habit tracking, habit selecting and habit establishing provides a path to manage behaviour for a better present and future. According to McClelland, powerful needs stimulate that behaviour which aids to accomplish the aim (McClelland, 1985, p. 448). Following even minute good habits related to objectives will advance each step towards goals. The goal may require power, achievement, or affiliation. Improvement in good habits will enhance the capacity of execution resultantly; the object will get closer towards the desired goal. In contrast, the worst habit will deteriorate the power of attaining accordingly; the subject will get far off from the desired destination. The choice of habit management will facilitate individuals about the desired needs.

2) "We change bit by bit, day by day, habit by habit" (Clear, 2018, P. 41).

Here, the main action is 'change' received by 'we'. At this juncture, it denotes to selves-transformation; therefore, the frame it raises is transformation.

Frame: Transformation

evolution, unprecedented evolution, ancestor evolution, evolutionary purpose, evolve out, evolutionary similarity, evolutionary history, brains evolved, human evolution, microevolution, gradual evolution, small improvements, new evidences, change, permanent change, meaningful change, positive change, structural change, system changes, radical change, momentary change, cataclysmic change, resist change, dreading

Transformation is a choice as well. In the case of undesirable identities, change is the best option. According to McClelland's theory, high achievers have temperately arduous goals (Osemeke & Adegboyega, 2017 p. 170). Significant modifications and creative improvements can help to achieve these plans. The group of vocabularies includes micro evaluation, identity change, building process, effective differences etc. Hence, to acquire the preferred achievement: change is a part of the process. In some cases, the objectionable traits in relation to the context require transformation with constructive ones. So, the need

for progress in achievement, power, or affiliation requires deciding an alternative to futile behaviour.

- 3) “After each accomplishment is reached, the fire dwindles for a moment, but very soon it rekindles itself, forcing you toward the next accomplishment” (Rath, 2015, P. 32).

This multi-clause sentence has reviewed the step-by-step advancement of the person for achievements. Each clause has a noun phrase for the subject and object along with verbs occasionally using the prepositional phrase. The first clause has a noun phrase in which ‘after each’ modifies ‘accomplishments’, and the verbal phrase (is reached). Here, accomplishment refers to the prearranged goal; it is the theme of the agent ‘you’ described in the last clause. The second clause consists of the noun phrase (the fire), verb phrase (dwindles) and prepositional phrase (for a moment). The third clause includes the conjunction ‘but’, noun phrases ‘it’ and ‘itself’, and the verb ‘rekindles’. The verbs reached, dwindles, and rekindle recruit successively the noun ‘accomplishment’ to evoke the frame of an achiever.

Frame: Achiever

goals, ambitious goal, demanding goal, end goal, ultimate goal, achievements, small achievements, financial goals, impossible goal, goal-less thinking, goal setting, goal-first mentality, goal-oriented mind, actionable goals, primary goals, challenging goal, accomplishment, reached, do more, levels of productivity, pursuit, done, defined progress, tangible outcomes, efficiency, finish a project, long term goals, progress, outcomes, outcome-based habits, positive outcome, negative outcome, immediate outcome, ultimate outcome, ideal outcome, powerful outcomes, developer, passion, growth, facilitating growth, making progress, learning progress, progress towards, long-lasting success, objectives, effect, addiction effect, cumulative effect, short-term effects, long-term effects, undesirable effects, end, endless cycle, never-ending cycle, never ending quest, end goal, end result, wrong end-up, end point, career ended,

The achiever’s principal point depends on the ultimate achievements. Achievements, as per McClelland’s theory, are one of the pivotal acquired needs. The achievers are yearning

for the best accomplishments, owing to the best performance and personal responsibility. The collocational expressions in the achiever's word-web are powerful outcomes, ideal outcome, primary goals, outcome-based habits, progress, passion, etc. The synonyms include goal-oriented, outcomes, productivity, growth, developer, and results. These lexes have been confined to the word-web demonstrate the levels, kinds, and quality of need for achievements. The achiever frame has proposed an appropriate nature of an individual regarding goal-oriented minds.

- 4) “Regardless of this person’s role, he will be eager to learn new facts, skills, or knowledge” (Rath, 2015, p. 129).

This sentence composed of dependent and independent clauses respectively. In the dependent clause, the modifier ‘regardless’ modifies ‘this person’s role’ which enacted as a patient and undergoes through further changes in independent clause. The subject, personal pronoun and theme ‘he’, in independent clause, make the infinitive (to learn) goal. The modifier ‘eager’ states the passion for the goal. The goal further extended to provide description exploiting nouns (facts, skills, knowledge). The goal (to learn) and its modifier (eager) play a pivotal role in constructing the semantic frame of learning.

“You learn more from real experience than from theoretical discussions” (Rath, 2015, P. 38).

In this sentence, there is a personal pronoun ‘you’ and the main verb ‘learn’ along with the adjective ‘more’, which compares two noun phrases including ‘from real experience’ and ‘from theoretical discussions’. ‘You’ act as an agent for the verb ‘learn’. The verb utilizes the noun phrase ‘from real experience’ as a source for the agent. The agent, verb and source mutually invoke the frame of the learner.

Frame: Learner

Learn/learning, learn a lot, learning experiences, learning theme, learning something, learning enough, learn best, learning needs, learning milestone, learning course, learning progress, learning program, learn and grow, learn and performance, individualized learning, behaviour learned, brains learned, individualized learning, intellection learner, lifelong learning, power learning, passive learning, shortcuts learned, Knowledge,

abundant knowledge, gathering knowledge, knowledge base, accumulated knowledge, gain knowledge, add knowledge, common knowledge, self-knowledge, technical knowledge, financial knowledge, coaching knowledge, knowledge learned, illumination, illumination and ignorance, grow, consciously expose, talent, skills, ideas, well-researched, recent research, well-researched sources, source of information, collect information, reliable information, confidential information, generic information, locate information, more information, proprietary information, fast-paced information, doom and gloom information, new information, store information, unfamiliar information, information age, information-words, absorb information, information flies, study/studying, work, course work, competence, accuracy, experiment, inputs, words, facts, share facts, facts and data, books, quotations, latest news, books, articles, papers, education, educational opportunities, life lessons, life teaches,

Conferring McClelland's theory, the learner's frame facilitates acquiring needs from the environmental context. Knowledge is the crucial scaffold to procure any purpose or aim in life. The habit of learning makes the destination manageable to attempt. Knowledge, research, and information are synonyms in the learner's word-web. The collocations of these synonyms are; gain knowledge, gathering knowledge, collect information, well-researched, etc. Learners, in advance, will research and obtain information about it. For the need for affiliation, the individual, in readiness, studies how to build and maintain a relationship. For power, the individual explores; how to get into power and control people in any setup. In case of achievement, the individual probes for an effective and appropriate outcome. Therefore, in order to proceed, learning is an efficient choice for a person to flourish.

- 5) "Choose work in which you are paid to analyse data, find patterns, or organize ideas" (Rath, 2015, P. 45).

Here, choose is a noun, work is a verb and 'you' functions as an experiencer who decides the job, the goal represents the preposition 'to' and verbal phrases 'analyse data', 'find patterns' and 'organize ideas'. The job preferences are the verbs such as analyse, find and organize with the addition of nouns such as data, patterns and ideas. These goals collectively depict the logical or investigative frames.

Frame: Logical

strategic, analytical, logical, logical support, logical thinking, logic problems, patterns, certain patterns, pattern affect, predictable pattern, related patterns, see patterns, find patterns, connections, finding connections, initial connection, long-lasting connections, obscure connection, own connection, structure, bringing structures, demand structures, impose structures, impose structure, underlying structure, formats, wishful thinking, conceptual thinking, futuristic thinking, independent thinking, rigorous thinker, strategic thinking, begin thinking, refining mind, data accumulation, analysis of information, variables, arranged, propositions,

In this logical word-web, McClelland's need for achievement requires proper work appraisal to increase the possibility of realization. Consistent, reasonable, and strategical work compels individuals toward their goals. The choice of logical approach regarding objectives makes the path easier for any aspirant. Therefore, the logical frame accompanying word-web enumerates the opportunity to acquire affiliation, achievement, and power.

- 6) When faced with a complex situation involving many factors, you enjoy managing all of the variables, aligning and realigning them until you are sure you have arranged them in the most productive configuration possible. (Rath, 2015, P. 48)

The sentence consists of dependent and independent clauses. The agent 'You' and the theme 'managing' invoke the manager frame.

Frame: Manager

Managing, maintaining, responsibility, commitments, daily-planner, plan objectively, plan diligently, plan regular, development plan, good plan, plan right, step-by-step plans, short-term plans, well-laid plans, variations, mapping, day-to-day variations, flexibility, short-term assignment, long-term projects, arranger, re-arranging procedure, arrangements, re-arranging spaces, well-organized spaces, positioning, possible options, regularly, impose structure, timelines, deadlines, disciplined, time-management, follow-up, wasting time, dead time, difficult time, first time, time focusing, over time, on time, time-management, non-working time, necessary time, order, create order, schedule, adjust,

The acquired needs from the context require management of the activities heading towards a specific aim. In the manager word-web, planning, maintaining, re-arranging procedures, schedule and adjust are the words; which offer space to nominate and plan regularly for substantial execution in case of achievement, affiliation, and power. McClelland and his contemporaries differentiate managerial properties into three dimensions of motivation. These include affiliative managers, situational managers and personal-power managers (McClelland & Burnham, 2008 p. 121). The managerial probability of success increases through considerate discipline. In this manner, manager and managing is the demand suggested for developing objective McClelland's needs.

7) "Behind every system of actions are a system of beliefs" (Clear, 2018, P. 36).

The experiencer is the noun phrase 'system of actions' and the theme is the noun phrase 'system of beliefs'. The nouns 'beliefs' decide the noun 'actions'. 'Beliefs' stand for the frame of core values and standards in order to accomplish actions.

Frame: Standards

values, beliefs, belief system, strong beliefs, belief talents, altruistic, spiritual, high value, value responsibility, value system, values free, core values, basic values, roles and responsibilities, high ethics, impeccable ethics, personal ethics, behaviour, behaviour learned or modified, past behaviour, future behaviour, guiding values, guiding, demoralize, helping others, purposeful, meaningful, yardstick, ideal, ideal frame, maintain ideal, ideal way, gracious, infuriated, principles, thinking principle, own principles, foundational principles, criteria, yardstick, ultimate yardstick, rituals,

Beside needs, various beliefs, rituals, and criteria are a substantial part of human institutions. In the case of McClelland's high need for affiliation or achievement, individual schemas provide organized choices, feelings, and attitudes in a specific domain. (McClelland, 1985, p. 823). The schema provides standards to choose the self-regulated values in accordance with the required needs. Regarding choices, standards in any form make the prospect of attainment effortless in any direction by sharing framework works and meaningful yardsticks.

- 8) “Command leads you to take charge. Unlike some people, you feel no discomfort with imposing your views on others” (Rath, 2015, P. 55).

In the first sentence, ‘you’ works as a theme for the noun ‘command’ and as a beneficiary for taking charge. The noun ‘command’ is an agent. The second sentence possesses two clauses vis dependent and independent, respectively. In the independent clause, ‘you’ occurs as an experiencer, and ‘your views’ functions to force the theme vis ‘others’. Resultantly, the nouns including command, charge, imposing, and others evoke the strength to lead, signifying the frame of leadership.

Frame: Leadership

Command, govern, power, leading, order, strength, creating strength, true strength, building strength, potential, greater potential, true potential, little potential, identify potential, share potential, outgrowth, dominant, strong-command, confrontation, take risks, control, under control, self-control, take control, persuasiveness, strong woo, strategic woo, woo talents, take charge, reins of power, grew power, power supply, powerfully felt force, influence, valuable influence, naturally influence, dominant activator,

The need for power is one of the crucial kinds of McClellan’s theory. The leadership’s essence is power. The leadership frame utilizes synonym vocabularies of command, govern strength, power, leading, control etc., resultantly provides a choice for the acquired needs of motivation and management. Collocational expressions such as take control, valuable influence and strong command can be functionally applied to oneself and even to others. Hence, this leadership word-web provides multiple perspectives regarding strength. In a smaller environment, it relates to self-control and in a larger structure, it sustains the relationship between employer and employee or leader and follower.

- 9) “You like to explain, to describe, to host, to speak in public, and to write” (Rath, 2015, P. 59).

The personal pronoun ‘you’ operates as a subject/ experiencer that demonstrates feelings such as ‘explain’, ‘describe’, ‘host’, ‘speak’ and ‘write’. These expressions, which voice the thoughts of the experiencer encourage the frame of communication.

Frame: Communication

Communication, strong communication, command communication, communication talents, speak in public, write, ideas, stories telling, dramatic words, powerful combinations, presentation, public speaking, fostering dialogues, direct attention, media, one-on-one conversation, group discussion, theoretical discussion, expressing your thoughts, lectures, marketing, ministry, self-concept, confidence,

The communication frame demands both needs for power and affiliation. In the case of communication, the need for achievement compels individuals towards better performance in interaction. The collocational examples in the word-web relate strong communication, public speaking, lecturing, and debate support the idea of the need for power while one-on-one conversation, direct attention etc. strengthen the concept of affiliation. Consecutively, the achievement of best communication skills has aided the need for power and affiliation.

- 10) Competition is rooted in comparison. When you look at the world, you are instinctively aware of other people's performance. Their performance is the ultimate yardstick. (Rath, 2015 p. 63)

The theme 'competition' is located in the noun phrase 'comparison'. The next sentence has dependent and independent clauses correspondingly. In the independent clause, 'you' is experiencing the awareness of the noun phrase/ theme that is 'other's people performance'. In the last sentence, the noun phrase/ theme 'their performance' exploits the noun phrase 'the ultimate yardstick' as a goal to compete with. Therefore, noun phrases involving 'competition', 'comparison', 'performance' and 'yardstick' cooperatively confer the frame of struggle.

