

Shaping Lexical Concept of 'Mage' through Image Schemas in Dragon Age 'Origins'

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Abstract : Language shapes the human mind and its concept toward things. Using image schemas, in nowadays technology, even AI (artificial intelligence) can concept things in response to their creator negativity or positivity. This is reflected inside one of the most selling game around the world in 2012 called Dragon Age Origins. The AI in form of NPC (Non-Playable Character) inside the game reflects on the creator of the game on negativity or positivity toward the lexical concept of mage. Through image schemas, shaping the lexical concept of mage deemed possible and proved the negativity or positivity creator of the game toward mage. This research analyses the cognitive-semantic process of image schema and shaping the concept of 'mage' by describing kinds of image schemas exist in the Dragon Age Origin Game. This research is also aimed to analyse kinds of image schemas and describing the image schemas which shaping the concept of 'mage' itself. The methodology used in this research is qualitative where participative observation is employed with five stages and documentation. The results shows that there are four image schemas exist in the game and those image schemas shaping the lexical concept of 'mage'.

Keywords : cognitive semantic, image-schema, conceptual metaphor, video game

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