

NDCC 2013

FIFTH INTERNATIONAL CONFERENCE ON NEW DISCOURSES

IN CONTEMPORARY CHINA

第五届当代中国新话语国际学术研讨会

Conference Programme

会议日程

October 19-20, 2013

Nanjing, China

Organizer: School of Foreign Languages & Cultures, Nanjing Normal University

承办: 南京师范大学外国语学院

Co-organizer: Jiangsu Foreign Languages & Linguistics Society

协办: 江苏省外国语言学会

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第五届当代中国新话语国际研讨会

会议简介

当代中国社会处于持续不断的快速变革之中，无论是公众领域还是私人领域都发生了并正在发生着令人目不暇接的变迁，与社会的方方面面所对应的话语秩序也随之出现了形形色色的变化，新的语言现象层出不穷。从词汇到语篇，许多以往的话语淡出历史，各种新话语应运而生并不断翻新。语言与社会的关系是当代话语研究者最关注的研究课题之一。社会变化导致话语变化，这是一种基本共识；但是两者之间的关系并非单向的，话语的变化对社会也产生反作用，帮助维持或者推动社会变化。“第五届当代中国新话语国际学术研讨会”正是基于这样一种认识，旨在探讨当代中国社会中话语与社会变化之间错综复杂的辩证关系。

主要议题：

- 公共话语与公民意识建构
- 中国话语与国际关系
- 话语与危机管理
- 社会用语的批评语用分析
- 话语的互文性分析
- 当代西方话语中的中国
- 当代中国的网络话语
- 社会认知理论与批评话语分析

会议语言：汉语、英语

The Fifth International Conference on New Discourses in Contemporary China

Conference Description

Great changes have taken place in contemporary China, and these changes, either in public sphere or in private sphere, see no sign of stop. These social changes bring about new orders of discourse and new linguistic phenomena. Therefore, the relationship between language and society becomes one of the most focused research topics in discourse studies. It is known that social changes lead to discourse changes, but it also needs to be known that discourse changes shape, maintain and facilitate social changes. Based on this understanding, NDCC 2013 is to explore the complexity of the dialectic relationship between discourse and social change in various domains of social life in China.

Conference Topics:

NDCC 2013 includes but is not limited to the following topics:

- Public discourse and the construction of public awareness;
- Chinese discourse and international relations;
- Discourse and crisis management;
- Catchwords and critical pragmatic analysis;
- Intertextual analysis of discourse;
- China in contemporary western discourse;
- Network discourse in contemporary China;
- Social cognition and critical discourse analysis.

Working Languages: Chinese and English

会议日程安排(Programme at a Glance)

时 间 (Time)		内 容 (Activities)	地 点 (Venue)
10 月 18 日 (Oct. 18)	9:00-20:00	报 到 (Registration)	南京师范大学随园校区敬师楼大酒店一 楼大厅 (Lobby, Jingshilou Hotel)
	20:00-21:00	中国话语研究会理事会全体 会议 (CADS Board Members' Meeting)	700 号楼报告厅 (Lecture Hall, Building 700)
10 月 19 日 (Oct. 19)	7:10-8:00	报 到 (Registration)	电教楼 101 学术报告厅 (Room 101, Building of Audio-Visual Education)
	8:00-9:00	学会成立仪式及研讨会开幕 式 (Opening Ceremony)	电教楼 101 学术报告厅 (Room 101, Building of Audio-Visual Education)
	9:00-9:20	合影(Photo Taking)	中央大草坪(Central Lawn)
	9:20-10:20	大会发言 (Plenary Session)	电教楼 101 学术报告厅 (Room 101, Building of Audio-Visual Education)
	10:20-10:30	茶 歇(Tea Break)	
	10:30-12:00	大会发言 (Plenary Session)	电教楼 101 学术报告厅 (Room 101, Building of Audio-Visual Education)
	12:00-13:00	午 餐 (Lunch)	南山花园酒店 (Nanshan Garden Restaurant)
	13:30-18:00	分组发言 1	电教楼 101 学术报告厅

		(Parallel Session 1)	(Room 101, Building of Audio-Visual Education)
		分组发言 2 (Parallel Session 2)	700 号楼报告厅 (Lecture Hall, Building 700)
		分组发言 3 (Parallel Session 3)	500 号楼会议室 (Meeting Room, Building 500)
	18:00-20:00	欢迎晚宴 (Welcome Banquet)	南山花园酒店 (Nanshan Garden Restaurant)
10 月 20 日 (Oct. 20)	8:00-10:00	大会发言 (Plenary Session)	电教楼 101 学术报告厅 (Room 101, Building of Audio-Visual Education)
	10:00-10:20	茶 歇(Tea Break)	
	10:20-11:50	大会发言 (Plenary Session)	电教楼 101 学术报告厅 (Room 101, Building of Audio-Visual Education)
	12:00-13:00	午 餐 (Lunch)	南山花园酒店 (Nanshan Garden Restaurant)
	13:30-14:30	大会发言 (Plenary Session)	电教楼 101 学术报告厅 (Room 101, Building of Audio-Visual Education)
	14:30-14:50	茶 歇(Tea Break)	
	14:50-15:20	大会发言 (Plenary Session)	电教楼 101 学术报告厅 (Room 101, Building of Audio-Visual Education)
	15:20-16:00	闭幕式 (Closing Ceremony)	

大会发言安排 (Plenary Sessions in Detail)

地点：电教楼 101 学术报告厅

(Venue: Room 101, Building of Audio-Visual Education)

时间 (Time)	演讲人 (Presenter)	论文题目 (Topic)	主持人 (Chair)	
10月 19日 (Oct. 19)	8:00-9:00	开幕式 (Opening Ceremony)		张辉 (Hui Zhang)
	9:00-9:20	合影(Photo Taking)		顾晓梅 (Xiaomei Gu)
	9:20-10:20	Ruth Wodak	Analyzing political discourse: A 'new face' of politics?	田海龙 (Hailong Tian)
	10:20-10:30	茶歇(Tea Break)		
	10:30-11:00	胡范铸 (Fanzhu Hu)	从当代汉语若干新表达式看当代中国的发展	武建国 (Jianguo Wu)
	11:00-11:30	窦卫霖 (Weilin Dou)	An Analysis of the Double Standard Reflected in American News Report on North Korea and India Missile Test	
	11:30-12:00	施旭 (Xu Shi)	Philosophical Foundations of Chinese Discourse Studies	
10月 20日 (Oct. 20)	8:00-9:00	Christopher Hart	Grammar, Mind and Ideology: Cognitive Linguistic Tools for Critical Discourse Research	张辉 (Hui Zhang)
	9:00-10:00	Qing Cao	Changing Discourses of the 'Market': A Corpus-based Longitudinal Study of the <i>People's Daily</i> , 1946-2012	
	10:00-10:20	茶歇(Tea Break)		
	10:20-10:50	田海龙 (Hailong Tian)	New Media Discourse and Public Sphere in China	尤泽顺 (Zeshun You)
	10:50-11:20	丁建新 (Jianxin Ding)	Analyzing Marginal Discourse: Some Basic Theoretical Issues	
	11:20-11:50	钱毓芳	Discursive Constructions of <i>Chinese Dream</i> in the	

		(Yufang Qian)	Western Media	
13:30-14:00	Zongjie Wu		'Speak in the place of the sages': Sources of meanings and mode of signification in Chinese indigenous discourse	王永祥 (Yongxiang Wang)
14:00-14:30	寒竹 (Michael Wu)		民族复兴和话语重建	
14:30-14:50	茶 歇(Tea Break)			
14:50-15:20	张辉 (Hui Zhang)		Making Intelligence More Transparent: A Critical Cognitive Analysis of US Strategic Intelligence Reports on Sino-US Relations	王文琴 (Wenqin Wang)
15:20-16:00	闭幕式 (Closing Ceremony)			丁建新 (Jianxing Ding)

小组讨论安排(Parallel Sessions in Detail)

第一组 (Parallel Session 1) 多视角话语研究

Theme: Discourse Studies from Different Perspectives

时间: 19 日下午 13:30-18:00

Time: 13:30-18:00, October 19

地点: 电教楼 101 学术报告厅

Venue: Room 101, Building of Audio-Visual Education

时间 (Time)	发言人 (Presenter)	题目 (Topic)	主持人 (Chair)
13:30-15:50	武建国	走出批评性话语分析中的误区	施光 (Guang Shi)
	尤泽顺 陈建平	Critical Discourse Analysis: A "Humanistic" Linguistic Research	
	刘立华	Communicating intersubjectivity: Dialogic space construction in Chinese corporate discourse	
	刘风光 姜 晖	汉语语篇中第一人称指示的认知语用研究	
	穆军芳	The Socio-pragmatic Functions of Presidential Debates: A Critical Discourse Analysis Approach	
	沈继荣	批评性话语分析中的符号主义	
	谭 晖	从话语批评看消费社会中医文化语境的重塑——以基于网络的中医养生群族话语为例	
	支永碧	基于语料库的新闻话语语义韵分析——中美主流媒体有关钓鱼岛事件的话语建构研究	
周红英	转喻与刻板印象化、神秘化及客观化：批评话语分析的视角		
15:50-16:00	茶 歇(Tea Break)		
16:00-18:00	范庆芬	个人话语、新话语与语言系统	刘立华 (Lihua Liu)
	李文玉	新疆维稳中的话语实践：策略与方式	
	施 光	法庭审判话语的态度系统及其人际功能	
	王 妍	中国红十字会发布的《关于百名艺术家捐款使用情况的说明》中的话语策略——批评性语篇分析的启示	
	王 颖 姜 鑫	获取汉语话语权的重要方法	
	余 华	Chinese Ritual Life Discursively Constructed as "Religion"	
	周 凌 张绍杰	Explicitness in Expression: Culture-specific "Mianzi" in Chinese	
	周玉芳	当代中国新话语的社会建构功能刍议	