Frame: Struggle

Comparison, competition, yardstick, performance, tried, outperform peers, achievements, compete, win, invigorate, defeat, contest, play, stop playing, engage, balance, competitive struggle, competitive language, class struggle, elite competition, fellow competitors, professional struggle, measurement, stimulate competition, without competing,

competitive struggle, currently compete, competing voices, competing demands, can compete, initiatives, demands, efforts, early efforts, best efforts,

The struggle frame persuades individuals to initiate, perform and compete for positive improvements. The early efforts, competitive struggle, best efforts, competing voices and competing demands are the actions required for achievement. According to Osemeke & Adegboyega, McClelland's achievement depends on performance, beset by certain standards of success (2017, p. 169). Therefore, the phase between the initial and the final steps is a competitive phase. The aim invigorates the achievers toward regulated performance. The synonyms including comparison, competition, efforts, etc. provide choices to keep on with the motives till defeat the failure.

11) "You are careful. You are vigilant. You are a private person" (Rath, 2015, p. 78).

In each of the above sentences, the subject, personal pronoun, and agent 'you' signifies the properties sourcing various adjectives such as careful, vigilant, and private. These adjectives incorporating personal pronoun aid in the development of reflective and conscientiousness frames.

Frame: Conscientiousness

Careful, private person, serious person, risks, reserve, own counsel, pay attention, proper attention, proper attention, short attention, close attention, surface attention, attention span, attention intensifies, friends cautiously, filter, evaluate, ignore, personal matters, care, hyper-responsible, determine priorities, sorting priorities, personal priorities, important priorities, brain prioritize, prioritize immediate, pre-work, focused, little supervision,

The conscientiousness frame stresses the fact of deliberativeness during the process of accomplishment and attainment of power or affiliation. The word-web collocations like own counsel, proper attention, sorting priorities, pre-work and little supervision postulate various guidelines for acquiring needs. The odds of realization that words in the web, like a filter, evaluate, ignore, and focused enforce the achiever to pursue the right direction. Because of its careful nature, the deliberative person is capable to develop any

McClelland's motive proficiently. As per McClelland's theory, the goal is planning carefully in order to achieve better (McClelland, 2013 p.73). Hence, deliberativeness makes an option for the motives to motivate individuals to execute skilfully.

12) "Keep in mind that this person lives for the future. Ask her to share her vision with you..." (Rath, 2015, p. 101).

The noun phrase and agent 'this person' performs actions for a goal. The goal represents the noun phrase 'for the future'. The 'future' enacts as the beneficiary for which the 'person' executes actions such as 'lives'. Like 'future', the other noun phrase 'her vision' elucidates the upcoming events of life, which in turn commonly evoke a futuristic frame.

Frame: Futuristic

Over the horizon, make better, better world, better life, better team, better product, better decision, better choices, status quo, forward, into tomorrow, future, new future, sustainable future, future obstacles, future behaviour, future success, future mull, future self, future life, future consequences, future actions, futuristics harmony, futuristic talents, futuristics thinking, futuristics sounds, futuristics mill, dreamer, vision, vivid vision, exciting visions, hope, ideas, start-up situations, fuel your imagination, imaginative peers, career, ideas, ideation, phenomenon, thoughts, ideas, discoveries,

The futuristic trait enables the personality to reflect upon the goals. This behaviour specifies the collocational word-web choices of; make better, into tomorrow, fuel your imagination, future self and exciting visions etc. As per McClelland's theory, the achiever must plan for almost two years (McClelland, 2013 p. 73). The futuristics frame supports McClelland's need for achievement. It becomes the ideation, thoughts, ideas, discoveries and hopes, as per sourced in word-web for any decisions making and any kind of future aspiration.

13) "Because you are such a keen observer of other people's strengths, you can draw out the best in each person" (Rath, 2015, p. 114).

The sentence consists of dependent and independent clauses correspondingly. 'You' enacting as a personal pronoun, subject, and agent in both clauses. The agent has

manipulated the objective noun phrases ‘other people’s strength’ and ‘each person’. The use of ‘each’ and ‘other’ with a person and people has modified the subject. Thus, it has determined the frame of distinctiveness and singularity.

“Become an expert in describing your own strengths and style” (Rath, 2015, p. 115).

Moreover, this sentence has extended the frame of distinctiveness. The noun phrase ‘an expert’ has portrayed personal proficiency in any field. The ultimate product of description is the recipient and noun phrase ‘your own strengths and style’. Here, the adjective own modifies strength and styles directing towards the frame of individualism.

Frame: Individualism

Individualization, individual, each individual, individual strengths, individual lacks, individual differences, individualization talent, unique individual, wealthy individual, unique, unique qualities, unique needs, distinct, person, each person, person values, each person’s style, each person’s motivation, person’s income, person’s ability, each think, each person’s life, one person’s need, one person prefers, special talent, expert, own style, own strength, subtle difference,

The dependency on individual strength and behaviour differentiates the nuance disparities concerning personality traits. Likewise, McClelland’s theory discusses three substantial needs for motivation vis-à-vis working individuals. The frame of individualism utilizes the collocations containing unique qualities, each person, one person’s need, special talent, person’s ability, own style, own strength etc. These individual disparities differentiate the acquired needs and motives. Individualism frame is expanding the scaffold of motives via personal distinctiveness.

- 14) “You like to think. You like mental activity. You like exercising the “muscles” of your brain, stretching them in multiple directions” [commas in original] (Rath, 2015, p. 122).

The subject and the personal pronoun ‘you’ have been included in each of the three sentences, experiencing irresistibility towards mental activity. Likewise, the verb ‘like’, each in the above sentences, denotes the type of feeling. The first experience of likeness

includes ‘to think’ as an infinitive. The second consideration carries the ‘mental activity’ as a noun phrase and objective case. The third reference maintains the ‘exercising the muscles’ as a noun phrase and objective case. In the first clause of the third sentence, along noun phrase, the prepositional phrase ‘of your brain’ indicates the location of the noun phrase (exercising muscles). Each noun phrase in the subjective case (mental activity, exercising muscles) and the infinitive (to think) enhance the mind frame of the agent ‘you’ and cultivate the intellection frame.

Frame: Intellection

think, think big, think money, think understanding, rationally think, world thinks, big thinkers, hours thinking, school thinking, emotions thinking, head thinking, own thinking, person’s thinking, thinking style, mental activity, mental hum, mental mill, mental fortitude, mental exercise, mental laziness, mental power, intellectual trail, intellectual debate, intellectual property, philosophical debate, intellectual capital, thoughts, introspective, brain occupied, philosophy, literature, psychology,

Like the logical frame, the intellection frame exploits collocation like mental activity, mental power, and intellectual capital to construct ideas and build a framework for objectives. A complete plan requires before performing a move. This plan lies in the individual's thinking ability. Here the expressions that aid the intellection are; think big, brain occupied, thoughts etc. McClelland's need for achievement, power and affiliation requires managed intellection to push individual forge ahead.

15) “Some cynics may reject your energy, but you are rarely dragged down. Your Positivity won’t allow it” (Rath, 2015, p. 134).

The sentence contained the noun and agent ‘cynics’, the verb ‘reject’ and the noun phrase and theme ‘your energy’ in the first clause. The use of the modal verb (may) has reduced the certainty of the action (rejection). The object and noun phrase (your energy), in accordance with the level of denial processed in the other clause via ‘you’ as an experiencer, and verbal phrase (dragged down). However, the modifier ‘rarely’ modifies the ‘dragged down’. So, the modal verb ‘may’ and the modifier ‘rarely’ influence ‘your energy’ and ‘dragged down’ of the agent and experiencer, respectively. In the subsequent

sentence, the noun phrase (your positivity) further normalizes the state of ‘your energy’ and dragged down’ by exploiting ‘won’t’ as a noun phrase, ‘allow’ as a verb and ‘it’ as a noun. The optimistic frame is established as the noun phrase and subject ‘your positivity’ dominating the status quo of the experiencer (you).

Frame: Optimistic

Positive, positive people, fewer positive, positive interactions, positive side, highly positive, positive environment, positive emotions, positive outcomes, positive gains, positive approach, positively insulting, positive change, positivity talents, optimism, enthusiasm, encourage, encourage people, deliberately encourage, find ways, plan regularly, look forward, good things, appreciation, gratitude, avoid negative, avoid obstacles, spark, modest, modest way, modest differences, diligence,

Like the conscientiousness frame, the optimistic frame prevents negativity and prevails over positivity. The achievement and affiliative acquire needs demands, and optimism. The collocations in the word-web as the positive side, find ways, deliberately encourage, look forward, modest way, avoid negative etc. facilitate individuals. The attitude of encouragement from family and friends or the environment in which individual lives motivates an individual towards success (McClelland, 2013, p. 76). The optimistic approach regarding motives further provides confidence to the achiever.

16) “It is a wonderful feeling to identify the undermining factor(s), eradicate them, and restore something to its true glory” (Rath, 2015, p. 146).

The object and noun phrase ‘undermining factors’ denoted the theme, further factors explained by verbs ‘eradicate’ and ‘restore’. The infinitive ‘to identify’ explores the theme of its destination and goal ‘to its true glory’. The verbs (eradicate and restore) characterise the restorative frame.

“You enjoy the challenge of analysing the symptoms, identifying what is wrong, and finding the solution” (Rath, 2015, p. 146).

Here, ‘you’ is used as a personal pronoun, subject and experiencer of the state verb ‘enjoy’. The theme (the challenge) is undone through the step-by-step variations of the phrases. The

steps include: ‘analysing (verb) the symptoms (noun phrase)’, ‘identifying (verb) what is (verb) wrong (adjective)’ and ‘finding (verb) the solutions (noun phrase)’. The step-wise process of solving the challenges and their repairing creates the frame off restoration/renewal.

Frame: Restorative

Solve problems, encounter, problems, problem solver, practical problems, problem continual, unfamiliar problems, problem proof, prevent problem, prevent errors, findings, fix, fix it, fixing things, fixed firmly, fixable flaws, enjoy fixing, putting things, things together, making, making everything, redo, rejuvenated, revitalize, eradicate, restore, restorative talents, resuscitated, redirect, rekindled, saved, vitality, solution, resolve, tackle, to recur, to cope,

The restorative frame provides collocations fixing things, problem solver, prevent errors, fixable flaws, restorative talents, to recur etc. In affiliation and achievement, these terminologies in relation to the concepts are crucial to sustaining goals and relationships. The synonyms tackle, resolve, solution, encounter, redirect, saved, etc. insist the person towards precision in the needs. The accuracy nurtures the craving to make progress and attain goals.

- 17) “People who lack internal fortitude often become victims of those who have self-discipline” (Kiyosaki & Lechter, 2011, p. 153).

In the above sentence, ‘people’ refers to a theme; which has been affected by the deficiency, that is, ‘lack’ (verb) of ‘internal fortitude’ (noun phrase, motive for theme). The ‘become victims’ (experiencer) is the recipient of victimization from those who have control over selves, that is, ‘self-discipline’ (noun, benefactor). Self-disciplined people dominate those; who are deficient in self-determination leading to the frame of perseverance.

Frame: Perseverance

determination, determine priorities, determinism, discipline, disciplined pursuits, discipline problems, disciplined environment, regulated, regulatory, indirectly regulate,

army regulations, federal regulations, organized, organize ideas, organized crime, controlled, control group, stimulus control, internal control, emotions control, drug-abuse control, back control, mastery, master,

The restorative frame has supported by the perseverance frame. During the achievement, process determination is unavoidable not only to fix problems but also to persist procedure. The collocations collected in the word-web, that is, determine priorities, and disciplined environment pressurize achievers to be in the right direction. McClelland's theory states that the achiever's goal should be for almost two years and revisited after six-month to ensure progress. (McClelland, 2013, p. 73) Therefore, perseverance act as a stimulus for motivation. This frame has exploited the vocabulary of emotion control, drug-abuse control, internal control, regulated, disciplined, determinism, disciplined pursuits, etc. and acts as a resource for self-regulation.

18) "In the deepest part of you, you have faith in your strengths" (Rath, 2015, p. 150).

This sentence has dependent and independent clauses, respectively. In both clauses, the personal pronoun 'you' presents the subject and the experiencer, of the theme (your strengths). The first clause (in the deepest part) represents the source of the theme 'strengths' (noun, object). The verb 'faith' further reinforces the theme. The theme, the experiencer and the verb summon the semantic frame of confidence.

Frame: Confidence

Self-assurance, self-motivation, self-image, self-improvement, self-criticism, self-knowledge, self-monitoring, self-assurance talents, self-confidence, self-expression, self-esteem, self-pity, self-doubt, self-dignity, self-awareness, self-made, self-righteous, self-regulatory, self-control, self-education, self-discipline, self-analysis, self-employed, self-respect, self-appointed, self-addressed, faith, able, ability/abilities, strengths, authority, leading others, strong, persuasive, myself, convince, convince people, independent, independent thinking, standing alone, strategic, deliberative, futuristics, bold, heroic, acceptance, justify,

The frame of confidence is the key to personality development. It acts as fuel towards goal attainment. Trust and faith help to strengthen the power needed, as it is one of the primary

elements of leadership. The collocations like self-discipline, standing alone, independent thinking, leading others, convince people, self-esteem, etc. assure this concept. The certainty in one's competencies backchannels the act of achievement. Moreover, this frame assists motives to provide phases for personality development.

19) “The desire for a feeling of importance is one of the chief distinguishing differences between mankind and the animals” (Carnegie, 2005, p. 38).