第二组 (Parallel Session 2) 媒体话语研究

Theme: Media Discourse Studies

时间: 19 日下午 13:30-18:00

Time: 13:30-18:00, October 19

地点: 700 号楼学术报告厅

Venue: Lecture Hall, Building 700

时间 (Time)	发言人 (Presenter)	题目 (Topic)	主持人 (Chair)
13:30-15:50	赵 芑	The Discursive Construction of Lei Feng's Media Image: from A Soldier to A Cultural Icon	王晋军 (Jinjun Wang)
	高小丽	汉英报纸新闻语篇中转述形式的对比分析	
	郭 旭	新闻发言人立场表达的批评性话语研究	
	洪丹虹	互文视阈下《J·阿尔弗雷德·普鲁弗洛克的情歌》中典故的话语张力	
	胡 勇	反语言:身份与言语社区的构建——网络小说语言研究	
	赖 彦	转述言语时态变异与新闻价值信息表征	
	雷萍莉	婚恋网站中“内心独白”语篇的人际分析——基于介入视角	
	马庆凯	批评话语分析的认知隐喻视角研究——以 ECFA 议题报道为例	
潘艳艳 何 星	多模态语篇的多维度分析——以《中国国家形象片: 角度篇》为例		
15:50-16:00	茶 歇(Tea Break)		
16:00-18:00	王晋军	News Discourse, Intertextuality and National Identity	赵芑 (Peng Zhao)
	秦 勇	社会认知批评话语分析中的非政治化和突生结构: 以龙卷风 Sandy 新闻报道为例	
	王艳琳	从认知角度对电视广告进行批评性话语分析	
	吴丹苹	社会价值观传播中的隐喻及其语用功能研究	
	杨 婕	Memetic Lexical Phenomena of Catchwords on the Internet	
	张发祥 许洁婷	中美日关于钓鱼岛新闻的批判性话语分析	
	张 蕾	路径图式在中国国家宣传片中的多模态隐喻表征	
张穆瑶	人民日报对《小时代》评价的语篇策略分析		

第三组 (Parallel Session 3) 外语教学、文学、文化话语研究

Theme: Discourse Studies in Foreign Language Teaching, Literature and Culture

时间: 19 日下午 13:30-18:00

Time: 13:30-18:00, October 19

地点: 500 号楼会议室

Venue: Meeting Room, Building 500

时间 (Time)	发言人 (Presenter)	题目 (Topic)	主持人 (Chair)
13:30-15:50	王文琴	“英语请按 1”：语言使用选择与种族身份认同	陆丹云 (Danyun Lu)
	王永祥	强势话语的弱势化与弱势话语的强势化——如何实现 外语教学课堂场域教师话语的对话性	
	成红舞	乌托邦与自我之镜——从波伏瓦对红色新中国的长篇 报道《长征》谈对他者文化的接受	
	方颖	舞台指令视角下话语对语境的顺应:《推销员之死》个 案分析	
	郭松	Metaphor Studies from the Perspective of CDA: A Case Study of Business Acquisition	
	韩琳琳	从批评话语分析视角看独立学院英语课堂教师话语的 权力	
	李凤彩 张红燕	基于话语历史分析法的莫言诺贝尔文学奖获奖演说语 篇分析	
	林燕	语篇体裁分析下英语专业阅读课程教学研究	
15:50-16:00	茶歇(Tea Break)		
16:00-18:00	陆丹云	系统功能语言学视阈下的小学生作文个性化研究	郭松 (Song Guo)
	陈洁坊	Students' Knowing Transforms in Curriculum Track: An Ethnographic Study of "Cultural Heritage" Class	
	欧阳珊	从对比分析看宋词英译的社会意义	
	钦白兰	Using Pedagogical Space to "Make the Past Anew": A Discourse-Historical Analysis	
	王敏	基于语料库的中国大学生学术论文写作中立场标记语 的研究	
	Weiwen Zhang	English Teacher as Reflective Practitioner and Action Researcher--Thought on English Teachers' Role in China	
	Yu Zhang	Applying Critical Discourse Analysis to EFL Reading Class	
	邹榕	文化符号学理论视域下主体间性教学模式研究	

论文摘要汇编 (Abstracts in Alphabetical Order by Author's Surname)

Changing Discourses of the 'Market': A Corpus-based Longitudinal Study of the *People's Daily*, 1946-2012

CAO Qing

China has maintained the highest economic growth in the world over the last three and half decades, and became the second largest economy in 2010. Such a phenomenal growth could not have achieved without the reform and opening policy that has transformed China's planned economy to a market economy. China's market economy status was recognised by the World Trade Organisation (WTO) in 2001 when China became its member. However, China has come a long way in recognising the roles and functions of the market in organising national economic life. The road to the current 'socialist market' system has been treacherous. This paper examines the evolutionary changes of the discourse of the 'market' over the last six decades by a longitudinal survey of a shifting understanding of 'market' in a corpus-based analysis of the *People's Daily*. It delineates the historical trajectory of discursive formations of the 'market', considers the connotations and denotations of the 'market' by looking at its key collocates and collocations, but more importantly, contextualises oscillating meanings of the 'market'. The corpus-based survey focuses on six distinctive phases over the sample period: (1) 1946-1949 (the pre-PRC era), (2) 1949-1966 (the classic socialist era), (3) 1966-1978 (the Cultural Revolution era), (4) 1978-1992 (the first wave of economic development), (5) 1992-2001 (the second wave), and (6) 2001-2012 (the post-WTO era).

Key words: Market; market economy; discourse analysis; corpus linguistics; the *People's Daily*; keyword analysis; collocates; collocation; media textual analysis; newspaper

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Students' Knowing Transforms in Curriculum Track: An Ethnographic Study of "Cultural Heritage" Class

CHEN Jiefang (陈洁坊)

Since 1952, an article titled "Discourse Analysis" written by Zellig Harris came to the public,

the term “Discourse Analysis” had been gradually penetrated into people’s mind. In the course of constant development, Discourse Analysis gets more connection with other disciplines, such as linguistic philosophy, psycholinguistics, cognitive linguistics, computer linguistics, especially anthropology and sociolinguistics.

Ethnography is a method often used by anthropologists after they enter the fieldwork and get enormous data, which also refers to a report written by researchers who try very hard to deepen into some culture of a special group so as to explore the meaning system and behaviors behind the group.

No matter what questions the anthropologists would present, in the analysis process, the first thing is to make a discourse analysis with complex data consciously or unconsciously, then write an ethnography. Thus Discourse Analysis and Ethnography are inseparably interconnected, providing two important perspectives in language studies.

This study of a class called “Cultural Heritage” in one University in Hangzhou is based mainly on these two methods, discourse analysis and ethnography, trying to explore the following questions: (1) What is curriculum? (2) How does this class make students’ identity transform? (3) What is the teacher’s role in class? (4) What are the dilemma and outlet for English learning? Through two semesters’ observation and participation with the people related to the class, the researcher have collected a huge quantity of data by observing the class, interviewing the students and the teacher, photographing one group’s fieldwork, reviewing the teaching video, and writing fieldwork stories etc.

This class featured by question-oriented, research-based and group learning process, offers students an opportunity to learn from practice and from learner community so as to opens a door to different ways of seeing the world, here cultural heritage. From the ethnography of this class and discourse analysis of “texts” that reflect the transformation of students’ knowing, this study strives to see how curriculum promotes students’ change subtly. Finally this ethnographic study aims not only to provide the curriculum’s meaning in students knowing’s transformation, by meaning-making in various interpretations, practices and beings, but also to bring some insights for today’s English teaching and learning and disciplinary transition in higher education.

Key words: Ethnographic study, Discourse analysis, Students identity’s transformation, Higher education

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乌托邦与自我之镜——从波伏瓦对红色新中国的长篇报道《长征》谈对他者文化的接受

成红舞

对异质文化的认识和理解不仅仅体现的是异质文化本身的内容和性质,更多地体现的则是观看者本身的知识背景、文化取向甚至政治理想,波伏瓦创作于上世纪五十年代中期的关于红色新中国的长篇报道《长征》即鲜明地体现了波伏瓦自身的政治理想和他者文化的同情之心,以及对战后欧洲政治现实的批判。波伏瓦对新中国认识的出发点是三种比较的方法:古今、中外与观念比较,突出了对异质文化的赞美以及对自身观念的坚持。波伏瓦通过三种比较方法,将新中国纳入了她的政治理念和哲学观念当中,从新中国这一异质文化中照见欧洲文明的弊端,这也不可避免地将新中国这一被观看的对象推入了一种乌托邦的神话框架之中。

关键词:《长征》;乌托邦;他者;自我

成红舞

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边缘话语分析：一些基本的理论问题

丁建新 沈文静

边缘话语分析是一种以社会关切为本的后现代主义话语分析范式。这一范式试图打通话语批评与文化批评之间的阻隔与断裂,带有人种学的研究取向。它关注话语与文化的不平等,试图照亮话语与文化的夹缝与边缘,以此消解“中心/边缘”、“主流/非主流”的二元对立。这一新范式在文体学、社会语言学、话语分析、文化批评等领域都获得了研究进展。本文希望厘清话语与人种学、话语与文本、话语与文化、边缘话语与亚文化等边缘话语分析的一些基本理论问题。

关键词:边缘话语分析;人种学;文化批评

Analyzing Marginal Discourse: Some Basic Theoretical Issues

DING Jianxin SHEN Wenjing

Marginal discourse analysis is a socially-committed paradigm of discourse studies. This paradigm is an ethnography-oriented approach to post-modern discourse. Based on critical discourse analysis and cultural criticism, this approach focuses on the inequality of discourse and

culture. Marginal discourse analysis tries to deconstruct the distinction between 'central' and 'marginal', 'mainstream' and 'peripheral', and it makes lots of headway in the domain of stylistics, sociolinguistics, discourse analysis, cultural criticism and so on. This paper clarifies some basic theoretical problems of MDA, such as discourse and ethnography, discourse and text, discourse and culture, marginal discourse and subculture etc.

Key words: Marginal Discourse Analysis; Ethnography; Cultural Criticism

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对美国对朝鲜和印度导弹试射报道中的双重标准的批评话语分析

窦卫霖 王娜

本文以《纽约时报》《时代周刊》《华尔街日报》三家美国主流报纸对朝鲜和印度导弹试射的报到为研究对象,在批评性话语分析的理论框架内,以框架分析,即从句法结构、主题结构以及修辞结构为主要方法探究朝鲜和印度导弹试射报道中美国媒体的双重标准。通过分析,揭露了美国媒体对于相同事件不同报道的双重标准,使用何种策略将其报道中的双重标准合理化,而且,把中国以何种形象出现都是由美国媒体所决定的,都是为美国媒体自身利益和舆论导向服务的。作者希望通过对美媒的报道策略的分析给中国的对外传播提供借鉴,以提高中国的自我保护意识和对外传播策略。

关键词: 批评性话语分析; 美国新闻话语; 双重标准; 框架分析; 朝鲜导弹试射; 印度导弹试射

An Analysis of the Double Standard Reflected in American News Report on North Korea and India Missile Test -- From the Perspective of CDA

DOU Weilin WANG Na

News reports, as one of the most popular public discourses, are important channels of information transmission in modern society, exerting extensive effects on people's life. Based on the data collected from the US mainstream newspapers--the New York Times, The Time and The Wall street Journal, this study will use framing analysis as an approach to the analysis of the news coverage of North Korea and India missile tests both of which launched in April,2012. Specifically

the data will be mainly analyzed in terms of syntactical structures, thematic structures and rhetorical structures. The paper will first explore American media's double standard and different attitudes towards the similar events, and then how different images of China were shaped to serve their reporting tendency and interest. Finally, it will probe what strategies the American media have adopted to make such double standard reasonable in the news coverage of North Korea and India missile test in a hope that China will learn from these strategies to improve China's international publicity.

Key words: CDA; Double Standard; Framing Analysis; the American Media; North Korea Missile Test; India Missile Test

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个人话语、新话语与语言系统

范庆芬

随着我国社会经济的发展，人们的社会心理、价值观、文化等也发生很大改变，新话语不断涌现又对社会生活起到一定的反作用。新话语最初只是个人言语，与个人的性格、生活、文化、所受教育等相关，甚至只在特定语境下即兴而发，但从个人话语到社会的传播、大众接受成为新话语甚至主流话语，其中固然有当前信息技术发展的作用，但个人话语所表达的意义沟通了部分大众的普遍心理或情感，因此竞相模仿成为流行话语。当该话语被某一群体广泛使用则成为一种文化的象征。当该文化经历了时间的冲洗依然保留并被人们使用时，新的话语则固定化成为语言系统的一部分。因此，新话语通过与文化、社会的相互作用使语言系统得以变化。本文以 Humbolt 语言共同体精神的论点为基础，结合 Saussure 的语言系统观，认为新话语是“语言袍子本身剪下来布料裁剪的补丁”，它的出现是社会各方面的综合作用。从个人话语成为新话语，反映了社会对这种话语模因的交际作用的认识，以语言作为宿主的传播通过隐喻将某种文化得以传播并定型。本文认为新话语起着双向制衡的作用，在个人话语与语言系统间协调：一方面新话语反映的时代气息、流行元素使得社会中的个人以使用该话语作为一种身份认同、因而有可能凝聚成一种文化；另一方面，新话语的文化、社会信息是否最大程度为该语言系统使用人群所认同决定了新话语能否被该语言系统接受，否则只是社会方言或流传后又消亡。本文进一步以洋务运动时期“师夷长技以制夷”的话语，新文化运动时期倡导的“民主”、“科学”话语对社会发展的作用，新中国成立后、改革以来及当前的新话语为例，说明新话语产生于旧语言系统、旧文化但又引领了新文化。本文因此提出

语言系统接纳新话语的两个假说:①新话语固定化为语言系统一部分需要看新话语所代表文化的持续时长和影响范围②新话语固定化在语言系统多以词汇方式,句法具有相对稳定性。本文以个人话语与社会的相互作用说明语言系统并非封闭,语言系统吐故纳新、始终与社会发展相互作用。

关键词: 新话语; 个人话语; 隐喻; 模因; 语言系统

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舞台指令视角下话语对语境的顺应:《推销员之死》个案分析

方颖

美国剧作家阿瑟·米勒的《推销员之死》是一部经久不衰的经典剧作。本文首先探究了舞台指令在营造该剧蒙太奇画面,即创设不同的语境中所发挥的作用;然后以会话分析中的话轮转换假设、邻近配对假设以及话轮分析模式为理论视角,节选威利和长子比夫不同情景下的对话为语料,比较了两种不同语境下威利父子言语行为类型的差异和不同的话语特征。本文认为所有这些差异与话语特征都是一种语用顺应,它是该剧成功的特色之一。这种顺应有效地刻画了剧中人物的多元性格,烘托该剧的悲剧氛围,渲染了它所蕴含的主题。

关键词: 舞台指令; 动态语境; 话轮分析模式; 言语行为; 语用顺应

Pragmatic Adaptations between Conversations and Contexts from the Perspective of Stage Directions: A Case Study of *Death of a Salesman*

FANG Ying

Death of a Salesman by Arthur Miller is a classic masterpiece of American literature. This paper starts with an analysis of the skillful design of its stage directions, which plays a critical role in the construction of the dynamic contexts in the play. Then, from the perspective of the pragmatic speech act assumption and the turn-taking model, the paper selects the conversations between Willy and his elder son Biff, and analyses the ways in which the conversations adapt in the dynamic contexts, focusing on the different choice of speech acts and the related conversation features. Such pragmatic adaptations contribute to the success of the play in terms of its characterization, the creation of its tragic atmosphere and the expression of its underlying thematic idea.

Key words: stage directions; dynamic contexts; turn-taking analysis model; speech acts; pragmatic adaptations

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汉英报纸新闻语篇中转述形式的对比分析

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转述言语在新闻报道中扮演着重要的角色，它不仅有助于增强报道的真实性，而且还能彰显个性。本文选取汉英各 200 篇，对比分析转述言语在汉英报纸中的使用情况，探讨其使用过程中异同点存在的原因，以期提高对转述言语的认识，加强正确使用转述言语的能力，提高汉英新闻语篇的读写水平。

关键词：转述言语；汉英报纸；对比分析

A Comparative Analysis of Reported Speech in Chinese and English Newspapers

GAO Xiaoli

Reported speech plays an important role in News reporting. It serves to the factuality of news, and it also helps a writer express his or her personality. The paper chooses 200 Chinese and English newspapers to make a comparative analysis of the use of reported speech and explore the reasons behind the similarities and differences in hope of increasing people's understanding of reported speech and improving their abilities of reading and writing news in both Chinese and English.

Key words: Reported speech; Chinese and English newspapers; comparative analysis

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Metaphor Studies from the Perspective of CDA: A Case Study of Business Acquisition

GUO Song

Although Critical Discourse Analysis (CDA) has been developing rapidly, it faces strong criticism from scholars due to its lack of attention to the cognitive aspects of discourse. As a fundamental cognitive tool to conceptualize the world, metaphor plays a vital role in constructing

social reality. Providing a particular perspective of viewing the reality, metaphor forms an important part of ideology. Nevertheless, the synthesis of the two fields of study has been scarce by far. Mainstream CDA approaches which combine grand social theories with linguistic ones tend to ignore the conceptual structures behind discourse, whereas the Conceptual Metaphor Theory (CMT) overlooks the ideological meaning of metaphor. Based on a case study of Geely's well-known acquisition of Volvo, the paper demonstrates how domestic and overseas media adopt different metaphors to accomplish their respective communicative aims.

The case study shows that the function of metaphor is two-fold: the first is cognitive, facilitating the understanding of one entity in terms of another; the second is pragmatic, showing the ideological stance, cultural stereotype and bias. The integration between the two research fields is beneficial to both. Addressing the cognitive aspects of discourse can enrich CDA analytic framework and render the interpretation more reasonable, while taking a critical discourse perspective helps to draw attention to the social and ideological dimension of metaphor.

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新闻发言人立场表达的批评性话语研究——以“7.23”动车事故新闻发布会为例

郭旭

本文以维特根斯坦“语言游戏”说为理论根据，通过对“7.23”动车事故新闻发布会上王勇平答记者问环节的批评性研究探讨新闻发言人立场表达的话语表征与情境意义，进而思索‘如何提高新闻发布会问答环节话语立场表达的效力’，为政府与公众在公共语篇中的成功话语交际建言献策。研究发现，首先，政府召开新闻发布会旨在通过政府表态缓和公众情绪，争取话语主动权。但是，新闻发言人的立场表达充斥着大量的失态语（如微笑、摇头、高频率眨眼等），随意体、亲密体语体风格以及主观性立场表达方式，直接导致新闻发布会陷入被动；其次，通过对情景变量的分析发现，在现场问答环节，记者提问的尖锐、紧迫与发言人回答的迂回、欠妥形成强烈的对照，话语态势此消彼长，呈现出话语权逐渐由政府向记者/公众转移的态势；最后，政府新闻发布会作为一次话语实践，旨在发布、介绍信息与表明立场，而新闻发言人的立场表达作为话语实践，是一个不断学习的过程。

关键词：新闻发布会；话语立场；情境意义

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从批评话语分析视角看独立学院英语课堂教师话语的权力

韩琳琳

批评性话语分析（CDA）源自 20 世纪 70 年代，主要解释了语篇所传达的意识形态。本文以南京师范大学泰州学院英语教师为主要研究对象，从批评性话语分析视角对英语课堂教师话语这一机构话语进行分析，在言语行为理论的框架下，研究独立学院英语课堂上教师权力的表现形式，揭示这些权力引起的问题以及对这些权力的反思，以期提高独立学院英语课堂的教学效果。

关键词：批评话语分析（CDA）；教师话语；话语权力；言语行为理论

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民族复兴和话语重建

寒竹

一、概念界定

话语权是指一种个人讲话的权利，一种 right? 还是一种控制舆论的权力，一种 power? 究竟是 Right of Speech 还是 discourse power?