In this complex sentence, the noun phrase ‘the desire’ depicts the theme while ‘for a feeling of importance’ represents the goal’. Further, the verbal phrase ‘the chief distinguishing’ is a trigger for the theme. The parameter for impulse is the noun phrase ‘difference between mankind and the animals’. However, the goal depicts the admiration frame based on the theme.

“You want to be very significant in the eyes of other people” (Rath, 2015, p. 154).

In this simple sentence, ‘you’ works as the experiencer of ‘want’ (verb). The goal for the experiencer is the adjective phrase ‘to be very significant’, which perpetuates the idea of want in the wake of significance and prominence. The accomplishment of effectiveness is obtained through the prepositional phrases ‘in the eyes’ and ‘of other people’. These prepositional phrases have denoted the locatives of importance. The sentence ultimately exploited the theme, experiencer, verb, adjective and prepositional phrases to evoke the frame of admiration.

Frame: Admiration

significant, recognized/recognition, significance, known, admired, approval, crucial, excellence, best, best received, best practice, best attempt, best praise, praise, cheap praise, flattery, yearnings, crave, proud/pride, too proud, big ego, special, stand tall, stand out, self-esteem, reputation, credibility, visibility, outstanding, outstanding goals, big talker, centre, centre stage, centre version, leading, leading role, leading others, to inspire, inspire other, inspire someone, approval, applause, focal point, point of attention, appreciation, appreciate, appreciative approach, appreciate beautiful, appreciate nice, sincere appreciation, appreciated, other appreciate, really appreciate, shown appreciate, appreciate good, appreciative comment, honest appreciation, heartfelt appreciation, deeply appreciate,

genuine appreciation, capital appreciation, crave appreciation, feeling of importance, astounding importance, special importance, powerful importance, trade-off importance, own importance, less importance, greatest importance, Impress, impressive portfolio, constantly impressing, impress people, impress potential, quite impressed, particularly impressed, lasting impression, pleasing impression, favourable impression, first impression, instinctive impression, social prestige, social acceptance, encouragement, to be heard, to be known, to stand out,

According to McClelland's theory, the need for affiliation features strong feelings of acceptance and appreciation (Osemeke & Adegboyega, 2017, p. 170). The frame of admiration also expresses a desire for appreciation from others. The admiration word-webs further depicts this feeling via collocations, for example, point of attention, admired, best praise, to inspire, inspire other, feeling of importance, impress people, social acceptance etc. Moreover, McClelland's theory of the need for power explicates the spirit to influence others (Osemeke & Adegboyega, 2017, p. 169). In the above word-web, the need for authority clarifies through collocations: that is, to be known, to be heard, to stand out, social prestige, most significant etc. Therefore, the admiration word-web and frame nourish the prospect to vitalise the individual's performance for attaining needs.

20) Take the time to fully reflect or muse about a goal that you want to achieve until the related patterns and issues emerge for you. (Rath, 2015, p. 159)

In this complex sentence with multiple clauses, the theme 'take the time' have consumed to secure the goal 'to fully reflect or muse'. Using the source 'about a goal', the experiencer 'you' experiences 'want' the manner (to achieve related patterns and issues) that concerned the beneficiary (emerge for you). How source experiences by the experiencer formulate the frame of strategy.

Frame: Strategy

patterns, see patterns, cash-flow patterns, genotype pattern, psychological patterns, see complexity, see each path, selection, make selections, paths, chosen path, possible path, path leading, lead straight, lead into fog, planning, business plan, concrete plan, financial planner, pre-determined plan, step-by-step plan, plan objectively, planning sessions,

strategy/strategies, designing strategies, financial strategy, habit strategies, self-improvement strategy, investment strategy, management strategy, strategic thinking, strategic woo, strategic role, significance strategic, scenarios, opinions, ideas, vision,

The frame of strategy and its word-web collocates vocabularies like step-by-step plan, concrete plan, pre-determined plan, see patterns, habit strategies, management strategy, etc. These expressions express a pre-planned and well-planned policy for the desired outcome. In light of McClelland's needs, careful planning and practical aims should be designed to increase performance as per se the objectives (McClelland, 2013, p. 73). The strategic work amplifies the intensity of accomplishment for achievement needs. Strategic thinking, thus, helps a person to discipline life accordingly.

21) Many will study further to become engineers, scientists, cooks, police officers, artists, writers, and so on. These professional skills allow them to enter the workforce and work for money (Kiyosaki & Lechter, 2011, p. 72).

The agent 'many' performs the action of 'will study further' for the goal 'to become engineers, scientists, cooks, police officers, artists, and writers'. The theme 'these professional skills' situates the goal, which is 'to enter the workforce and work for money'. The agent, theme, and goal in these sentences invoke the workers that are professions frame.

"If I have to work there, it's not a business. It becomes my job" (Kiyosaki & Lechter, 2011, p. 75).

The first sentence consists of dependent and independent clauses. The first clause depicts the agent 'I' and infinitive 'to work' with whereabouts 'there'. In the independent clause, the explanation of the kind of work provides in the form of 'not a business'. Furthermore, the work has been explained in the second sentence as 'my job'. Accordingly, the work described for the agent is not a 'business' but a 'job'. At this juncture, the work depicts the semantic frame of professions.

Frame: Professions

Fields, professions, job, high-paying jobs, job security, job protection, day-time job, second job, normal job, hardest job, secure job, job benefits, areas, detail-oriented work, options, occupations, doctors, lawyer, musician, lecture/lecturing, bankers, accountants, teachers, attorney, business owner, corporates, entrepreneur, director, pilot, officer, police officer, ship's officer, marine corps officer, artist, mechanics, business people, firefighter, soldiers, scientists, engineer, cooks, dentist, writers, astronauts, marine biologist, editor, publisher, historian, athletes, psychologist, basketball player, coach, financial planners, bureaucrats, copywriter, doctor, fishing, capabilities, specialization, career, meteoric career, writing career, baseball career, athletic career, flying career, career choices, career advice, career sailing, employees, hardworking employees, young employees, better employees, train employees, government employees, employees trap, employees earn, employer, livelihood, mastery, boss, work, working relationships, work obsession, work ethics, workout, workout logs, workshop, co-worker, warehouse worker, construction worker, health worker, government worker, salary, CEO

This frame and word-web enlisted various professions extracted from the motivational corpus. These fields and jobs are the subjects of varied choices. Some discussed in the frame are lawyers, doctors, scientists, entrepreneur, psychologists, players, teachers, police, etc. However, synonyms exploited in word-web includes jobs, fields, areas, occupations, career, etc. This profession frame and its word-web assists numerous choices to be desired as an aspiration.

22) “Schools focus on scholastic and professional skills, but not on financial skills”
(Kiyosaki & Lechter, 2011, p. 2).

In this sentence, ‘schools’ is used as a theme which works, that is, ‘focus’ (verb) on the goal of ‘scholastic and professional skills’ and overlooking the ‘financial skills’ (noun phrase). The theme and goal illustrate professional education and develop an educational frame.

Frame: Education

Study, study hard, school, elementary school, law school, business school, high school, military school, hate school, finish school, private school, disliked school, flight school,

medical school, leave school, school system, traditional school, learn, knowledge learned, started learning, power learning, learning process, learning quickly, good learner, always learned, true learning, diligently learned, valued learning, love learning, fascinating learning, write, to write, trained writer, young writer, great writer, terrible writer, write strong, degree, college degree, master's degree, educated, highly educated, educated professionals, educated society, financial education,

This frame of education seeks students' preferences regarding learning. The education word-web includes collocations such as; elementary school, law school, high school, business school, leave school, finish school, valued learning, highly educated, financial education, educated society, college degree, etc. These collocations present various types of schools associated with learning and schooling. Education is necessary for people as per se students and professional learners. Thus, education legislates as a mandatory motif in need for achievement for every individual to develop mentally, professionally, socially, and economically.

23) "Businesses that do not require my presence I own them, but they are managed or run by other people" (Kiyosaki & Lechter, 2011, p. 75).

The theme 'businesses' as a subject/ noun has exploited the noun phrase 'my presence' using 'do not require'. The experiencer 'I' experiences 'own' the theme 'businesses'. The verb 'manage or run' used a noun phrase (by other people) as a channel to control the theme. The theme is the central point which creates the frame of business organizations.

"My rich dad just played the game smart, and he did it through corporations—the biggest secret of the rich" (Kiyosaki & Lechter, 2011, p. 79).

The agent 'my rich dad' acted upon the theme/ noun phrase (the game) via the verbal phrase (just played). The actor (he) has exploited the tool/ medium of a noun phrase (corporations). Therefore, the medium influenced by the agent or actor facilitated the construction of the business frame. Hence, in the above-discussed two sentences, the frame of businesses has been evoked.

Frame: Business

Partnership, partner, business partner, own business, small-business accountant, strong business, buy business, watch business, business consultant, business courses, primary business, business focus, businesses shut down, business generated, doing business, big business, business internationally, business owner, multi-million-dollar business, business school, business secrets, business writing, production, production line, product ideas, begin production, company, construction company, estate company, title company, network-marketing company, marketing campaigns, big company, new company, education company, loan company, investment company, tiny company, oil company, drug company, steel company, sugar company, gas company, financial-education company, motor company, local company, good company, company offers, company ownership, company pension, company expanses, company handles, company buys, company cars, company calls, real-estate company, corporate, corporate attorneys, corporate employer, corporate ladder, corporate structure, corporate person, self-employed, synergy, organizations, large organizations, chain of stores, chin-stores organization, large chain-stores organization, entrepreneur, entrepreneur classes, entrepreneur and investment, corporations, personal corporations, private corporation, holding corporation, accounting corporate, corporate person, corporate ladder, power of corporation, building empires, empire state, real estate, biggest capitalists,

According to McClelland's theory, people usually urge to perform better in any workable environment, like a job, in order to check their performance level. (McClelland, 2013, p. 71) Given that several businesses prospect the level of checks and balances to improve the status quo. The word-web of business contains types of business, for example, small business, business consultant, estate company, loan company, construction company, network marketing company, oil company, steel company, sugar company, motor company, local company, private corporation, chain-store organization, etc. The frame further incorporates business subordinates and co-ordinates expressions like business partners, buy business, business generated, doing business, business writing, business focus, business consultant, company offers, company expanses, corporate attorneys, corporate structure, corporate employer, product ideas, production line, etc. The subordinate and co-ordinate in association with business kinds encapsulated occupational varieties which build up achiever's urge for working.

24) “I was active in my asset column trading real estate and small stocks” (Kiyosaki & Lechter, 2011 p. 76).

The sentence uses ‘I’ as an actor for the theme of ‘my asset column’ (noun phrase), which exploits the apparatus/ instrument of ‘trading real estate and small stocks’. Therefore, the apparatus (trading real estates and small stocks) not only multiplies ‘the asset column’ but also evokes the frame of shares or investors.

Frame: Investors

investing, save invests, company invests, rich invests, investing ideas, buy investments, investment skills, professional investment, balanced investments, greatest investment, analysing investments, fundamental investing, largest investment, personal investments, investment class, estate investments, investment experience, secure investments, speculative investments, investment landscape, created investments, stock-market investing, investors, strictly investors, sophisticated investors, timid investors, wise investors, average investors, real investors, smart investors, seasoned investors, successful investors, buy, stocks, trade stocks, stock buy, stock exchange, stock market, stock issues, stock portfolio, stock speculators, stock shares, substantial shares, shares purchased, bought shares, offers, company offers, make offers, banks offer, investor offered, customers, bonds,

The word-web of investment collocates the categories via super-ordinates and co-ordinates, for example, professional investment, balanced investment, fundamental investment, estate investment, personal investment, stock-market investment, real investors, small investors, seasoned investors, share purchased, stock shares, etc. Here, the varieties of investment encourage individuals to achieve through input. Being a motif, investment here offers ideas for achievement. It also provides an incentive to need for achievement.

25) Understanding markets is the science of supply and demand. You need to know the technical aspects of the market, which are emotion-driven.... (Kiyosaki & Lechter, 2011, p. 88)

The theme and noun phrase (understanding markets) monitor the ‘science of supply and demands’. The agent ‘you’ goals in order ‘to know the technical aspects’. The source for the goal is ‘of the market’ (prepositional phrase). Therefore, the theme, goal, agent, and source collectively pointed toward the frame of market values.

Frame: Market values

Stockpiles, real-estate stocks, small-cap stocks, raw materials, timber market, market crash, market conditions, fast-raising market, gambling market, market rebounded, market strengthened, market raise, market booms, up market, down market, supermarkets, stock ups, low pay, higher pay, economy, economic crisis, economic aspects, stores, grocery stores, supply, supply and demand, backup supply, trade/traded, international trade, medical trade, trade stocks, bargain, deal, big deal, new deal, great deal, bad deal, raw deal, better deal, original deal, deal specifically, transactions, simple transactions, speculative transactions, sell transactions, loan-processing, borrowing, customers, sale, advertising sale, gun sale, for sale, day sale, run sales, study sale, sale sign, sales training, sales-man, sale person, sale clerk, international best-seller, offer, right offer, bank offers,

This frame explicates the knowledge of market values. The collocations like fast-raising market, market booms, bargain, big deal, supply and demands, transactions, stockpiles, trade stock, run sales, etc. presents the norms vis-à-vis marking. These co-ordinate lexes consider trade as a tool to depict the unavoidable directive of demand and supply. According to McClelland’s theory, the higher achievers’ executives provide the possibility for high-rate attainment in a firm (McClelland, 2013, p. 72). Likewise, a better understanding of market principles provides better preferences for an economist. This frame and word-web prioritise the ups and downs of the economic aspect to raise the achiever’s incentives economically.

- 26) “Inside our real estate corporation, we have property worth several million dollars”
(Kiyosaki & Lechter, 2011, p. 108).