二、世界由符号和语言构成

从经验论到语言论，休谟、福柯等人对经验与语言对人的论述。

三、话语权作为一种统治权的历史

从人类进入文明状态开始一直到今天，掌握话语权的社群始终是统治阶层的核心成员。话语权提供政权的合法性和社会的政治及道德制高点。当今世界的话语权

四、中国传统的断裂和话语权的衰落

甲午战败推动的中国社会制度和思想文化的转型，在中国一百多年的社会大转型中具有核心意义，它决定了中国社会此后一百多年社会转型的基本特征：中国社会开始饥不择食、不分良莠地移植各种西方国家的社会文化。两千多年来由中国上层社会和士大夫制定的纲常伦理和上流社会文化逐渐退出历史舞台。由于上层文化传统受到刻意妖魔化和鞭挞，中国社会的底层文化迅速从两千多年的边缘化地位上升为主导文化。

五、现代中国的话语重建——以中学为体，化西学为中学

“中学为体”作为一种思想立场或文化态度本身并没有错。世界上任何一个民族都只能以自己的传统为本，这是没有选择的。很难想象中国人能够以“非中国文化”为体。对待西学最有实际意义和价值的做法是“化西学为中体”。中国社会现代转型的成功有赖于中华文化的复兴，而中华文化的复兴有赖于中国话语的重建，如何用中国话语重新解读世界，重新理解西学是未来中国文化界面临的迫切任务。

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Grammar, Mind and Ideology: Cognitive Linguistic Tools for Critical Discourse Research

Christopher Hart

This talk will introduce a Cognitive Linguistic Approach to Critical Discourse Analysis (CDA) and illustrate the utility of Cognitive Grammar in particular as a tool for critical discourse research. We will start by outlining the key theoretical principles of Cognitive Grammar. We will then go on to discuss what Cognitive Grammar means for CDA theoretically and how it can be practically operationalized as a methodology in critical discourse research. We will explore all of this by way of a case study concerning media representations of political protests. Data will come from British media coverage of political protests in the UK and in China.

The aim is to consider how Cognitive Grammar can reveal ideological differences in text which might be indicative of wider conceptions of State and Citizen relations in alternative political contexts.

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互文视阈下《J·阿尔弗雷德·普鲁弗洛克的情歌》中典故的话语张力

洪丹虹

本文认为《J·阿尔弗雷德·普鲁弗洛克的情歌》一诗话语张力的体现在于其典故的选择与使用。典故的引用面临着如何在经典与现代中寻找变异性与延续性之间张力的平衡性问题。

《J·阿尔弗雷德·普鲁弗洛克的情歌》一诗对但丁和莎士比亚诗歌的引用，正是将作为经典文学符号的母本提升为现代诗歌话语层面上的互文本，通过经典文本和诗歌文本间的互文指涉，引发了诗歌作者、读者、叙事者、受叙者之间时空取位的断裂和冲突，继而制造出这一诗歌强大的话语张力。

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当代汉语若干新表达式看当代中国的发展

胡范铸

当代中国正在发生着深刻的变化。语言是社会发展的重要表征，从若干当代汉语流行的新表达式入手，将相当有效地揭示这一变化的复杂内蕴：由新的指称序列的变化将可以看到中国政治现代化的艰难而有效的进程；由新被动构式的流行可以看到中国公众权利意识的觉醒和现代性的困境；由新应答语“呵呵”的语用变化可以看到中国“对话性”社会的发育；而由新称谓类“词语模”的兴起则可以看到中国公众的身份意识的紧张。

关键词：社会发展 流行语 指称序列 新被动构式 新应答语 词语模

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反语言:身份与言语社区的构建—— 网络小说语言研究

胡勇

反语言作为社会符号，因其特殊、极端的性质而未得到学界的足够重视。本文首先对反语言理论进行梳理，然后从反语言独特的语言形式入手探究国内网络小说的语言特征。最后以言语社区理论和言语适应理论为角度探讨网络小说语言作为反语言构建、维系社会现实与身份认同等问题，是社会语言学视角下反语言在国内的一次实践性尝试。

关键词：反语言；反社会；言语社区；网络小说

Anti-language: Constructing Identity and Speech Community: Study of Language in Internet Novels

HU Yong

Anti-language is a special and extreme case of social semiotic. However, inadequate attention has been given on this topic. This paper initially reviews the history on the anti-language study. It subsequently analyzes the linguistic features of anti-language in Chinese internet novel and elaborates issues such as the construction and maintaining of social reality and social identity through the lens of the speech community and speech accommodation theory. This paper is a new attempt of practical study on anti-language from the perspective of sociolinguistic.

Key words: anti-language; anti-society ; speech community ; internet novel

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转述言语时态变异与新闻价值信息表征

赖彦

转述言语是新闻报道的一个重要组成部分,其中间接转述言语的时态使用并不总是遵循“逆移”的形式规则,有时出现违背“逆移”规则的变异现象。本文基于《纽约时报》和《每日快报》的新闻报道语料探讨英文新闻报道转述言语时态变异使用的类型与分布特点以及实现新闻价值信息表征的语用动因。

关键词: 逆移规则; 时态变异; 新闻价值; 信息表征

Variation of Tense in Reported Speech and Presentation of Newsworthiness

LAI Yan

Reported speech is an important element in news report, of which the uses of tense in indirect reported speech do not necessarily follow the rule of backshift and occasionally variations occur. Based on the data of English news reporting texts from *The Now York Times* and *The Daily Express*, this paper explores the types and distributions of the variation of tense in reported speech of news report, and their pragmatic motivations for the presentation of newsworthiness as well.

Key words: rule of backshift, variation of tenses, newsworthiness, presentation

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婚恋网站中“内心独白”语篇的人际分析——基于介入视角

雷萍莉

本文基于评价系统的介入视角,对中文婚恋网站中的“内心独白”语篇进行具体描述并分析它们是如何帮助作者实现人际功能的。通过分析,得出结论:在介绍自己基本情况、表达对婚姻爱情的理解及对理想对象的期望等命题时,作者可采用不同介入模式表达不同的态度源,并协调其与读者之间的人际关系,或表明自信,或提高可信度,或降低责任风险,我们要结合具体的语言环境来选择合适的介入资源调节作者与读者之间的人际关系。

关键词:“内心独白”;人际功能;介入

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基于话语历史分析法的莫言诺贝尔文学奖获奖演说语篇分析

李凤彩 张红燕

北京时间 12 月 8 日,中国作家莫言来到瑞典学院演讲厅,向外界发表 2012 年诺贝尔文学奖演说。莫言是中国历史上第一位获得诺贝尔文学奖的作家,必将被载入史册。历届诺奖得主最受人关注的时刻就是从国王手中领奖和发表获奖演说的时刻,而后者更将成为一份重要文献被写入历史。诺贝尔文学奖因影响力大和权威而为世人看重。诺贝尔文学奖是一个符号,具有明确的指向性价值。中国籍作家莫言获得诺贝尔文学奖,深层次的意义在于,这是一种接纳和融合的过程,这是一种文明对话的过程。证明了中国综合国力的增强和文化软实力的提升。中国文学要走向国门,也必须走向国门;中国作家要走向世界,也必须走向世界。这也是本文选择莫言诺贝尔获奖演说的文本作为语篇分析语料的意义所在。话语历史分析(Discourse-historical approach)是由奥地利批评话语分析家 Ruth Wodak 与社会学家和历史学家在合作分析战后奥地利国内反犹倾向过程中提出的,该方法系统地综合各种历史资料,对话语的不同层面进行剖析和阐释。话语历史分析主要包括两部分:基于语境的三维分析(triangulation)和语言分析(linguistic analysis),语言分析由两部分组成:话语策略分析和

惯用语分析。本文运用话语历史分析法来从语境和语篇策略两方面研究分析莫言诺贝尔文学奖获奖演说，试图开辟一种新的途径来对诺贝尔获奖演说的文本进行话语分析。通过本论文的研究，证明历史语境对于深刻理解莫言获奖演说的重要意义，从而帮助人们深刻理解莫言获奖演说的深刻含义及其意义。

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新疆维稳中的话语实践：策略与方式

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CDA 认为话语是一种社会实践，社会实践的主体通过采用一定的话语策略和方式参与社会实践。基于这一认识，本文对 2013 年六月二十六日新疆喀什发生暴力恐怖事件后自治区副主席于六月三十日公开的电视讲话进行话语分析，旨在探索新疆维稳中实施话语实践的策略和方式。

这一电视讲话是基于以下背景发表的：近几年来，新疆的安全稳定由于几起暴力恐怖事件受到了威胁，各级政府也就此全力部署，展开了层层维稳工作。为此，相关部门领导下发了指令，并以讲话及书面形式将确保安全稳定工作进行落实，一系列的通告，公告等文件应运而生。如：《努尔·白克力发表电视讲话》、《关于检举揭发暴力恐怖犯罪活动的通告》、《关于收缴管制刀具、危爆物品、涉恐涉暴宣传品的通告》和《新疆维吾尔自治区公安厅公告》（通缉令）。这些语篇参与并且见证着新疆自治区政府维稳这一社会实践。

本文首先分析了它的语体链(genre chain)。语体链是不同语体间的顺序关系，这些不同的语体可能包含与其构成语体链的其他语体的内容，且 Fairclough 认为语体链是体现结构关系的话语秩序。笔者发现，在电视讲话前后不同的语体（包括讲话，新闻报道，通告等）与电视讲话形成一个语体链，这些以政府为主导的话语将其所要传达的意识形态，即新疆在遭受暴力恐怖事件后很快恢复到祥和安定的状态通过语体链放大加强，同时弱化了对此事体的事实性客观说明。其次，本文还分析了它的提名策略。该策略指通过把一个人划归为自己一方或对方来建构和再现社会活动。笔者观察到目标文本多次提及中央政府以及相关领导的头衔，此策略使得讲话更具权威性，以此表明政府方面的努力是一致的。相比之下，公众话语并没有得到体现。

新疆维稳的话语实践不仅有这些策略，还有不同的方式。电视讲话是传统媒体的一种方式，而以网络为平台发表言论是新媒体的方式。笔者发现网络上的微博以及微行动中有影响的人物借助这一新媒体力量来构建新疆安全和谐的美好形象，配合促进了维稳工作的展开，而许多事实性问题却由此弱化甚至湮没，人们的注意力也就因此被引导到所倡导的具有正能量的和谐新疆上去，从这个角度看来，公众话语受到忽视，只能在潜移默化中接受政府的话语倾向。笔者建议将公众话语引入维稳这一社会实践网络，使政府领导的讲话更加贴近公众真正想要了解的事实性说明，建立更为平衡的话语秩序。