In the above sentence, the noun phrase ‘our real estate corporation’ acts as a theme. The experiencer ‘we’ owns that is ‘have property’ (verbal phrase) in the form of ‘several million

dollars'. The possessions that contribute to the real estate corporation, owned by the experiencer, evoke the wealth frame in general.

“Proper physical exercise increases your chances for health, and proper mental exercise increases your chances for wealth” (Kiyosaki & Lechter, 2011, p. 3).

In this sentence, if the experiencer/ benefactor ‘your chances’ experiences (proper physical exercise) it will work ‘increases’ (verb) and benefit the benefactor ‘for health’ (prepositional phrase). Likewise, if the experiencer/ benefactor ‘your chances’ experiences (proper mental exercise) it will work ‘increases’ (verb) and subsidize the benefactive, which is ‘for wealth’ (prepositional phrase). Both clauses collectively enhance the benefactive for using the benefactor/ experiencer (for health/for money) in regards to its experiences and invoke the wealth frame of semantics.

Frame: Wealth

wealth, wealth building, estates, real estate, real estate company, real estate agents, real estate courses, real estate brokers, real estate holding, real estate investments, real estate market, real estate prices, real estate signs, real estate strategy, real estate mortgage, property, property manager, property taxes, property worth, great property, assets, balanced assets, acquire assets, build-up assets, personal assets, real assets, legitimate assets, solid assets, buy assets, few assets, developing assets, income-producing assets/income generating assets, non-cash producing assets, mortgage assets, food assets, cloth assets, fort-fort assets, assets fall, assets grow, assets liabilities/assets and liabilities, government asset liabilities,

Wealth is the desirous motive for an individual to achieve. In light of McClelland’s need for achievement, motivation and half-truth sometimes work simultaneously. A businessman's evident motive is achievement, but deep inside, he desires to make money. (McClelland, 2013, p. 72) Similarly, wealth is the central stimulus for an achiever to work. The collocations exploited in the word-web includes developing assets, property worth, great property, build-up assets, buy assets, income-producing assets, non-cash producing assets, etc. highlighting the earning of cash or non-cash property. Therefore, it is the impulse to achieve goals.

27) “A truly intelligent person welcomes new ideas, for new ideas can add to the synergy of other accumulated ideas” (Kiyosaki & Lechter, 2011, p. 149).

The experiencer (a truly intelligent person) undergoes through (welcomes) the theme (new ideas). The theme extends ‘for new ideas’ the content (to the synergy of other accumulated ideas) in the form of the clause. Therefore, the theme and the content of the ‘synergy of other accumulated ideas’ transpire the semantic frame of creation.

Frame: Creation

Construction, construction supervisor, construction crew, construction workers, building, office building, building blocks, began building, apartment building, state building, apartment building, bridge builder, deliberately build, diligently build, effectively build, lifetime building, building habits, build better, build consensus, build identity-based, build endurance, builder, sloppy construction, design/designed, designer, design habits, designing strategies, designed motor, designed lush, design changes, designing situations, designing systems, classes designed, companies design, created design, courses design, environment design, interior designed, software designer, interior designer, organization designed, sentiments designed, time designing, create, create money, create icons, create products, create rationalizations, create interactions, create harmony, create motion, creative rituals, creates space, creating, creative, creative right brain, creative work, creative person, create good, created equals, habit creating, responsibilities create, problem created, create routines, impact created, opportunity created, technology creates, discourage creativity, create systems, create developments, creating illusions, creating buzz, idea, new idea, accumulated ideas,

The creation frame utilizes the expressions such as building, construction, design, etc. These synonyms elaborate on the concept of creation. Before execution, determined ideas play an imperative role because it establishes the plan. Therefore, this frame provides the ground rule for achievement.

28) “My money was working hard to make more money” (Kiyosaki & Lechter, 2011, p. 87).

In the sentence, the noun phrase ‘my money’ works as an agent and ‘more money’ is the theme. The verbal phrase ‘was working hard’ is the action of the agent who has acted on the theme. The agent and theme have exploited similar nouns (money) to increase their quantity. Consequently, this agent and theme collectively denote the frame of finance.

“My rich dad understood phobias about money” (Kiyosaki & Lechter, 2011, p. 130).

The noun phrase ‘my rich dad’ is the experiencer who encounters the state ‘understood phobias’ of the theme ‘about money’. Here, the experiencer and the theme convey the frame of finance.

“A person can be highly educated, professionally successful, and financially illiterate” (Kiyosaki & Lechter, 2011, p. 53).

The noun phrase ‘a person’ represents an agent with a verbal phrase of ‘can be highly educated’ and an adjective phrase of ‘professionally successful’ and ‘financially illiterate’. A financially illiterate person may have better education and profession. The overall adjectival phrases reveal the status of the agent. However, ‘financially illiterate’ is the focal point suggesting the subject of finance.

“The middle class finds itself in a constant state of financial struggle” (Kiyosaki & Lechter, 2011, p. 65).

In the sentence, the noun phrase ‘the middle class’ is the experiencer of the ‘financial struggle’. The experiencer and the experience indicate the finance theme and frame.

Frame: Monetary

money, earn money, enough money, excess money, make money, give money, little money, losing money, play money, studied money, view money hoards money, putting money, saving money, invent money, desire money, hidden money, good money, high-life money, understand money, borrowed money, throwing money, manage money, blow money, old-money, allocate money, paid money, think money, money habits, money industry, money jobs, money love, money motivates, money power, money problems, of money, game of money, science of money, amount of money, avoidance of money, law of money, master of money, movement of money, pile of money, rules of money, secrete of

money, study of money, subject of money, world of money, pounds, cents, dollars, millionaires, multimillionaires, million dollars, multi-million-dollar business, multi-billion-dollar industry, finance, finance book, financial struggle, financial wisdom, financial crises, financial burdens, financial choices, financial options, financial strategy, financial decisions, financial destiny, financial statement, financial straits, financial dilemma, financial survivability, financial dream, financial mess, financial future, financial aptitude, financial equitation, financial footing, financial position, financial fork, financial foundation, financial freedom, financial reporting, financial reward, financial scholarships, financial genius, financial growth, financial goals, financial head, financial professionals, financial programming, financial security, financial sense, financial setbacks, financial skills, financial situation, financial solutions, financial illiteracy, financial literacy, financial independence, financial insight, financial intelligence, financial instruments, financial IQ, financial knowledge, financial loss, financial pressure, financially astute, financially competent, financially educated, financially free, financially unsophisticated, pay, pay checks, paid, well paid, get paid, paid money, paid myself, paid slave, earnings,

The finance frame exploited the expression of money, that is, earn money, saving money, additional money, manage money, amount of money, law of money, movement of money, money power, etc. According to McClelland, the need for money may work as a deep and hidden desire in the guise of achievement (McClelland, 2013, p. 72). In general, this frame favours an appropriate preference to motivate people.

29) “Yet we all have inside of us this yearning to have nice, new, or exciting things” (Kiyosaki & Lechter, 2011, p. 139).

The experiencer ‘we’ live through the theme ‘inside of us’ extended in the form of ‘this yearning to have nice, new, or exciting things’ to explain the theme. The noun phrase ‘this yearning’ possesses adjectives ‘nice, new, or exciting things’ in the form of life forces agents. These life forces agents advance the force of the noun phrase (this yearning) and reinforce the theme (inside of us). The theme and its extended structure imply the spirit frame.

Frame: Spirit

energy, passion, urge, feelings, desire, burning desires, prefer desire, desire forming, desire novelty, desire initiates, desire calls, desire inspired, desire make, desire money, desire success, sincere desire, desire starts, all desire, any desire, deep desire, driving desire, experience desire, gnawing desire, strong desire, spark desire, sympathetic desire, human desires, company desire, ancient desires, fear and desire, eager, eager want, eagerness, eager crowd, eager adult, appetite, appetite grew, appetizing, crave, cravings, specific craving, nicotine craving, behind craving, compulsive craving, level craving, personages crave, craved little, crave smoking, craving followed, craving persists, craving come, crave food, wishes, wants, wants outpace,

The spirit frame word-web has employed synonyms including passion, urge, desire, eager, etc. These synonyms redirect the spirit for objectives. It is the strongest feeling to attain the targets. It takes the collocations consisting of strong desire, spark desire, eager adult, appetite grew, nicotine craving, human desires, burning desires, crave food, etc. This collocation clears the meaning and provides the possible entreaties to realize. According to McClelland, it is a zeal that compels an individual to work hard and achieve any goal (McClelland, 2013, p. 70). Therefore, the spirit pushes individuals with the needs for achievement, affiliation, and power.

30) “The number-one expense for most people is taxes” (Kiyosaki & Lechter, 2011, p. 54).

The experiencer ‘for most people’ confronts the ‘number-one expense’ in the form of the theme ‘taxes’. At this point, the experiencer experiences the theme, which evokes the frame of taxes.

“...they have a new tax, called property tax” (Kiyosaki & Lechter, 2011, p. 55).

The pronoun ‘they’ plays the role of an experiencer. The theme is the ‘new tax’ with the extension of the verb ‘called’ and the noun phrase ‘property tax’. The noun phrases ‘a new tax’ and ‘property tax’ evoke the semantic frame of taxes.

Frame: Taxes

tax accountants, tax advantages, tax attorney, tax break, tax burden, tax code, tax collectors, text deduction, tax-deferred, tax-free, tax-lien, tax-lien certificates, tax loopholes, tax problems, tax rates, tax savings, tax systems, tax man, tax office, income tax, smart tax, great tax, new tax, security tax, after-tax dollars, before-tax dollars, pre-tax dollars, pre-tax, expenses, increase tax, after-tax income, property tax, anti-tax, legal tax, legal tax savings, legal tax loopholes, country tax, capital-gains tax, Medicare tax, ‘take from the rich’ tax,

The above word-web details the types of taxes in the form of collocations; that is, income tax, smart tax, security tax, property tax, legal tax, country tax, Medicare tax, ‘take from the rich’ tax etc. The co-ordinate and super-ordinate words have included tax system, tax accountant, tax collector, tax attorney, tax break, tax code, etc. to figure out the taxation lexicon. In the case of the need for achievement, the money related to tax includes after-tax dollars, before-tax dollars, pre-tax dollars, etc. This group of vocabularies indicates the realization of economic jargon. The frame explicates the cognition about tax, in the case of money and wealth and its corresponding actions to ensure the need for achievement.

- 31) His pride, his anger, his desire for a feeling of importance—all the strongest emotions in his makeup—goaded him to get revenge, to smash the bully in the nose. (Carnegie, 2005, p. 62)

The noun phrases ‘his pride’, ‘his anger’ and ‘his desire’ play the role of an agent in the direction of the goal ‘to get revenge’ and ‘to smash the bully’ with the location ‘in the nose’. The goal, location and specifically agent, such as ‘his pride, his anger, his desire’ materialise the frame of human flaws.

“Most of us are blighted with preconceived notions, with jealousy, suspicion, fear, envy and pride” (Carnegie, 2005, p. 120).

The noun phrase ‘most of us’ is the experiencer, which is preoccupied in the form of the verbal phrase ‘are blighted’ with the theme of ‘with preconceived notions’. The theme developed with a preposition ‘with’ and noun phrases ‘jealousy’, ‘suspicion’, ‘fear’, ‘envy’ and ‘pride’. The experiencer and the preoccupied theme amplify the human flaws frame.

Frames: Human flaws

greed, greedy, greed against, greedy people, little greedy, greed gets, greed crooks, hunger, human hunger, heart hunger, psychological hunger, sudden hunger, anger, anger flared, neurotic, fear, use fear, fear prevent, fear over, fear losing, fear gnawing, strike fear, fear pushes, overcoming fear, fear caused, fear closed, excessive fear, confronting fear, fearful, sickening fear, manage fear, intensifies fear, fear stop, self-inflicted fear, fear creates, revenge, lazy, proactively lazy, lazy mind, lazy thieves, laziness, mental laziness, cognitive slumber, beat laziness, pride, pride habit, precious pride, pride manicure, arrogant, arrogance, arrogant tone, overcoming arrogance, arrogant people, arrogance equals, use arrogance, ego, big ego, destroy ego, egotistical, egomaniac, jealous, jealousy, trigger jealousy, envy, envious, incompetent, vanity, prejudices, biased, behavioural biases, cognitive biases,

This frame enlisted various human shortcomings such as greed, anger, fear, laziness, pride, arrogance, egotistical, jealousy, vanity, envy etc. This list discusses imperfect traits of human character. Regarding needs, individuals ought to avoid these traits. The characteristics like laziness, anger and fear become a hindrance to aims achievement. The collocation further clarifies and exemplifies heart hunger, excessive fear, greedy people, proactively lazy, pride habit, mental laziness, arrogant tone, egomaniac, big ego, behavioural biases, arrogant people, etc. By avoiding these formerly discussed human shortcomings, an individual will be competent to achieve the needs for power, affiliation, and achievement. In order to improve character, this frame supports individuals to pick the negative behaviour and works to give it over. Therefore, this frame preferences in terms of negative human traits.

32) When someone sues a wealthy individual, they are often met with layers of legal protection.... (Kiyosaki & Lechter, 2011, p. 89)

In the first clause, the noun phrase ‘someone’ is working as an agent, yet, the noun phrase ‘wealthy individual’ functions like a theme. In the other clause, ‘they’ is an experiencer who experiences ‘layers of legal protection’. In short, agent, theme, experiencer and what the experiencer experiences stand for security frame.