关键词：话语实践；语体链；话语策略；新疆维稳

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语篇体裁分析下英语专业阅读课程教学研究

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语言本质上是依赖于语境而存在的一套符号系统。语言的社会语境是文化，是某一特定文化的语言。Malinowski (1929) 认为，人们对意义的解读应以文化和情境为基础，语言是内在文化意义的表达。自古希腊开始，在西方的课程教育中，从体裁分析的角度出发研究语言，是语言教学者采用的主要方法。Eggins(1994)提出在我们的文化中有多少种已经被承认的社会行为，就有多少种类型的体裁。同时，在不同文化因素或者语言变量的影响下，同一体裁的语篇之间也存在某些不同程度的差异。因为语篇与社会活动中的目的和功能是紧密相关的，语篇不仅是一种语言建构，更是一种社会的意义建构。因此，把语篇归属于某一特定体裁，从变化万千的语篇结构中总结出规律性的模式，从不同的语言层面分析语篇的内部组织机制，探索语篇的语言实现与语篇所处的社会环境之间的关系，分析某一类型语篇中特定语言特征产生的原因，能帮助学生从语义内容的组织上把握语篇体裁的宏观结构，提高他们从不同层面欣赏语篇的能力。本文从图式结构理论出发，探讨特定语篇体裁的图式结构，理解语篇的建构，不仅能让更好的理解原文，而且学生在写作时也能更得心应手，进而在整体上提高学生的语言能力。

关键词：体裁分析，体裁教学，英语阅读

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汉语语篇中第一人称指示的认知语用研究

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人称指示语是语用学研究的基本课题之一。本研究以汉语语篇中第一人称指示（最典型的第一人称指示代词如汉语中的“我”）为语料，依据 Kasia Jaszczolt（2013）的分析模式，从认知和语用层面探讨不同语篇中第一人称指示标记语的选择和内涵，旨在丰富指示语的社会文化研究。

关键词：第一人称指示；汉语语篇；认知语用

A Cognitive Pragmatic Study of First Person Reference in Chinese Discourse

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Person deixis is one of the central enquiries in the field of pragmatics. Taking first person reference in Chinese discourse (the most typical first person reference in Chinese is the pronoun 'wo') as data, this study, based on Kasia Jaszczolt (2013)'s model of analysis, explores the choice and meaning of the markers of first person reference from both cognitive and pragmatic perspectives, with an aim to enrich the social and cultural studies of deixis.

Key words: first-person reference; Chinese discourse; cognitive and pragmatic

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Communicating intersubjectivity: Dialogic space construction in Chinese corporate discourse

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Intercultural communication might be defined as the construction of shared meaning, shared understanding and shared view of reality through mediated and non-mediated, verbal and nonverbal forms of interaction. During this process of meaning construction, discourse is equated with practices of articulation and is defined then as the structured totality resulting from the articulatory practice. Discursive practice, one element in social practice, is in a dialectic relationship with other social elements. In a theory of Bakhtin's dialogism, meaning is not static but comes from dialogue and interaction between interlocutors; and this interaction forms a

dialogic space between the author of the discourse and its potential audience. This dialogic space constitutes a “battle field” since it incorporates different social realities and voices. Following the above theoretical assumptions, this study proposes that the model of dialogic space in discourse communication will be an important dimension in measuring the force and power of communication. Based on this theoretical assumption and with a qualitative methodology, this research, intends to find out the discourse strategies of Chinese corporate in general and energy companies in particular in constructing and negotiating their subjectivities with the outside world. This paper holds discourse strategy of Chinese corporate manifest itself in the quantity of the information, the intensity of the attitude in the discourse and the degree of expansion for a dialogic space.

Key words: dialogic space; construction; Chinese corporate; discourse strategies

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系统功能语言学视阈下的小学生作文个性化研究

陆丹云

当代中国作文教育的社会文化语境下，作文个性化成为机构话语、民间话语和学术话语所共同关注的话题，三类话语在小学生作文个性化的现状方面未能达成一致意见。对三方话语的研究揭示，现有的中国小学生作文个性化研究存在如下问题：

- (1) 缺乏一个能够科学认识小学生作文素养基本构成和发展规律的系统理论；
- (2) 对“作文个性化”未进行有效的可操作性定义；
- (3) 缺乏尊重作文本质属性、和“作文个性化发展”观念一致的、以文本为依据的作文个性化分析模式和评估方案；
- (4) 缺乏对于当代小学生作文个性化现状的总体评估。

在国外的作文个性化研究发展历程中，语言学发挥了重要的理论价值。作文是集“文本”、“创造”、“事件”和“活动”属性为一体的社会化行为，应该把它当作具有社会意义的语言行为来研究，应该关注小学生和书面话语行为的关系、写作如何投射儿童的发展和成长进程、写作如何实现作者的身份，作文个性化研究事实上是通过写作研究关注儿童成长。

系统功能语言学将语言活动看作一种复杂的社会实践活动，其理论框架适用于解读特定语言活动中的语境、使用者和语言形式之间的关系，可帮助分析者从语言学的角度关注话语、文本、说话人关系。利用系统功能语言学的理论框架去解读作文这一语言实践活动中小学生

话语行为的深层原因, 将是分析作文素养发展规律、描述作文个性化特征和评估个性化总体状况的独特视角, 能够解决我们通过对教育现实的剖析和理论研究回顾所提出的共同的问题, 尤其是当前中国小学生作文个性化研究所未能解决的理论框架和评估方式问题。因此, 以系统功能语言学为理论框架分析作文素养的构成和发展规律, 构架基于系统功能语言学的作文个性化分析模式, 是解决上述问题的有效途径之一。

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批评话语分析的认知隐喻视角研究——以 ECFA 议题报道为例

马庆凯

批评话语分析 (Critical Discourse Analysis, 简称 CDA) 和认知语言学作为两个不同的领域, 目前都在朝交叉学科发展, 二者的交叉与融合是一种必然趋势。本研究运用认知隐喻理论和语义动态识解理论, 以大陆和台湾签署两岸经济合作架构协议 (ECFA) 过程中产生的大量新闻语篇为研究对象, 从隐喻施喻者建构隐喻与隐喻解喻者解读隐喻两个角度, 对这些新闻话语中隐喻建构与隐喻实时解读的过程进行全面研究, 旨在提高认知隐喻应用于 CDA 研究的解释力, 拓展认知隐喻视角在 CDA 中的应用空间。

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The Socio-pragmatic Functions of Presidential Debates: A Critical Discourse Analysis Approach

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Presidential debates, as a good way of winning supports of the public, play crucially pervasive and ideological functions in the whole presidential process. The present study employs a critical discourse analysis (CDA) approach to explore the specific discursive characteristics appearing in the presidential debates. To achieve this purpose, the presidential debates between Barack Obama and Mitt Romney (2012) are adopted to investigate the potential ideologies signaled by the rhetorical devices and discursive strategies which these presidential candidates

adopted to convey their political opinions. The findings show that the two parties of the presidential debates have an abundant group of discursive mechanisms. The results of the study can also prove the complicated relationships existing among language, power and ideology.

Key words: presidential debates; critical discourse analysis; discursive strategies; rhetorical devices

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从对比分析看宋词英译的社会意义

欧阳珊

在对翻译和翻译过程的研究方法中，从功能视角进行切入具有较强的现实意义。批评语言学认为，语言是一个社会实践（language as social practice）的过程。语言的生成和存在离不开特定的社会环境，语言环境反之培养和规范特定的语言形式。批评话语分析者 Kress（1989）明确总结出语言与社会之间的五点关系：1 语言是一种社会现象。2 无论个人还是社会群体或组织都有特定的意义取向和价值判断，这些一定会通过语言以系统的方式呈现出来。3 语篇是交流沟通中的语言的最直接体现形式。4 读者/听着在对语篇的接受过程中并不是单一的被动接受者。5 科研语言与组织语言有许多相似之处。

所以作为中国传统文学典籍的宋词，有必要从微观处剖析它与特定社会和时代的必然联系，力求梳理出原文和不同疑问生成的社会文化语境，语篇题材，语域，话语意义和词法语法等多个层面的意义转换。

关键词：宋词；社会；社会文化语境

The method of functional grammar is very practical for translation study and the procedure of translation. Critical linguistics regards language as a social practice. Halliday (2012) defines upon the social functions that determine what language is like and how it has evolved. Accordingly, this paper studies the specific relationship between *Songci* and the Song Dynasty's social environment involving economic and political mechanism. The comparative study shows that there is more difference than similarity in different translation versions, which proves the multiple transformation of meaning of the translator's ways of language perception and thinking styles.

Key words: *Songci*; society; social context

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多模态语篇的多维度分析——以《中国国家形象片：角度篇》为例

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多模态语篇不仅有丰富的视觉、听觉呈现，还有大量隐喻手法和象征手法（转喻）的运用。这一复杂性决定了分析的多维度性。本文以专题片《中国国家形象片 角度篇》为例，论证从认知、功能和社会文化语境三个维度进行多模态语篇分析的有效性和深刻性。由于该专题片是中国外宣的一个部分，旨在提升中国在国际舞台上的国家形象，因此，本文的分析也具有一定的现实意义。

关键词：多模态语篇；认知；功能；社会文化语境

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Discursive constructions of *Chinese Dream* in the Western Media

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In the past couple of decades linguists have begun to show more interest in the study of media discourse, both as a particular type of language use or text and as a specific kind of sociocultural practice (van Dijk 1988; Fowler 1991; Fairclough 1995a; Bell 1998; Wodak 2001). How have media represented social realities? How are discourses recognised? This study analyses the ways that language is used in the media to reference discourses around “Chinese Dream” in Western Media, and illustrates the concept of “Chinese Dream” interpreted according to a wide range of phenomena including national interests, international relations, methods of news production, and other historical, political and social factors. This study collects and analyses corpora from news articles in the main press of US and UK from the 18th People’s Congress of Chinese Communist Party. Corpus techniques including frequency and keyness are merged with methods associated with critical discourse analysis particularly investigation of social context. This study shows that there is a wide range of possible discursive constructions of “Chinese Dream” in the media. Such different perspectives are likely to effect on the shaping of China’s international image.