Frame: Security

Protect, legal protection, job protection, union protection, protection offered, protect themselves, protections provided, protective association, protection motivation, secure, secure future, secure investment, feel secure, security, social security, financial security, security check, security benefits, security run, security tax, safe, safety administration, safety system, safety valve, safety association, safety check, safety coordinator, safe job, increased safely, safely attack, represent safety, loves safety, highway safety, appear safe, victory safely, departed safely,

This frame explicates the basic human need for safety. This frame encapsulated the collocations of legal protection, secure future, safety administration, safety check, represent safety, feel secure etc. According to McClelland, security is one of the needs of men (McClelland, 2013, p. 70). In case of achievement, this frame supports the need towards protection which is the fundamental choice of human beings regarding work at any place.

33) “We just don’t cave in to pressure and spend our savings or liquidate stocks to pay for consumer debt” (Kiyosaki & Lechter, 2011, p. 157).

As a personal pronoun, ‘we’ refers to the experiencer who experiences the noun phrase ‘pressure’ with the action of ‘just don’t cave’. The additional effort in the form of the verb ‘spend’ provide us with the theme/ noun phrases (our savings or liquidate stocks) goal towards “to pay for consumer debt”. Cooperatively, the actions, actor, theme, and goal have provided the intent of the expenditure frame.

“A friend’s child has been developing a nasty habit of burning a hole in his pocket” (Kiyosaki & Lechter, 2011, p. 161).

Here, the noun phrase ‘a friend’s child’ acts as both benefactor and experiencer. The action refers to (has been developing) fabricating the theme (a nasty habit) goals in the direction (of burning a hole) with location (in his pocket). Consequently, the benefactor or experiencer is benefiting or experiencing the symbolic representation of expenditures (a hole in his pocket).

Frame: Expenditures

Expenses, cover expenses, bigger expenses, partial expenses, income expenses, monthly expenses, mounting expenses, pay expenses, living expenses, pre-tax expenses, cut expenses, company expenses, job expenses, high-maintenance expenses, ancillary expenses, expenses taxes, expenses balance sheet, expenses column, expensive, more expensive, expensive magazine, expensive piece, expensive seminars, expensive teacher, expedite, spent, organizations spent, spent reflecting, spent trillions, spend, government spending, poor spending, big spenders, people spend, increased spending, probably spend, spending habits, spends everything, spending throws, spend time, spending continued, cost, cutting cost, social cost, cleaning cost, survey cost, cost money, cost nothing, comic cost, book cost, shipping costs, low cost, cost skyrocketed, costly mistakes, instant cost, immediate cost, priced, highest priced, slashing prices, price paid, charged, disputed charge, unjust charge, consume, consumers, consumes billions, consumers debt, consumer loans, consumer runs, consumers world, consumer shops, high-interest consumers, stocks consumers, time-consuming process, buy/buyers, buy assets, buy liabilities, buy luxuries, prospective buyer, devoured, micronutrient tracking,

This frame expenditure exploits the collocations of monthly expanses, expenses balance sheet, job expanses, organization spent, people spend, spending habits, spend time, social cost, disputed charge, consumes billions, big spenders, etc. These expressions inhibit individuals from extra spending. The undesirable spending habit in case of time, or money causes damage to the needs. The goal of managed spending balances needs and wants. The expenditure frame provides the negative traits which should be transformed in accordance with the wealth of an individual or organization. The need for achievement demands controlling the uncontrollable supplementary consuming's.

34) “Then, at night and on weekends, she could be writing her great novel” (Kiyosaki & Lechter, 2011, p. 116).

In the above sentence, the prepositional phrases ‘at night’ and ‘on weekends’ present the location. The personal pronoun ‘she’ is an agent, the action performed by the agent is ‘writing’ and the theme is the noun phrase ‘her great novel’. The emphasis of the agent, location and the theme is the action (writing). Thus, in general, it evokes the writing scaffold.

Frame: Writing

write, write-up, write people, write offers, write strong, write jokes, write more, write innumerable, write essays, write home, write each day, write down, write comments, write archive, writing habit, written articles, simply writes, step writes, favourable write-up, business writing, letter written, books written, poorly-written piece, originally written, author, best-selling author, best-writing author, books, best-selling books, writer, best-selling writer, young writer, great writer, successful write, terrible writer, television writer, newspaper writer, trained writer, favourite writer, short-story writing, enjoy writing, present writing, novel, great novel, Publish, publisher, publisher suggested, publish book, published online, publishing, process, publishing group, publishing purpose, publishing company, publishing experience, publishing executive, publishing houses, consider publishing, regretted publishing, article published, letter published, print, printed, ruled printed, print shop, print page, printed version, printed testimonials,

The writing frame is the need for achievement for editors, authors, and learners. The word-web exemplifies types of writing, for example, write jokes, write essays, write archive, short-story writing, business writing etc. The web also presents some features of writing or writers that are poorly-written piece, simply writes, great writer, terrible writer, successful writer, etc. In case of need for achievement, this frame provides many possible ambition selections for work, which includes the best writer, best editor, etc.

35) So, in response to the question “How do I start?” I offer the thought process I go through on a day-to-day basis. It really is easy to find great deals. I promise you that. It’s just like riding a bike. After a little wobbling, it’s a piece of cake. (Kiyosaki & Lechter, 2011, p. 145)

The primary content in the first sentence is the interrogative speech (how do I start) and its apt responses progressively by the personal pronoun ‘I’. The analogy provides by the personal pronoun ‘I’ is of ‘riding a bike’ (noun phrase). At the outset, it becomes slightly strenuous ‘after a little wobbling’ (dependent clause) and thenceforth, it becomes effortless

as ‘it’s a piece of cake’ (independent clause). The basic argument is about the commencement of any activity. It confirms the way of a start-up.

Frame: Start-up

start, new, new habits, new desires, new technology, new identity, new momentum, new responsibility, new software’s, new initiatives, new challenges, new information, new strengths, new competencies, new environment, new label, new rigor, new relationship, new ambitions, novel, opportunity, basic, basic level, basic values, basic structure, basic education, basic formula, basic personality, basic investment, basic skills, basic concepts, basic models, basic movements, basic functions, basic book, basic fact, basic format, basic detail, basic average, understanding basics, practices basic, discovering, compelling discoveries, begin, begin selling, begins noticing, begin building, begin production, begin writing, begin grooming, begin photography, begin taking, begin thinking, begin smiling, begin talking, begin seeing, relationships begin, worker begins, habit-formation begins, identity begins, probably begin, sky scrapper begins, room begins, critiquing begins, immediately begins, dopamine begins, self-image begins, behaviour begins, evidence begins, planning begins, beginning, beginning crafts, small beginning, beginner gains, initiative,

The start-up frame indicates the collocations such as new habits, basic level, basic education, new initiative, begin writing, begin production, basic skills, begin thinking, habit-formation begins, immediately begins, planning begin, small beginning, etc. These collocations provide the preliminary stage of many objects like thinking, habit-formation, concepts, practices, identity, planning, evidence etc. This stage is the building block of any objective. Strengthening the start-up stage stimulates an individual’s need to work better for more phases. The commencement stage specifies a complete framework to reach aims. For this reason, a focused start-up is a crucial requirement of achievement.

36) “For winners, losing inspires them. For losers, losing defeats them” (Kiyosaki & Lechter, 2011, p. 132).

In the first sentence, the beneficiary ‘for winners’ has benefited by theme/ benefactor ‘losing’ (noun phrase) in the manner of the verb ‘inspires’. Correspondingly, the

beneficiary in the subsequent sentence benefited by the theme/ benefactor 'losing' in the form of the verb 'defeats'. However, the benefited actions are discrete, exploiting the denotative lexical context. Though, the benefactor on which the beneficiary depends fabricates the failure frame.

Frame: Failure

fail, eventually fail, delay failure, human failure, toward failure, total failure, failure inspires, enough failure, ridicule failed, schools failed, students fail, failure corelates, reward fails, failed English, failed miserably, habitually fails, handle failure, lose, lost, crew lost, defeat losers, distressing losses, handle losing, loss control, losses repeatedly, lost consciousness, identity loss, losing money, relationship lost, lost sight, miss, miss workouts, missed baseball, missed opportunities, blunder, enormous blunder, unforgivable blunder, stupid blunder, error, admit error, correct error, one-percent errors, slight errors, prevent errors, poor, poorly written, mistake, serious mistakes, mistakes indirectly, mistakenly assume, repeated mistakes, costly mistakes, mistakenly think, making mistakes, reduce mistakes, mistake myself, asinine mistake, mistakes quickly, grave mistakes, incorrect, wrong, wrong behaviour, wrong direction, wrong idea, wrong habit, wrong blood, wrong way, wrong system, wrong position, originally wrong, gone wrong, went wrong, nothing wrong, totally wrong, unconditionally wrong, drastically wrong, definitely wrong, great wrong, absolutely wrong, abnormal, unreasonable, fault, fault finding, grave faults, faulty performance, making fault, find fault, great hindrance, trial and error,

This frame evidences the unsatisfactory performance. The collocations used in the web eventually fail, toward failure, ridicule fails, distresses losses, losses repeatedly, missed opportunities, admit error, one-percent errors, serious mistakes, miss workouts, gone wrong, nothing wrong, absolutely wrong, making fault, fault finding, trial and error, etc. The web further classifies failure in the form of; human failure, school failure, failed English, identity loss, losing money, poorly written, wrong habit, wrong system, etc. These expressions discuss failure by manipulating the keywords fails, missed, lose, lost, defeat, poor, mistake, wrong, fault and abnormal. Failure, in this regard, options the individual to reduce the flaws with the intention of performing better and achieving better. In the case

of personal development, it acts as a stimulus for self-regulation through avoiding and correcting mistakes.

37) “We want the power to choose” (Kiyosaki & Lechter, 2011, p. 147).

The subject ‘we’ is the experiencer of the experiences ‘want’. The theme of the subject is ‘the power’ and the goal is ‘to choose’. The experiencer, theme and experience collectively pointing the goal, which establishes the frame of choices.

Frame: Choices

Choice, choose, choose products, automatic choices, chosen subject, choose today, ultimately choose, chosen effectively, choices stack, trivial choices, chosen path, choices determine, choose heroes, healthy choices, career choices, future choices, habitual choices, select, select short-term, select cues, make selection, enjoy selecting, select jobs, elect, elected president, take, take-action, pick up, pick behaviours, automatically picking, book picks, opportunities, opportunity arises, seize opportunity, opportunity created, viewership opportunity, regular opportunity, educational opportunity, valuable opportunity, right opportunity, seek opportunity, recognize opportunity, missed opportunity, profitable opportunity, golden opportunity, coaching opportunities, opportunity arises,

The frame of choices itself is the epitome of the selection course. The synonyms in the web are select, elect, pick, take and opportunity. The collocation and the synonyms exemplify the following; ultimately choose, chosen effectively, enjoy selecting, healthy choices, pick behaviour, opportunity created, profitable opportunity, etc., for the best selection. The expression further provides various preferences to differentiate the type of selection, including automatic choice, habitual choices, future choices, healthy choices, pick behaviour, educational opportunity, coaching opportunities, etc. These kinds reflect the kinds of selections for selection. Per McClelland’s need for achievement or affiliation, the choices extended and provision desired alternatives for working. Desired substitutions surge the level of performance and resultantly develop the possibility of success.

38) “Acquaintanceships developed and some ripened into friendships” (Carnegie, 2005, p. 79).

The subject/ noun ‘acquaintanceship’ works as the theme for the actions ‘developed’ (verb) and ‘ripened’ (verb), acquiring the goal ‘into friendships’. The theme (noun/subject), along with the actions (verbs), creates a space for the goal (friendship). In order to connotate, this sentence semantically signifies elementary relation directive and therefore evokes the frame of relation.

Frame: Relation

affection, personal affection, humble, friendly, friendly greetings, making friends, friendlier, real friendships, mutual friendship, friendliness, gentleness, loyal/loyalty, loyal customers, sincere, honest, truthful, kind, kindness, unselfishness, thoughtfulness, loved, enthusiasm, sympathetic, sympathetic grasp, sympathetic listener, courtesy/ courteous, polite, diligence, pleasing impression, favourable impression, smile, smiling back, smile brightens, acquaintanceships, pleasant, cheerful, relation, human relations, human behaviour, human affairs, human nature, human relationships, cooperative spirit, companionship, honourable, social cost,

McClelland’s need for affiliation has rooted in this frame of relation. This frame encapsulated the relationship words; affection, sympathetic, friendly, unselfishness, gentleness, loyal, sincere, honest, truthful, kind, polite, courteous, acquaintanceship and companionship. These expressions explicate the characteristics of relations. Further, the concept has elaborated via collocations, which are associated with the formerly expressed relative words are; friendly greetings, making friends, loyal customers, pleasing impressions, favourable impression, human behaviour, human affairs, human relationships, social cost, cooperative spirit, etc. McClelland’s theory of needs refers to deeply motivated people, in respect of affiliation desires for creating and maintaining social relations. (Osemeke & Adegboyega, 2017, p. 170) Therefore, this relation frame, along with expressions crucially significant for the need for achievement.

39) “A good broker should provide you with information, as well as take the time to educate you” (Kiyosaki & Lechter, 2011, p. 158).

The subject/ noun phrase ‘a good broker’ is the agent/ benefactor while the personal pronoun ‘you’ is the theme and the beneficiary for the action ‘should provide’ with the

benefits of ‘information’. The other advantage provided by the benefactor and acquired by the beneficiary is the goal ‘to educate you’. The benefactor/ agent has the leading role in engineering the frame of advisor.

Frame: Advisor

Advice, wanted advice, shrewd advice, wise advice, strange advice, different advice, career advice, information, need advice, standard advice, good advice, old advice, practical advice, different advice, absolute advice, own advice, professional advice, advice began, advice growing, advice make/made, guidance, guide, guiding insights, perfect guide, guide features, travel guide, reference guide, guidebooks, selling guidebooks, practical guide, comprehensive guide, guideposts, guidelines, smart guidelines, following guidelines, guiding values, action-planning guide, assistance, assistant coaches, expert assistant, overprotective assistants, scullery assistant, medical assistance, junior assistant, consult, consulting call, leadership consultant, consulting engineer, business consultant, consulting firm, recommendation, recommend playing, school recommends, people recommend, friend’s recommendation, recommend joining, help, help smokers, help people, helping hand, help everyone, help identify, help humanity, mutually helpful, habits helped, aid, aids performance,

Advisor frame utilizes synonyms including advice, guidance, assistance, recommendation, helping and aids. These synonyms paved the path for consultancy. The web additionally provides collocations for the earlier expressed words such as wise advice, wanted advice, advice begin, guiding values, guidelines, recommend joining, helping hands, aids performance, following guidelines, guide books, reference guide, guide features, etc. The preferences regarding advisory via categories mentioned in the web are career advice, professional advice, travel guide, guideposts, assistant coaches, expert assistant, medical assistance, junior assistant, leadership consultant, business consultant, consulting firm, help identity, help humanity, etc. These possible bits of advice have aided McClelland’s needs because the counselling and directives require affiliation, power or leadership and achievement.

40) “Never had I seen such concentrated attention” (Carnegie, 2005, p. 95).

The subject/ personal pronoun ‘I’ acts as an experiencer of the experience ‘had seen’, yet, the theme of the experiencer is the subject/ noun phrase ‘concentrated action’. The theme experiencer experienced constructs the frame of focus.

Frame: Focus

Concentrate, concentration, concentrated attention, attention, attention intensifies, want attention, attention towards, proper attention, attentional mechanism, short attention, close attention, concentrated attention, slight attention, rapt attention, surface attention, attention automatically, pay attention, conscious attention, immediate attention, listen attentively/ attentive listeners, attentional mechanism, centre, strength centre, wanting centre, centre stage, goal centre, focal point, primarily focus, focus narrows, diffused focus, regularly focuses, monitoring focus, focus forces, time focusing, workers focus, dominant focus, strong focus, process-focusing, system focuses, business focus, focus solely, rich focus, nucleus, core, core principles, core values, core themes, core part, core differences, core reasons, core personality, core idea,

This frame employs alternative expressions for focus, including concentrate, attention, centre, core, and nucleus. Moreover, it additionally collocates the formerly discussed synonyms, for example, concentrated attention, attention intensifies, proper attention, slight attention, pay attention, attentional mechanism, goal centre, focal point, regularly focuses, time focusing, strong focus, core principles, core reasons, core differences and core idea. The collocations specify an individual's attention to the crucial need in case of any motive. Focus, thus, epicentres on acquired requirements. The requirements of affiliation, power and achievement collectively require focus for better performance to develop rationales. By focusing, an individual can self-regulate behaviour or identity effectively. Thus, focus enables individuals to attain their needs successfully.

41) “My rich dad gave lots of money away. He gave to his church, to charities, and to his foundation” (Kiyosaki & Lechter, 2011, p. 127).

The subject/ noun phrase/ agent ‘my rich dad’ performs the action of ‘gave’ (verb) using the theme ‘lots of money’. In the same way, the personal pronoun/ agent ‘he’ exploiting

the goals ‘to his church’, ‘to charities’ and ‘to his foundation’. The agent acted ‘gave’, influencing the theme and goals to provide the personality image of altruism.

Frame: Altruistic

help, helping hand, help buffer, helpfulness, help people, help humanity, help identify, help explains, help yourself, help provide, help disarm, helps nerds, help smokers, help ensure, help create, reinforcement helps, helps maintain, helpful books, mutually helpful, small-habits helped, discipline helps, deliberately help, behaviours help, help-nothing, help unlock, begging, knees begging, donation, donors, blood donation, contribution, contributing member, actively contribute, contributed large/large contribution, habit contribute, give, give proper, God-given powers, give back, give something, talents give, give honest, banquet given, given day, given precisely, give voice, give money, given credit, giver, benefactor, public benefactor,

This frame exploits the personality type altruistic. The alternative expressions include donors, benefactors, giver and contributors. The associations related to these synonyms are helping hand, help yourself, manually helpful, behaviours help, blood donation, contributing members, actively contribute, habit contribute, give something, give money, public benefactor, etc. These words elucidate the characteristics of the altruist. Altruism contributes to the choices of personal development motives. This choice also aided McClelland’s acquired needs for achievement in terms of self-regulation (personal development).

42) “... I was criticizing myself – and I loved it” (Carnegie, 2005, p. 129).

The subject/ personal pronoun/ agent ‘I’ perform the action of ‘criticizing’ manipulating the theme ‘myself’ and the conjunction ‘and’ combing the clauses together in the form of a sentence. The same personal pronoun ‘I’ is used as the experiencer of the feelings of ‘loved’. The action (criticizing) in the former clause manifests the feelings (loved) of the personal pronoun ‘I’. Therefore, the agent’s action reveals the process of self-evaluation, which signifies the general evaluation frame.

Frame: Evaluation

Criticize, criticism, under criticism, criticizing myself, criticism engenders, sharp criticism, stinging criticism, against criticism, eliminated criticism, criticism bristling, self-criticism, internal criticism, cynics criticize, direct criticism, avoid criticism, critic, violent critic, critical deadlines, critical thinking, bitter criticism, condemn, bear condemnation, viciously-condemned, self-condemnation, universally condemned, dread condemnation, savagely condemned, complain, complaints, complaining tenants, constantly complaints, customers complaints, complaint louder, handling complaints, cash-flow complain, Judge, judgment, rapid judgment, judge publicly, bad judgment, own judgment, being judgmental, analyse, media analysis, in-depth analysis, experimental analysis, scientists analyse, meta-analysis, insightful analysis, military analysts, analysis, analyse data, accounting analysis, neuropsychological analysis, continuously analysing, analysis determined, analysing investments, carefully analysing, explore, never exploring, explore ways, exploring, keep exploring, explorer, investigated, investigations revealed, trade investigation, investigation herring, examined, post-mortem examination, story examined, trail examining, assess, assessment, online assessment, assess risk, sarcastic, rebuke, opinionated ways,

The evaluation word-web uses similar words like criticize, analyse, investigate, examined and assess. The word-web collocates with relative terms such as avoid criticism, eliminated criticism, bear condemnation, dread condemnation, carefully analysis, critical thinking, judge publicly, own judgment, insightful analysis, investigation revealed, trail examining, opinionated ways etc. The type of evaluations also disclosed from the word-web are meta-analysis, military analysts, self-criticism, experimental analysis, scientists analyse, accounting analysis, neuropsychological analysis, post-mortem examination, story examined, online assessment, etc. The types of evaluation explored in the word-web have benefited the theory of needs as the constant valuation of the work produces flawless performance. The valuation regarding personality has helped in self-regulation. The systematic evaluation aided the needs and motives to evade the fear of failure.

43) "... I will say one thing I'm grateful for that happened today" (Clear, 2018, P. 72).

The personal pronoun ‘I’ is explicating and the content is ‘say one thing’. The experiencer/ personal pronoun ‘I’ feeling ‘grateful’ for the event in time ‘happened today’. This know-how of the experiencer generates the frame of gratitude.

Frame: Gratitude

gratified, seldom gratified, gratification reveals, delaying gratifications, intrinsic gratification, instant gratification, usually gratified, gratification causes, content, contented with, happy, happier, happiness, truly happy, seeking happiness, raise happier, patrons happy, happy faces, find happiness, constant happiness, happy woman, happy man, happier life, happy loser, satisfied, quite satisfied, feel satisfied, satisfaction, satisfied tenant,

Constructive feelings energize an individual’s urge to perform better. Better performance plays a pivotal role in the need for achievement (McClelland, 2013, p. 71). Moreover, this frame takes the collocations including intrinsic gratification, instant gratification, contented with, truly happy, raise happier, find happiness, feel satisfied, satisfied tenants, etc. These positive feelings, as stated earlier via a combination of words, contribute to individual motivation. For personality development, this kind of attitude facilitates and single out choice for habit-forming. Therefore, this frame prefers the prospect of productive habit-forming.

44) “The primary reason the brain remembers the past is to better predict what will work in the future” (Clear, 2018, p. 50).

The experiencer ‘the brain’ (noun phrase), along with the theme ‘the past’ based on the state verb ‘remembers’. Accordingly, the goal of the experiencer is ‘to better predict what will work in the future’. Consequently, the experiencer, theme, event and goal construct the frame of mental capacity and cognition.

Frame: Cognition

cognitive, cognitive process, cognitive script, cognitive slumber, cognitive dissonance, cognitive skill, cognition, cognitive biases, cognitive load, mentally, mentally exhausted, goals-first mentality, system-first mentality, get-rich-quick mentality, mental rules, mental disorders, mental efforts, mental programming, mental rut, mental laziness, mental capacity, mental fortitude, mental juggling, mental trick, mental resources, mental

shortcuts, mental attitude, mental burden, entitlement mentality, herd mentality, brain, brain lesions, brain scan, brain system, brainstorming, brain slamming, brain adapt, brain allocates, brain remembers, brain stem, brain encodes, brain skips, brain stops, decayed brain, addicted brain, brain skips, neurological, neurological activity, neurological process, neurological feedback, conscious mind, nonconscious mind, IQ, intelligence,

This frame of cognition expands the vocabulary via combinations, for example, mental programming, mental trick, mental juggling, mental burden, cognitive load, cognitive biases, brainstorming, brain adapt, brain skips, neurological activity, conscious mind, brain allocates, cognitive process, etc. The types of mentality revealed by the web include system-first mentality, goals-first mentality, get-rich-quick mentality, herd mentality and entitlement mentality. These types expand the aims to contemplate upon. The realization of the variety encourages the sort of individual needs like the goal-first mentality focuses on the aims and objectives that are in need for achievement. In short, this frame assists in encompassing individual needs.

45) “Each location develops a connection to certain habits and routines” (Clear, 2018, p. 88).

The subject/ noun phrase/ agent ‘each location’ is performing action ‘develops’ (verb) exploiting theme/ noun phrase ‘a connection’ to obtain the goal ‘to certain habit and routines’. The agent, action, theme and goal collectively connote the schema of a habit which generates the frame of context.

Frame: Context

environment, normal environment, environment devoid, negative environment, new environment, environment design, environment changes, environment determines, high-friction environment, favourable environment, wonderful environment, environmental stimuli, environmental cues, physical environment, productive environment, social environment, immediate-return environment, delayed-return environment, calories-rich environment, stable environment, positive environment, consistency context, habit contexts, context surrounding, context dependent, context food, context theme, particular context, overall context, right context, contextual influences, context surrounding,

controversy surrounding, surrounding buildings, around, situation, social situation, opportune situation, discover situation, turn-around situation, situation presents, inner situation, delicate situation, situation heedlessly, start-up situation, financial situation, complex situation, opportune situation, sensitive situation, situation presents,

The context has framed and aided in apprehending the environment. The context collocates the words such as environmental stimuli, productive environment, favourable environment, negative environment, context theme, contextual influence, context dependent, opportune situation, social situation, social environment, etc. In conformity to need theory, these vocabularies present the environmental importance of acquired needs. McClelland's theory already has submitted the environment as a source for formulating acquired essentials. According to McClelland, the acquiring needs are the product of the events that individual experiences from culture and environment. (Osemeke & Adegboyega, 2017, p. 169) Thus, context is the base for acquired needs.

46) "We try to copy the behaviour of successful people because we desire success ourselves" (Clear, 2018 p. 120).

The subject/ personal pronoun/ agent 'we' is performing the action 'try to copy' manipulating theme 'the behaviour' to attain the goal 'of successful people'. Using an independent clause 'because' provides the reason for the action (try to copy). 'We' as a personal pronoun/ experiencer enjoys 'desire' and the theme 'success ourselves'. On one hand, 'we' as an agent copy the behaviour and on the other hand, an experiencer desire to be successful. Hence, the experiencer in the subsequent clause is dependent on the effort of an agent in the former clause. Thus, the action of the agent perpetuates the idea of imitation.

Frame: Imitation

copy/copying, emulating, duplicating, replica, replicate, replicating, matching, identical, look identical, nearly identical, identical condo, alike, looked alike, imitation, identity-based imitation, culture imitation, mimic, imitate people, unconsciously imitation,

This frame exploits certain crucial word combinations, which incorporate look identical, look alike, identity-based imitation, culture imitation, imitate people and unconsciously

imitation. This frame refers to the identity crisis in terms of the previously discussed collocations. As discussed in the above context frame, according to McClelland's needs theory, context plays a vital role in acquiring needs. Here, imitation takes place as a need for achievement. This frame exploits replications of other's cultures and identities consciously or unconsciously. In the case of personality development, this aspect makes the prospect to accept the positive values of others and leave the rest.

DISCUSSION

Frames or cognitive structures have been extracted by analysing various sentences taken from the motivational corpus. The extracted frames are forty-six in number and are given below

habit management, transformation, Achiever, Learner, Logical, Manager, Standards, leadership, communication, struggle, conscientiousness, futuristics, individualism, intellection, optimism, restorative, perseverance, confidence, admiration, strategy, professions, education, business, investors, market values, wealth, creations, money, spirit, taxes, human flaws, security, expenditure, writing, start-up, failure, choices, relation, advisor, focus, altruistic, evaluation, gratitude, cognition, context, imitation.