Key words: news representation, discourse studies, corpora

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Using Pedagogical Space to “Make the Past Anew”: A Discourse-Historical Analysis

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This presentation is intended to address the issue of interplay between past and present in Confucian space concerning a heritage site (Pan River) in Qufu (Confucius' home place). Pan River recorded in *Book of Poetry* (one of the Chinese Classics) exerted far-reaching impact on ancient understandings of education and was an exemplary for spatial and visual construction of ancient schools in Ming and Qing Periods (1368-1840). At present, it remained as tourism spot instilled with knowledge and power (Foucault), in which the modern dominant tourism discourses covered the deep meanings concerning the spirit of education and history. In our fieldwork, we happen to get involved in a local entrepreneur's (Xiao Weidong) endeavor of re-interpreting Wen Temple (Jinan) to achieve what he called “transformation of heart and soul” of learners. In our research, examined texts are obtained through ethnographic observations, historic records and classics in relation to space, place, and pedagogy. We will demonstrate Pedagogical Space through the narrative inquiry on how Xiao construct his act and ways of thinking (Popkewitz) on Wen Temple as Pedagogical space. More than that, a discourse-historical analysis (Wodak) is to make our lost tradition function in a life of its present. Thus, we see a critical place-based pedagogy ideally working in deep mapping (Bodenhammer) where past-present “vision fusion” leads to “morally oriented meaning-making learning” (Wu). It transcends the regime of modern schooling as visual space (Dussel 2013) which ruled by so-called objectivity (truth), produced and controlled by visual technology.

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社会认知批评话语分析中的非政治化和突生结构：以龙卷风 Sandy

新闻报道为例

秦勇

Van Dijk 提出的社会认知批评话语分析是语言研究的又一新维度。透过龙卷风 Sandy 新闻报道深层次的幕后认知,限制性语码在意图语义框架完型的过程中,将灾害完全归咎于自然现象,隐瞒其中的政治因素、社会因素和经济因素,从而将西方哲学启蒙运动以来自然/社会二元对立所体现的意识形态进一步主流化。也正是在突生结构中,SANDY 与物质固着物 MONSTER 得以捆绑,实现了非政治化,从而进一步稳固了权势关系的统一体系。

关键词: 社会认知批评话语分析; 概念合成; 突生结构; 非政治化; 拟人化

A Social-Cognitive Critical Discourse Analysis of Depoliticalization and Emergent Structure in Newspaper Report on Hurricane Sandy

QIN Yong

Social-cognitive critical discourse analysis proposed by Van Dijk offers new perspective in language studies. The backstage cognition behind the newspaper discourse on Sandy reveals that during the process of the completion of the intention semantic framework, restricted codes put all the blame on the natural phenomenon and hides political, social and economic factors so as to further naturalize the ideology of the nature/society duality of the western philosophy of Enlightenment. Meanwhile, the integration of SANDY and MONSTER in the emergent structure results in depoliticalization and reinforces the consolidation of coherent power system.

Key words: social-cognitive critical discourse analysis; conceptual blending; emergent structure; depoliticalization; personification

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批评性话语分析中的符号主义

沈继荣

符号主义把符号作为人类思维的基本元素,认为认知就是以符号为对象根据一定的规则进行的逻辑运算,运算的输出即最简句的语言表达式能提供确定的语义解释。本文在解读批评性话语分析阐释工作的基础上提出,批评性话语分析中渗透着符号主义的理念。

关键词: CDA; 符号主义; 理想化读者

Symbolicism in Critical Discourse Analysis

SHEN Jirong (沈继荣)

Symbolicism within cognitive science is based on the idea that mental processing consists of the manipulation of symbols that can be transformed according to rules. The text aims to reveal the symbolism within CDA, which is largely unrecognized since it has been inadvertently absorbed.

Key words: CDA; symbolism; ideal readers

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法庭审判话语的态度系统及其人际功能

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本文运用系统功能语言学评价理论分析了八场法庭审判的态度表达系统，发现：1.法庭审判各主体表明态度的方式主要是判断，其次是鉴赏，最后是情感；2.绝大多数态度表达具有否定意义，这说明对人或事物持否定态度是法庭审判各主体的基本思维倾向；3.三个子系统的具体情况如下：1) 在判断子系统中，法庭审判各主体主要从社会许可的角度对人的言行进行评判；其中，对“合法性”的评判占相当大的比例；2) 在鉴赏子系统中，判断引发型鉴赏（Judgement-Invoking Appreciation）在数量上超过反应、构成和估值等三种非判断引发型鉴赏（Non Judgement-Invoking Appreciation）的总和；3) 由于情感表达可能给说话人带来不利影响，法庭审判各主体很少使用这种方式来表明态度。

关键词：法庭审判话语；评价系统；态度；人际功能

Attitude expressions in Chinese courtroom discourse and their interpersonal functions

SHI Guang

This paper analyzes the attitude expressions in the audio recording transcripts of eight court trials within the framework of appraisal systems in Systemic Functional Linguistics. It is found that: 1. Judgement (attitude towards people and their behaviours) is the most important way for the subjects in the courtroom to express attitude, appreciation (evaluation of things) comes next, affect (feeling) is least frequently used; 2. Most of the attitudinal expressions are negative, which shows that negative attitude towards people and things is the basic thinking disposition of the subjects in the courtroom; 3. The specific features of the three sub-systems are as follows: 1) The subjects in the courtroom express their attitudes towards people mainly according to social sanction. "Legality" is a prominent category of "propriety", which is, in turn, a subtype of "social sanction" in the system of judgement. 2) Judgement-invoking appreciation outnumbered the sum total of 'reaction', 'composition', and 'valuation', which are the three types of non judgement-invoking appreciations; 3) Due to its potential negative influence on the speakers, affect is not frequently resorted to in the courtroom. The above findings support the idea that the appraisal systems can be genre-specific, and can shed light on our understanding of the characteristics of attitude expressions and their interpersonal functions in Chinese courtroom

discourse.

Key words: Courtroom Discourse; Appraisal Systems; Attitude; Interpersonal Function

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Philosophical Foundations of Chinese Discourse Studies

SHI Xu

Works in mainstream discourse analysis rarely discuss explicitly their philosophical underpinnings. For, they are taken implicitly as universal and acceptable to all. In this paper, I argue that Western philosophy is different fundamentally from the Chinese one and, proceeding from this cultural perspective, I sketch out a first account of the Chinese discourse-philosophical framework in order that a more appropriate and productive approach to contemporary Chinese discourses can be formed. As intellectual foundation and research guide, this Chinese framework effectively provides answers to the following basic questions in the respect of contemporary Chinese discourse research. One: what is the object of study and what are its essential qualities? In other words, it offers an ontological definition and view of the object of enquiry. Two: what is the nature of the knowledge about this object of study and how is one to achieve this knowledge? This means that it supplies an epistemological view of discourse enquiry. Three: what purpose should this research serve and what are the moral obligations involved on the part of the researcher and the relevant supporting institutions? That is, it contains an axiological view of the discourse scholarship. Historical and intercultural perspectives will be drawn upon to undergird these culturally particular philosophical propositions and implications for Chinese theory, methods and practical research explored in the process.

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从话语批评看消费社会中医文化语境的重塑——以基于网络的中医
养身群族话语为例

谭 晖

批评话语分析是一种以社会关切为己任的话语分析方法，它关注语言的社会语境和文化语境的，其基本研究路径是从话语批评到文化批评。通过对基于网络的中医养身群族话语批评分析发现，还原被逐步消解的传统文化渊源，关注身心、张扬医学人文精神，重构消费、重塑中医文化语境，才能实现消费社会中西医话语权的平等。

Critical discourse analysis is a socially-committed paradigm of discourse analysis, it focuses on social and cultural content of discourses and follows the path in study from linguistic criticism to that of culture. This paper studies the online discourses of groups that are interested in ways to maintain good health in traditional Chinese medicine. It is possible to realize the equality between western medicine and traditional Chinese medicine by returning to the Chinese cultural tradition, constructing mental and physical harmony and rebuilding the cultural content of traditional Chinese medicine.

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New Media Discourse and Public Sphere in China

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This paper investigates the complexity of discourse and social change by looking at the discourse functionality in the emergence and development of public sphere in China. In this endeavour, two concepts are essential: discourse and public sphere. By discourse, it means not merely language use, but “social practice” (Fairclough 2003), that is, discourse is seen as means by which social agent/agency fulfills its interests and aims. For public sphere, the paper takes the notion from Habermas (1992) as “a network for communicating information and points of view” which eventually transforms them into public opinion.

There is huge literature addressing the relationship between discourse and public sphere, but this paper is interested in looking at them as they are currently involved in the Web 2.0 age. This is a new age of internet when netizens do not only receive but also transmit information, by way of the new media, say blogs and microblogs. In other words, this technology provides opportunity for netizens to participate in democratic dialogue and help form a public opinion. The role of discourse in the process of social change, in this case the development of public sphere, is therefore more salient to observe as it is facilitated by the new media, thus the new

media discourse.

To support this general argument, this paper takes a specific law case for detailed analysis. The case goes like this:

Wu Ying, a 29 year old woman entrepreneur of Zhejiang province, borrowed a huge sum of money from people who live on high interest of loans, but her business went bankrupt and she could not return the money. She was brought to court, accused of committing finance defraud crime, and eventually sentenced to death in December 2009 by Jinhua Medium Court. She begged appeal but her appeal was rejected 18 January, 2012 by the same court. While she is waiting for the decision of the re-examination of her penalty by the National Supreme Court at the time of writing , a debate over and discussion of her penalty occurred in the public, among lawyers, entrepreneurs, professionals and other elite of society.

For example, about two weeks after the rejection of Wu Ying's appeal, 4 February, 2012, Zhang Weiyong, a famous economist, called for the protection of Wu Ying on the 12th Forum of Chinese Entrepreneurs, and his speech received a minute long applause from the audience. Two days later, 6 February, Xinhua News Agency published two articles, expressing the opinions of 8 professionals who discussed the case in terms of law, economics and finance. In addition, Chen Zhongtian, Xu Xi, the gurus in the field of law, Zhang Shuguang, Liu Xiaoxuan, gurus in the field of economics, all speak out their opinions that Wu Ying should not be sentenced to death though they agree that she may commit crimes of some kind. At the meantime, the elite of society, such as Li Kaifu, Pan Shiyi, Xue Manzi, Chen Jinsong, and Yi Zhongtian, speak out similar opinions via their microblogs. Xu Xi also starts a public opinion poll on his microblog which attracts 20,000 voters, of which 94% expressed the idea that Wu Ying did not commit crime that deserves penalty.