Seven sentences from *Atomic Habit* by James Clear (2018) have been taken directing to seven frames, such as habit management, standards, transformation, gratitude, context, cognition, and imitation. The frame of transformation has some significant lexicons related to change. Change may be in the form of slight improvements or momentary change, it may be meaningful as meaningful change or positive change, and it may be in the form of structural change, system change, cataclysmic change, radical change, or permanent change. Considering these modules of change, the frames of standards and context considerably enact as a trigger. Context and situation compel to change or transform in order to reach the ideal or standards that have been set by an individual or an institution for success. The need for achievement, power or affiliation depends on the transformation, context, and standards. These discussed frames

consequently force individuals or institutions to attain transformation through habit management. The cognitive structure of habit management includes lexicons which ladder the manner of change. Simple, change unproductive habits, power-down habits, bad habits, unhealthy habits, and pack-rat habits. Use habit strategies or reframing habits and start from one present better daily for desired habits through the strategy of habit needs, habit selection and habit adoption. These will consequently move the individual or institution towards the required new habits, good habits, identity-based habits, and outcomes-based habits. The cognitive structure of gratitude and imitation, along with habit management covers the acquired needs of affiliation, power, and achievement. At any level of needs, these cognitive structures with their group of vocabularies substantiate any individual or any institution/organization to attain desired aspirations and achievement of goals.

Twelve frames have been identified from the book *Strength Finder* by Rath (2007), such as learner, struggle, achiever, manager, logical, communication, leadership, futuristics, intellection, restorative, conscientiousness, individualism, optimistic, strategy and confidence by analysing thirteen sentences. The frame of learner has lexicons like knowledge, collect information, well-researched and so on. It enables the learner to collect information through excellent research and use it accordingly. The achiever's frame is based on goals, long-lasting success, achievements, long-term effect, goal-first mentality and so on. It helps in facilitating growth and long-lasting success. The achiever, as an individual or in an association, focuses on the goals for achievement. The manager, in this regard, facilitates schedules and provides step-by-step plans for maintaining discipline at an individual or institution level. Therefore, the manager daily planner and create order to adjust the workflow. The frame of logic creates connections and patterns for strategic and analytical performance. The cognitive structure of leadership and its associated lexicons can be categorically divided in the need for achievement, and also in the need for power. Leadership requires the strength to command and govern. It is in the administration of power, to influence others and take control. Communication, in this regard, plays an indispensable role in any need like achievement, power or affiliation. It includes speaking, writing, group discussion, public speaking, etc. Therefore, these discussed frames provide various preferences for an individual or an institution to adopt or adapt in accordance with the situation.

Besides these, other choices may also be incorporated from the cognitive structures and its group of lexicons, strengthening the needs and selections of an individual or institution. The frame of individualism and its group of vocabularies, such as a person's style, own strength, unique qualities, subtle differences etc. represent the individuality of an individual or an organization. This uniqueness in any form strengthens and promotes the brand or name of the concerned institution in the market concerning the trends. The frames of conscientiousness, restorative, and optimistic including their group of vocabularies such as hyper sensible, careful, responsible, sorting prioritize, problem solver, cope up with, fix, find ways, gratitude, encourage, and so on so forth. These assist anyone or any institution to be careful and prioritize goals; in case of any problem, fix and find ways to recover and encourage the employees to look forward. Responsible, optimistic, and restorative behaviour can give a way for an individual or institution to survive in any hard-hitting situation. Besides these, the frames of intellection, strategy, and confidence, along with the associated group of vocabularies like strength, planning, pre-determined, possible paths, vision, introspective, abilities and so on. have aided in normalizing the status quo and focusing on objectives. Having confidence, intellection, and strategy, an individual or institution can fulfil their desired or acquired needs.

The analysis of six sentences from *How to Win Friends and Influence People* by Carnegie (2005) has aided four cognitive structures, which are human flaws, admiration, focus, relation, and evaluation. These frames and their linked group of lexicons instilled associations in any construct. The cognitive structure of human flaws and its associated words, such as arrogance, ego, jealousy, vanity, prejudice, pride, fearful, laziness, revenge, neurotic, and so forth. have enlisted various weaknesses regarding human character. These lexicons compel individuals to overcome such deficiencies in any constructive relationship. The other frames like admiration, focus relation and evaluation encapsulated vocabularies such as honest, kind love, enthusiasm, sincere, affection, polite, attention, appreciation, social acceptance, encouragement, approval and so on. have characterised the properties which form the fundamental essence of relationships. Frames and their associated lexicons provide proprieties for determining healthy relationships. Therefore, these cognitive structures, along with word-webs, determine choices fulfilling the need for affiliation for any institution or individual. The analysis of six sentences from *How to Win*

Friends and Influence People by Carnegie (2005) has aided four cognitive structures, which are human flaws, admiration, focus, relation, and evaluation. These frames and their linked group of lexicons instilled associations in any construct. The cognitive structure of human flaws and its associated words, such as arrogance, ego, jealousy, vanity, prejudice, pride, fearful, laziness, revenge, neurotic, and so forth. have enlisted various weaknesses regarding human character. These lexicons compel individuals to overcome such deficiencies in any constructive relationship. The other frames like admiration, focus relation and evaluation encapsulated vocabularies such as honest, kind love, enthusiasm, sincere, affection, polite, attention, appreciation, social acceptance, encouragement, approval and so on. have characterised the properties which form the fundamental essence of relationships. Frames and their associated lexicons provide proprieties for determining healthy relationships. Therefore, these cognitive structures, along with word-webs, determine choices fulfilling the need for affiliation for any institution or individual.

By exploiting twenty-five sentences from *Rich Dad Poor Dad* by Kiyosaki & Lechter (2011), twenty cognitive structures have been identified. The cognitive structures that have been identified are perseverance, professions, education, business, investors, market values, wealth, creation, monetary, spirit, taxes, security, expenditures, writing, start-up, failure, choices, altruistic and advisor. Here, the frames like professions, business, start-ups, education, writing, and choices enlist various domains exploited in the motivational books. Those are author, printing, publishing, entrepreneur, director, attorney, corporate, pilot, officer, cook, dentist, editor, copywriter, mechanics, astronauts, artist, worker, CEO, construction, self-employed, chain stores, empire state, real estate and so on so forth. The cognitive structures like wealth, monetary, market values, expenditures, investors, and taxes are related to economic affairs and needs. These structures also provide economic preferences, keeping in view an individual or an organization. The lexicons linked to these frames are assets, property, income-producing, non-cash producing assets, liabilities, finance, cash, pay, checks, earnings, tax free, tax education, tax system, tax rates, tax collection, legal tax, supply and demand, stock up, international trade, stock shares, bonds, consumers, buyers, expenses and so on so forth. These economic terminologies ensure the financial acquired needs. The acquired needs may be related to property, liabilities, assets, etc. They may be associated with the prerequisites of pay, checks,

earnings, cash, income-producing and so on. These may be related to the trivialities of tax, tax free, tax system, etc. or else they may be related to stock shares, expanses, international trade, etc. Therefore, these cognitive structures from the motivational corpus provide prerequisites for changing, selecting, and adopting or adapting acquired needs for achievement, needs for power and need for affiliation in regard to any individual, institution or organization.

This chapter has investigated the data from the motivational corpus, that is, the selected motivational books. The data has been taken out manually through reading. This practice helps to strengthen the reading capability of an individual, and at the same time, this task is laborious, time intensive and demanding to take out vocabulary effectively. The lexical analysis of the sentences in the form of frame semantics provides a thorough insight into frame identification. The examination of these sentences provides an abundance of cognitive structures. The frames identified through analysis of sentences have provided a base for further categorization of lexicons in words-webs. Each word-web consists of lexicons based on the associations of Aitchison's concept, that is co-ordination, superordination, synonyms, and collocations. The frames belong to everyday life; the words included in word-webs using four associations were predictable. Generally, a dictionary or any kind of reference book can be consulted to get assistance related to synonyms or any confusion in meaning. Therefore, Shorter oxford English dictionary has been consulted for the categorization of coordination, superordination, synonyms, and collocations in the data analysis. Besides cognitive structures, this research also provides associated groups of vocabularies linked to the frame. These groups of vocabularies are specified only to four types of associations, which significantly provide several literal and familiar words. These cognitive structures linked with a group of lexicons aided to increase the course of information mentally. Besides, its association with the needs provides choices for regulation which further strengthen the experience to transfer the information of cognitive structures among several mental representations.

To summarize, via frame semantics, numerous frames that are achiever, learners, futuristics, optimistic, restorative, confidence, investors, market values, business, creation, start-up, choices, advisor, etc. have been extracted from the motivational corpus. These

frames have exploited exploring word-webs along with the associated group of vocabularies. Moreover, the frames, such as imitation, altruistic, writing, expenditures, security, monitory, wealth, business, investors, learner, achiever, transformation, and many more have stimulated the acquired need for achievement. The frames have included manager, leadership, communication, confidence, admiration, strategic, advisor, focus and evaluation to induce the choice of the need for power. Furthermore, the frames, corresponding start-up, gratitude, evaluation, focus, human flaws, conscientiousness, restorative, logical, standards, relation, and many more have aimed at McClelland's need for affiliation. Besides McClelland's needs, the previously mentioned frames like habit management, manager, perseverance, individualism, education, struggle, transformation, communication, restorative, confidence, failure, gratitude focus and so forth. have provided choices and aided self-regulation or personal development objectives. By furnishing possibilities, the extracted frame and the group of vocabularies associated with these frames have inculcated the idea of McClelland's acquired needs to motivate individuals for personal development.

CHAPTER 5

CONCLUSION

5.1 Findings

In consideration of the research questions, the determinations of the analysis are:

- The data for the analysis has been taken from the motivational corpus. The theoretical underpinning of the analysis is based on the frame semantics perspective. The concept of Fillmore, Lakoff and Minsky has been used to identify frames. Fillmore called frames cognitive structures or cognitive frames (Fillmore & Baker 2009, p.315). Minsky said that words, phrases, sentences, and grammar could be used to determine frames (1986). Referring to the first research question from the introduction section, which lexical frames can be identified in the motivational corpus drawing on semantic analysis? Accordingly, the sentence structure, including clauses, noun phrases, verbs, adjectival phrases, and prepositional phrases in affiliation with the semantic features like experiencer, agent, patient, tool, and theme completely determine lexical frames in the motivational corpus. The cognitive structures obtained from the analysis include evaluation, failure, start-up, contextual, writing, monetary, human flaws, taxes, expenditures, strategic, standard, security, professions, manager, admiration, individualism, optimism, spirit, relation, cognition, imitation, learner, struggle, confidence, creation and many more.
- The second research question from the introduction chapter asks; what can be the probable groups of vocabularies associated with the cognitive structures in the motivational corpus? The group of lexicons obtained from the motivational corpus through Aitchison's word-webs is closely associated with cognitive structures. Taking the frame of education which constitutes synonyms as knowledge, learn, educate, and many more. The frame also consists of coordinates which include write, learn, evaluate, teach, read, law school, military school, medical school etc. The super-ordinates to these words include school, and its sub-ordinates are primary school, high school and so on. The collocational in the frame of education

are the words like study, study hard; school, school finish school, disliked school, leave school, school system, traditional school; learn, learn started learning, power learning, learning process, learning quickly, good learner, always learned, true learning, diligently learned; educate, highly educated, educated professionals, educated society, and so on respectively. So, all the vocabularies included in this group of cognitive structures are related to education. Likewise, each frame has a group of vocabularies that consisted of four Aitchison links. However, the extraction of data through reading from the motivational corpus considering the four associations is a time-expensive task, but these connections owing to the cognitive structures assist the learner to learn vocabulary efficiently. Moreover, the vocabularies relate contextually to the cognitive structure, which further facilitates sorting out associated words. In response to the second research question, word-webs are associated with the frames, and each cognitive structure has an associated group of vocabularies from the motivational corpus.

- The word-webs with frames like manager, admiration, spirit, monetary, learner, struggle and others worked together to ensure preferences for an individual's motivation. This notion refers to the third research question from the introduction section, which investigates how can word-webs and the notion of frames be at work together to ensure various choices for individual motivation. The cognitive structures and their associated words-webs give preferences related to education which include education, evaluation, criticize, analyse, explore, investigate, assess, examine, writing, write articles, write jokes, write essays, write archives, short story writing, newspaper writing, publishing, printing, learner, active learner, power learner, intellection learner, life-long learner, self-knowledge and so on so forth.

The choices related to money and earnings include monetary, economy, financial, business, business partnership, own business, business consultant, business courses, business school, construction company, estate company, network-marketing company, marketing campaigns, investment company, tiny company, oil company, drug company, steel company, corporate, corporate attorneys, chain of stores, chin-stores organization, entrepreneur, entrepreneur,

investors, market values, tax, expenditure, big spenders, buy luxuries, buy liabilities, consumers, wealth and many more.

The preferences related to personality trait types include achiever, goal-oriented, performance-oriented, goal-first mentality, learner, active learner, intellectual learner, life-long learner, logical, independent thinking, conceptual thinking, rigorous thinking, strategic thinking, manager, time-management, plan objectives, step-by-step plan, long-term plan, short-term plan, futuristics, future success, future self, future life, future consequences, future actions, optimistic, positive thinking, conscientious, altruistic, restorative, advisor, humble, etc.

The selections related to personality development are habit management, habit strategies, habit loop, good habits, identity-based habits, outcome-based habits, desired habits, one percent better, power-down habits, start-up, begin, initiative, new identity, new business, new technology, transformation, change, confidence, perseverance, strategic, struggle, evaluation, etc.

Some choices related to human relationships include affection, friendly greetings, real friendships, mutual friendship, loyal/loyalty, loved, enthusiasm, sympathetic listener, courtesy/ courteous, polite, diligence, pleasing impression, acquaintanceships, cooperative spirit, companionship, communication, gratitude and so on.