All these different forms of open discussions eventually lead to a public opinion, which is in this case that Wu Ying did not commit a crime that deserves penalty. This public opinion, embedded in public discourse, a set of cultural and social practices in public sphere, "constitutes a powerful political weapon of the citizenry vis-à-vis the state" (Ku 1999:6), and consequently it has a discursive force that shapes the culture and politics of the public sphere. In this case, the National Supreme Court rejected the sentence by the Jinhua Medium Court.

To break down this analysis, this paper will examine, among others:

- 1) the history of public sphere in China;
- 2) the history of such a crime and its punishment;
- 3) the way the elite make use of to form a public opinion;
- 4) the language and discourse strategies they apply to make their voice heard;

5) the context of the Web 2.0 age in which the discursive practice is made effective.

Possible conclusions drawn from the analysis are:

- 1) discourse has a role to play in the emergence and development of public sphere;
- 2) facilitated by new media, this role of discourse in social change is more effective;
- 3) discourse, therefore, helps form new ways of doing politics.

Key words: New media, discourse, public sphere, China

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News Discourse, Intertextuality and National Identity

WANG Jinjun

The paper aims to expound that news reporting discourse often shapes and constructs national identity through the discourse strategy of intertextuality. Based on a multi-pronged theoretical framework, that is, Bakhtin's intertextuality theory, the theories about identity, the theories of critical discourse analysis and multimodality, the present study wants to demonstrate that intertextual devices can be used to represent and maintain the construction of national identity in news reporting from three aspects on the basis of making a detailed comparative analysis of news reports about the selected events of bilateral relationships between China and Canada in both Chinese and Canadian newspapers. First, there is a close connection of intertextuality and intertextual devices with the construction of national identity. Second, the traditional intertextual devices like reported speech, references, questions, etc. are efficiently used to construct national identity and to reveal the similarities and differences in the discursive construction of national identity in different newspapers. Thirdly, the multimodal intertextual devices in news reports play an increasingly crucial role in the construction of national identity.

In doing so, the paper tends to demonstrate that the intertextuality is an efficient discursive strategy to represent and maintain national identity in news discourse.

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基于语料库的中国大学生学术论文写作中 立场标记语的研究

王敏

近十几年来,对于立场标记语的研究已成为语用学领域的一个研究热点,但是国内目前还鲜有关于中国英语学习者笔语中立场标记语的研究。本文以 56 篇本科英语专业毕业论文为语料库基础,将分析中国英语学习者对于使用立场标记语的使用情况,并分析其深层次原因,以及立场标记语的功能。本文还将从中国英语学习者和英语本民族语的使用者对于立场标记语的使用进行对比研究,分析其差异出现的深层次原因。

关键词: 立场标记语; 认知立场; 态度立场; 说话方式立场

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“英语请按 1”：语言使用选择与种族身份认同

王文琴

语言不仅是一种社会交际的工具,而且往往是一个族群负载文化、表达认同的基础,因此,语言使用的选择更是一种基本的权利;语言能力直接左右着个体是否能获取和享有教育、传媒等公共资源,也是个体生存和成功的保障。种族身份(ethnicity identity)多维性的属性意味着种族身份的定义既不可能明确也不会一成不变;语言使用的选择是种族身份的符号,美国语言政策演变的案例佐证了语言使用选择在构建身份和种族身份认同过程中的意义:语言是一种起到民族统一作用的力量;被政客视为社会冲突根源的语言多元现象实为其实现政治目的的斗争工具。

关键词: 语言使用选择 种族身份认同 美国语言政策

“Press 1 for English”: Choice of language use and the recognition of one’s ethnicity identity

WANG Wenqin

Language is not only an instrument for social interaction but a culture carrier of a given ethnic group and the basis for its recognition as well. Therefore, it is one’s unalienable right to decide which language to use. Besides, one’s language ability could help him/her not only have access to social public resources like education and mass-media but also survive and succeed. The nature that one’s ethnicity identity is multi-dimensional suggests that his or her ethnicity be both uncertain and dynamic. The language one uses identifies ethnically who he or she is explicitly. Some salient developments of American language policies fully account for how language use might help establish one’s ethnicity identity: Language is a unifying force in a multi-ethnic, multi-religious nation. The phenomenon of multi-lingualism, to which some politicians attribute

social conflicts, is the very means to their political ends.

Key words: language use; ethnicity identity; American language policies

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中国红十字会发布的《关于百名艺术家捐款使用情况的说明》中的话语策略——批评性语篇分析的启示

王妍

批评性语篇分析（Critical Discourse Analysis）是语言学领域中语篇研究的一个学派。该学派认为社会生活是各类社会实践相互交错的网络，并且每一项社会实践都是一种符号，社会实践是发生在社会结构和社会事件之间的行动。批评性语篇分析着力于研究符号（包括语篇）与其他社会实践因素之间的辩证关系。其关注点主要是当代社会中发生的变化，并将揭露语篇中隐含的意识形态意义以至消除社会中种种不平等现象看做是自己不可推卸的责任。基于该学派的理论，笔者对中国红十字会于 2013 年 4 月 29 日发布的《关于百名艺术家捐款使用情况的说明》进行了分析。

该《说明》发布的社会背景如下：2011 年 7 月，实名认证信息为“中国红十字会商业部经理”的郭美美在微博上频频曝光自己的奢华生活，这在网络上掀起了轩然大波，人们纷纷质疑中国红十字会对于善款的使用情况。今年 4 月，名为方力钧的艺术家发微薄质询中国红十字会对于 2008 年中国四川汶川地震时百名艺术家作品拍卖所得善款的使用情况，此后多位艺术家纷纷转载该条微博。在此背景下，中国红十字会于发布了该说明。笔者依据 Fairclough 的语篇实践分析法，对这篇说明从话语结构以及话语互动方面进行了分析。话语结构的分析侧重于话语秩序和语体链，话语互动分析侧重于话语结构和文本分析。通过分析，笔者发现该说明在话语对话、语体链的形成等方面刻意弱化了中国红十字会对于捐款使用情况不透明等问题，着意强调了其作为方面。笔者认为本说明虽以说明解释以期获得民众信任为目的，但其在该文本中用语的选择则对于处于信任危机下的中国红十字会的形象重建不利。为此，笔者提出了一些改写此说明的意见，指出红会应该正视自身不足，建立自下而上的语体链，增添互文话语，以此来进行话语的构建，从而重塑中国红十字会的形象。

关键词：批评性语篇分析，语篇实践分析法，中国红十字会，形象重建

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从认知角度对电视广告进行批评性话语分析

王艳琳

电视广告作为社会用语的一类，不仅是一种特殊的文体，而且还隐含着丰富的意识形态和人际关系意义。针对相关研究的不充分性，本文尝试运用认知语言学中的前景化理论、认知隐喻、语域理论等认知理论对电视广告的语言特点进行解释分析，结合批评性话语分析理论，从费尔克拉夫的三维话语分析模式和韩礼德的元功能理论相结合的批评话语分析框架出发，并具体讨论和揭示电视广告中暗含的语言、意识形态以及权力之间的关系。分析表明，电视广告的目的在于控制公众的意愿、想法以及态度，而广告主常常通过语言建构与受众之间的关系，利用语言的人际功能，采用语篇的交际功能等方法来获取话语权力；电视广告语言在传递信息的同时也在宣扬和影响人们的消费观念、价值观念以及生活观念，但因其具有美化、渲染的功能，潜在地可能会误导受众，因此受众应培养和提高自己的批评性阅读意识。

关键词：电视广告；认知语言学；批评性话语分析

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获取汉语话语权的重要方法——语言规划

王颖、姜鑫

话语权对国家的经济、文化、政治有推动作用，关系到国家的快速发展。获取汉语话语权的策略研究，既要从汉语当今的实际情况出发，也要考虑我国几千年来汉语的发展变化，找出几千年来促进汉语发展的主要因素。纵观汉语的发展史，我们可以看到，一代代的语言规划促进了汉语的发展，促成了今天的汉语。同理，要获取汉语话语权，语言规划仍是有效可行的办法之一。

关键词：语言规划；话语权；策略

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强势话语的弱势化与弱势话语的强势化——如何实现外语教学课堂场域教师话语的对话性

王永祥

自从夸美纽斯在其《大教学论》中提出班级授课制以来，“教师中心”教学模式主宰着大多数课堂，包括外语课堂。异化的教师权威、异化的师生交往关系和知识本位的价值取向都滋生了强势的教师话语。然而，强势话语中的谬误一旦被揭穿便失去其强势，而弱势话语蕴涵的真理迟早会为世人认同，获得持久的生命力，因而更具强势。对话的外语课堂实现着教师话语由“强势”到“弱势”再到“强势”的演变。

关键词：教师话语；强势话语；弱势化；弱势话语；强势化

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Analyzing political discourse: A ‘new face’ of politics?

Ruth Wodak

Politics has become increasingly innovative, and a strategic understanding of traditional and new media and its effects is now an essential aspect of being a politician and performing politics (Street 2001; Strombäck 2008). An increasingly complex world is reduced to political personalities, their perceived power and ‘charisma’ (Grande 2000). There is an obvious need to understand how these changes linked to the mediatisation, personalisation, and marketisation of politics affect the ways of ‘doing politics’ in everyday life, and their perception by citizens, in different national contexts (Wodak 2010 a, b; 2011). Moreover, it is important to develop innovative pragma-linguistic,

discourse-analytical, rhetorical and argumentative approaches to be able to theorize and analyze the new developments in the political arena.

Hence, this lecture first summarizes important approaches to the analysis of political discourse/discourse about politics (f. ex., Amossy, Chilton, van Dijk, Josef, Reisigl, Wilson, Wodak); secondly, I will explore ‘the new face of politics’ and analyse the exclusionary rhetoric of radical rightwing populist parties in Europe and beyond while focussing thirdly– as case study – on the Austrian Freedom Party (FPÖ) and recent election campaigns (2009, election for the European Parliament; 2010, election in the city of Vienna; see Wodak & Köler, 2010; Engel & Wodak 2013, Wodak 2013, forthcoming). The main question to be posed – why are such parties and their programmes successful – requires, I claim, multi-methodical, multimodal, and critical interdisciplinary research.