Some other miscellaneous preferences are standards, values, beliefs, yardstick, contextual, cognition, security, professions, fields, doctors, lawyer, musician, lecture/lecturing, bankers, accountants, teachers, attorney, entrepreneur, director, pilot, officer, police officer, marine corps officer, artist, mechanics, business people, firefighter, soldiers, scientists, engineer, cooks, dentist, writers, astronauts, marine biologist, editor, publisher, historian, athletes, psychologist, basketball player, coach, financial planners, bureaucrats, copywriter, doctor, fishing, CEO and so on so forth.

However, in response to the third research question, the cognitive structures concerning words-webs provide a range of choices for individual motivation. These choices are restricted only to money, personality traits, professions, relationship, and education, yet they can motivate individuals to adopt, transform

or learn in any course of life, keeping in view their needs, wants, desires, and motives.

Cognitive structures such as individualism, habit management, evaluation, strategy, communication, transformation, confidence, standards, and leadership promote personal development at an individual level. At an institutional level, it not only helps them to progress but also enables them to strategize, transform, make the best standards, communicate, and achieve their goals with effective leadership. Individualism provides uniqueness to the person or institution in branding themselves in the market. Habit management and evaluation have led to contemplate the destructive or harmful habits; education makes them purposeful and objective regarding the needs and goals of an individual or an organization. Through this transformation, setting appropriate and practical standards makes the possibility to achieve desired goals. Education about basic knowledge is essential if one is taking the initiative as a start-up in various businesses; writing or strategizing the plan to consider the pursuits of any profession, company, or corporation is equally an essential step. Being logical and focusing on the goal would help to take practical steps, and by facing any difficulty or upset, the manager and administration have the power to adopt the approach of optimism. In the motivational corpus, these words have encouraged to achieve any category of goal or objective at a personal level or professional level. The need for achievement can be the need of any person, individual, organization or institution.

Cognitive structures such as individualism, habit management, evaluation, strategy, communication, transformation, confidence, standards, and leadership promote personal development at an individual level. At an institutional level, it not only helps them to progress but also enables them to strategize, transform, make the best standards, communicate, and achieve their goals with effective leadership. Individualism provides uniqueness to the person or institution in branding themselves in the market. Habit management and evaluation have led to contemplate upon the destructive or harmful habits; education makes them purposeful and objective in regard to the needs and goals of an individual or an organization. This transformation and setting of appropriate and practical standards can produce the potential to achieve desired goals. If one is taking the

initiative, that is a start-up in some corporation, education about basic knowledge is necessary and writing or strategizing the plan by taking into view the objectives of the company or profession is also an essential step in being logical and focusing on the goal would help to take practical steps and by facing any difficulty or failure the manager and administration have the power to adopt the approach of optimism. In the motivational corpus, these words have encouraged to achieve any kind of goal or objective at a personal level or professional level. The need for achievement can be the need of any person, individual, organization or institution.

The above-discussed lexicons like habit management, communication, transformation, Individualism, strategy, confidence, standards, evaluation, and leadership can help to achieve any need, such as the need for power. Power at any institution also shapes the qualities of leadership. Here, the vocabulary of confidence, communication, individualism, and standards helps to be in power. However, wealth, money, business, investors, market values, taxes, and expenditures are categorised under the concept of economy. These related terms are rooted in businesses such as market values, investments, government agencies for tax collections, funds for various programs, and financial institutions like banks, money, investments and so on.

The cognitive structure of education implies learning in any field. Other frames related to this include learner, writing, communication, focus, cognition, logic, intellection, struggle, failure, creation, and evaluation. These lexicons of cognitive structures are associated with learning systems of various fields. Moreover, education can be financial, business, leadership, security and so forth. Education does not belong to a single category. It belongs to many categories like social, economic, political, philosophical, linguistic, literature and so on so forth. It may be theoretical or practical/experimental. However, cognitive structures like education educate about learning, writing, etc. along its word-webs such as the synonyms, collocations, coordination, and subordination lexicons. Therefore, these cognitive structures encompass learning and education and its related modules like writing, cognition, intellection, creation, failure, focus, communication, evaluation and so forth.

Frames like gratitude, admiration, communication, education, evaluation, start-up, spirit, focus, human flaws, altruistic, advisor, perseverance, conscientiousness, optimism, futuristics, imitation and context substantiate human relations and types of human traits. Effective communication, showing gratitude, side-stepping human flaws, and having a good spirit to build healthy relationships can enable the person or institution to move towards better relationships both at interpersonal and intrapersonal levels. Understanding the foundation that is human traits too suggests enriching human relations. Relations have been created and constructed based on communication. Therefore, the need for affiliation is required both at personal, intrapersonal, interpersonal, and institutional levels. Associations, corporations and relations with customers, employees, stock holders and partners in accordance with market values originated and founded on communication at institutional, business, and professional levels. Therefore, communication, gratitude and admiration are integral fractions required for affiliation within the institution of family, and with employees, customers, stockholders, shareholders, and partners in order to perform objectively and increase efficiency and output in any institution.

Moreover, the data on self-help, motivational speeches, motivational speeches corpus, motivational books, self-improvement books, and so on. have been analysed by various researchers. The rhetorical discourse analysis of two motivational speech has been studied by Mahmoudi & MeghezliI (2022). Furthermore, the rhetorical analysis in the form of ethos and voice utilising the data of self-help books has been studied by Załęska (2019). The research further has provided advice for women about the code and conduct for professional development. In the case of religion, the Islamic motivational speeches corpus that has been consists of several scholar's speeches have been explored exploiting the concept of metaphor, religion, and gender (Mohamad & Abdul Malik, 2021). However, the critical discourse analysis has been accomplished using Munib Mizari's motivational speeches. This study has annihilated gender-based discrimination practices, disabilities, and perfection (Abbas et al., 2023). The Ted Talks motivational speeches have also been studied for action, agency, and capacity to find the best self for whom (Amodu, 2022). So, various motivational speeches have been analysed in terms of rhetorical and metaphorical analysis.

However, the cognitive analysis has also been exploited for English motivational speeches by Sherwani (2020). A genre analysis of the self-improvement books has provided linguistic features of these books (Koay, 2015). The book *Think and Grow Rich* Napoleon Hill has been explored to analyse the modality of systemic functional grammar and its influence on the reader and provides a rationale and purpose for change in life (Gea, 2022). To summarise, various pieces of researches have been accomplished using motivational corpus in the form of speeches or books. However, the motivation books have been overlooked in this way. Along motivational books, frames semantic and word-webs have also been unnoticed in this regard. This research has explored the motivational corpus consisting of four motivational books which are *Atomic Habits* (Clear, 2018), *Rich Dad Poor Dad* (Kiyosaki & Lechter, 2011), *Strengths Finder 2.0* (Rath, 2007), and *How to Win Friends and Influence People* (Carnegie, 2005). Therefore, this research has exploited motivational corpus for frame identification and its associated word-webs along with the acquired needs.

5.2 Conclusion

This research has investigated lexical perspective manipulating the motivational corpus delimited to four books such as *How to Win Friends and Influence People* (Carnegie, 2005), *Rich Dad Poor Dad* (Kiyosaki & Lechter, 2011), *Strengths Finder 2.0* (Rath, 2007) and *Atomic Habits* (Clear, 2018). Accordingly, the lexical preferences in the motivational corpus accomplish through the semantic edifice of the frames. The lexical investigation of the motivational corpus provides multiple vocabularies related to motivation. The word-webs illustrate respective links that interconnect various frames and vocabularies. Thus, each frame has made available distinct webs consisting of expressions analogous to the conceptual and cognitive structures. In short, each word-web provides a significant number of vocabulary items. It signifies the abstraction of vocabularies from the motivational corpus linked to the formulation of frames. Thus, it ensures a procedure to extract various lexicons with the help of word-webs' four links associated with cognitive structures. Therefore, in the light of Fillmore's frame semantics, this research has extracted

a variety of frames that are contextual, evaluation, failure, start-up, choices, advisor, focus, security, monetary, tax, writing, expenditure, human flaws, struggle, admiration, strategic, manager, standard, individualism, optimism, professions and so on from the motivational corpus. Based on frames, the associated group of vocabularies is determined using Aitchison's word-webs. The word-webs' group of lexicons realizes through Aitchison's four associations, including synonyms, co-ordination, super-ordination, and collocations.

The analysis of vocabulary accompanying frames has ensured various prospects, which facilitate individuals to accomplish their needs. In tandem with the acquiring needs, the research has instantiated further those frames, for instance, struggle, transformation, habit management, learner, achiever, restorative, confidence, strategic, education, human flaws, focus, start-up, failure, gratitude and many more, for self-regulation and self-development. Therefore, the practical adoption or adaptation of concepts in these cognitive structures can administer individuals to transform and change negative into positive and impactful behaviour. This research signifies the link between frames and associated vocabularies in the word-webs related to cognitive and conceptual structure. These cognitive structures process information in the brain due to association with general concepts. It also makes a frame of reference for these concepts and associates it with other points of concern. Cognition works on associations, links, and networks. Therefore, lexicons in networks or groups of vocabularies make it possible for the learner to learn effectively. Like learning, these cognitive associations also facilitate teachers to teach constructively. In the form of cognitive associations, the cognitive scaffoldings framed with word-webs have aided in vocabulary teaching of a foreign or second language learner in accordance with the relevant conceptual configuration.

Furthermore, the word-webs and frames collectively make feasible manifold options on the subject of earnings, monetary, economy, financial, business, business partnership, own business, business consultant, business courses, business school, construction company, estate company, network-marketing company, marketing campaigns, investment company, corporate, chain of stores, chin-stores organization, entrepreneur, entrepreneur; personality traits types, life-long learner, logical, independent thinking, conceptual thinking, rigorous thinking, strategic thinking, manager, time-

management, plan objectives, step-by-step plan, long-term plan, short-term plan, futuristics; personality development, habit management, initiative, new identity, transformation, change, confidence, perseverance, strategic, struggle, evaluation; human relationships, affection, friendly greetings, mutual friendship, loyal/loyalty, loved, enthusiasm, sympathetic listener, courtesy/ courteous, polite, diligence, pleasing impression, acquaintanceships, and many more for self-development and individual motives. Besides providing various selections, the research has nourished vocabulary learning by tagging per the cognitive structures.

Moreover, the extracted frames and word-webs have been examined through McClelland's three acquire needs viz the need for power, affiliation, and achievement. The acquired need for achievement forces individuals to perform better. The sole concern in this need is individual performance. Improvement in individual performance by taking moderate risks leads to better achievement. The peripheries of perseverance, education, optimism, standards, self-regulation, relation, communication and so on have helped to oversee the acquired need for achievement. Education, communication, and self-regulation highly depend on individual performance. In the case of the need for power, the particular consideration is influence and authority. This need relies on effects and impacts. The cognitive structures of standards, leadership, confidence, admiration, strategy, advisor and like that aided overpowering acquired destitution for power. These discussed frames highly motivate to influence others and feel the impact. The need for affiliation aspires to close and significant relationships. The word-webs associated with the cognitive scaffolding of relationships include relation, choices, focus, start-up, evaluation, gratitude or more of the identical assisted individual to induct a durable acquired affiliation. Therefore, relations need to maintain and create relationships, and the frames of relationships, focus, and gratitude indicate this need. Concisely, this research explores lexical preferences by identifying and formulating word-webs extracted from the motivational corpus. Therefore, the associated group of vocabularies concerning frames provides a base for lexicons grouping and learning.

5.3 Recommendations

The following are the recommendation of the study:

- The cognitive structures along with associated word-webs have suggested a conception towards learning vocabulary, as it provides a detailed group of lexicons based on synonyms, co-ordination, super-ordination, and collocations related to the cognitive structures in the motivational corpus. In cognition, connections and associations substantiate easiness in any type of learning. This research provides connections and associations of lexicons to cognitive structures. These cognitive structures process data efficiently. Likewise, the group of lexicons in association with frames help learners to learn lexicon efficiently.
- Concerning the selected works, this research further suggests various preferences in the form of cognitive structures and their associated word-webs for individuals' self-reflectivity of reconditioning, selecting, and fluctuating that are limited to the motivational corpus. Per se, cognitive structures provide preferences like habit management, achiever, learner, manager, leadership, communication, individualism, optimism, spirit, human flaws, confidence, professions, education, business, strategy, writing, evaluation, gratitude, and so on so forth. to develop personally, professionally, and institutionally.
- The word-webs provide a ground to enhance the lexicon database associated, especially for the learners of English for a specific purpose, because of its association with the lexical frame. Introducing this pattern of linguistic structures in textbooks of ESP will aid in apprehending language. As per se, each frame among these: education, business, monetary, leadership, communication, and taxes etc. has an associated group of vocabularies that can make available lexicons related to each cognitive structure. It facilitates language learners to learn the vocabulary of specific domains.
- These cognitive structures provide easiness to learn vocabulary. Therefore, it provides motivation to learn a language. It aids learners in processing vocabulary without any difficulty with the help of cognitive structures. So, it motivates learners to learn.

- Moreover, while teaching vocabulary, the acquisition of cognitive structure along with the word-web also makes the teaching vocabulary exceptional.

5.4 Suggestions

The following are suggestions for future researchers

- Considering this research, future researchers can explore various genres such as self-help, fiction, non-fiction, and media works as text samples for contemporized lexical frames and word-webs associated with individual needs
- In terms of exploiting machine learning and natural language processing, forthcoming researchers can develop a statistical model that automatically categorise and investigate lexical frames and word-webs in large quantities of writing.
- Future researchers can also explore idiomatic expressions and phrasal verbs from the outlook of the lexical frame and word-webs.
- Investigate the role of cognitive structures and acquired needs in shaping the lexical choices and rhetorical strategies used in motivational language, using discourse analysis and critical discourse analysis.
- The researcher can also practice a lexical resource database from the lexicons in relation to cognitive structures.

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