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社会价值观传播中的隐喻及其语用功能研究

吴丹苹

隐喻是一种有意识的语言选择的结果，是新闻评论中经常使用的一种语言策略。当我们通过一个特定的隐喻来表示事物时，我们是以一种特定的方式建构我们的现实；一个特定的经验领域如何被隐喻化，这被认为是话语斗争的关键。本研究以隐喻为切入点，选取国内覆盖面最广的中国之声栏目从2009年10月25日至2013年8月7日共1067篇“纵横点评”文本为语料，根据所评论的社会问题分为五类：社会规范问题（腐败、道德失范）、社会平等

问题(城乡差距、贫富差距)、社会组织问题(教育问题、政府政策)、公共安全问题(食品安全、医疗问题)和生活与生态环境问题(物价飞涨、生态污染)等。研究利用语料库软件,分析隐喻类型和频度及其与新闻评论主题间的关系,探讨隐喻在社会价值观构建和传播过程中的语用功能,认识传播和社会变迁的互动关系,总结相关的话语和文化策略。

关键词: 社会价值观; 隐喻; 语用功能

Metaphors and the Related Pragmatic Functions in the Communication of Social Values

WU Danping

Metaphor, a conscious selection of words, is a commonly-used language strategy in news comments. When a metaphor is employed to describe things, the reality is constructed in a certain way. How the experiential knowledge is metaphorized is considered the key to discourse struggle. The present study collects 1067 news comments in The Voice of China from October 25th, 2009 to August 7th, 2013, and classifies them into five categories according to the topics: social norm (bribery and immorality), social equality (the widening gap between the urban and the rural, the widening gap between the rich and the poor), social institution (education problem, government's policies), public security (food security, health and care), and the living and eco-environmental problem (inflation and eco-pollution). With the help of the corpus software, the study then analyzes the category and frequency of metaphors and the relationship with the topic of the news comments. The aim of the study is to explore the pragmatic function of metaphors in the construction and communication of social values, the interaction between communication and social transformation, and the related discourse and cultural strategy.

Key words: social values; metaphor; pragmatic function

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走出批评性话语分析中的误区

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当前的批评性话语分析中存在许多误区。本文从批评性话语分析的基本理念、历史渊源、理论基础、分析框架和分析对象等诸多角度对这些误区展开剖析,提出避免这些误区的针对性建议,希望能够加深我们对这一研究领域的认识。

关键词: 批评性话语分析; 误区; 剖析; 建议

On the Fallacies in Critical Discourse Analysis

WU Jianguo

There exist many fallacies in the current studies of critical discourse analysis (CDA). The present paper analyzes these fallacies in terms of the basic tenets, historical origin, theoretical bases, research frameworks, and study objects of CDA. Based upon all these discussions, the paper proposes some corresponding advice on how to avoid these fallacies. It is hoped that this will shed some light on our understanding of CDA.

Key words: critical discourse analysis; fallacy; analysis; advice

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‘Speak in the place of the sages’: Sources of meanings and mode of signification in Chinese indigenous discourse

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Contemporary Chinese discourse has been profoundly shaped by ‘modern’ conceptions of reason and rationality—a form of thinking owing much to the European Enlightenment. By stating this, I was mainly referring to the mode of signification—the way of relating language to the source of meanings. Signification, as I understand it, is a process of meaning-making, which is not only a question of synchrony inside a linguistic system, but also of diachrony by tracing meanings back to what was said in the past. ‘Speak in the place of sages’ was a continuous tradition in Chinese traditional discourse to secure flow of meanings from the past. Chinese literate elites constantly scrutinized the past as recorded in words, and caused it to function in the life of an ever-changing present. Those identified as the greatest thinkers in Chinese history, such as Zhu Xi in the Song Dynasty (960–1279 CE), Dong Zhongshu in the Han Dynasty (206 BCE –220 CE) as well as Confucius, framed their cogitations in the form of intertextual commentaries on some of the most ancient texts, later canonized as the ‘Six Classics’. It was believed that innovative thoughts emerge in interpretation, by signifying the meanings from the past rather than in the creative construct of ‘the statements that precede and follow it’ in a logical order inside a system (Foucault 1972: 31). In this contribution, I will explore this mode of signification or intertextuality by analyzing the discourse of the 8-legged essay for the Imperial Civil Examination in the late-19th century.

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中文报纸新闻标题中的转述言语

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本文分上下两篇，拟在有限语料的基础上，考察分析中文报纸新闻标题中转述言语的形式和功能，以期能窥一斑而见全豹，使读者对汉语新闻语篇中转述言语的复杂性有一个初步的了解。我们在本篇中主要关注的是间接引语和思想转述在中文报纸新闻标题中的形式和功能，并最后就转述言语作为修辞手段提出了一些个人的看法。我们的分析表明，各种引语之间并没有清楚的边界，各自的核心地带足够清晰，但其边缘却十分模糊。各种形式上的转述言语在履行不同的修辞功能时会发生或大或小的变化，而报道者在转述他人话语时也会充分利用这些变化，将其作为修辞手段来达到自己的交际目的。

关键词： 中文报纸； 新闻标题； 转述言语

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Memetic Lexical Phenomena of Catchwords on the Internet

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Recent years see the emergence of many catchwords which swept Chinese cyberspace, among which are those used to indicate a certain group of people. From “x 控” (meaning those who adore x) to “x 族” (meaning those who share the attribute x), “x 女” (meaning the females who share the attribute x) and “x 奴” (meaning those who bear some kind of burden), these new words exert a subtle influence on the commonly-used words and expressions, and attract language scholars' attention as well. Researches on these new words have been mainly conducted from two aspects: one is semantic study which is based on word meaning; the other is pragmatic study which involves word meaning and word use. Based on the Memetic theory, the present paper systematically analyses this kind of new words. Memetics is a brand-new theory to explain culture evolution, which is developed on the basis of evolution theory put forward by

Darwin. The meme is of great importance in the development of language. Its replication and transmission provide a quick and effective way to enrich language. On the one hand, this paper first tries to discuss the morphological, syntactic, semantic and pragmatic features of these new words, in an attempt to find the formation causes and disciplines of the memetic lexical phenomena. On the other hand, since these words' meaning has faded to some extent, they have become quasi-affixes in that they can better combine with other words, their position is fixed at the end, and they can reconcile their part of speech with that of the other part of the compound word. This paper, then, from the perspective of memetics, considering them as linguistic memes, whose affixation is regarded as language variation in the process of meme duplication, tries to investigate the affixation process. Findings show that this process consists of four stages of meme life cycle, i.e. assimilation, retention, expression and transmission. The factors causing the variation are, on one hand, memes' interior need of surviving the competition, and on the other hand, the need to cater to the social development and human cognition and psychology.

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Critical Discourse Analysis: A “Humanistic” Linguistic Research

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Critical Discourse Analysis (CDA) is one of the latest developments in Western linguistic studies in the past decades. It not only puts “concerns over human values and being” on top of its theoretical research agenda, but also brings them into its research practice and social practice. By so doing, it challenges the long-term practice in theoretical linguistics to explore mainly the internal natures and laws of language system and to examine rarely the issues related to human values and being. It is concluded that the humanism CDA advocates is a reconciled one between Rousseau's sentimental humanitarianism and Bacon's scientific humanitarianism, i.e. the humanism that takes “freedom” “justice” “equality” “rationality”, highly valued by Renaissance and Enlightenment, as its foundation and opposes the colonization of the lifeworld by the overextension of scientism.

Key words: CDA; humanism; Western linguistic research

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Chinese Ritual Life Discursively Constructed as "Religion"

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Chinese ritual discourses and practices have been studied for a long time in the categories of "folk" and "elite" religions, "great" and "little" traditions, "popular religion," "local religion," "popular religious cultures" and so on in Post-Mao era by western scholars (Bell 1989:35). How the English word "religion" was translated into "宗教" in Chinese is still a question to be explored. In an ancient Chinese dictionary Shuowenjiezi (100-121AD), 宗 means ancestral temple where the spirits of ancestors were worshipped (尊祖廟也). The character 教 means the people follows the lords' behaviors(上所施下所效也). This paper traces how the local ritual practices in various regions in China were talked about and constructed as a branch of knowledge named "religion". The category "religion" was transported to China to cover Chinese ritual practices in Sinology first by J.J. M. de Groot (1854-1921) in the late 19th century. The travelling category "religion" came to be accepted since Freedman and gradually dominated the mainstream ritual studies in China. The research on ritual, either historical or anthropological, unanimously adopted the category "religion" to talk about various ritual practices in the international academia. Solidified by western anthropologists' academic practices and internalized by Chinese scholars gradually, discourses concerning "religion" have penetrated into every sphere of ritual practices in Chinese life.

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中美日关于钓鱼岛新闻的批判性话语分析

张发祥 许洁婷

本文主要依据 Halliday 的系统功能语法,即概念功能(ideational function)—其实现方式主要是及物性(transitivity),作为批判性话语分析中一个强大的和必不可少的工具,及物性包括物质,行为,心理,语言,关系和存在的过程;人际功能(interpersonal function)—主要由语态和情态展现;语篇功能(textual function)—是指语言将其本身与其使用者所处的情景相联系的功能,主要由主述位系统来实现。以及 Fairclough 的三维框架及其描述,解释和说明三个分析的步骤为研究方法。从分析语篇的重要工具之一——批评性话语(Critical Discourse Analyses)分析的角度入手,从词汇的选择,三个国家对钓鱼岛的命名和描述,主权限定词上的对比,及物性,直接引语和间接引语方面,对中国《中国日报》,美国《华盛顿邮报》,日本《朝日新闻》三家刊物有关“9月14日中国确定钓鱼岛领海基线后中国首次进入钓鱼岛附近海域进行正常巡逻”的相关报道进行分析,以探索新闻发出者是如何运用语言来表达其思想。旨在透过表面的语言形式,揭示语言、权力和意识形态的关系。纵观三国报纸报道,我们会发现,《中国日报》清楚地表明中国对钓鱼岛及其附属岛屿的主权及所有权,表达了不可辩论的事实,表明我国坚定不移地维护国家主权,维护正义与和平。而《朝日新闻》暗示日本深知所谓的“购买”的非正义性,但仍然试图通过各种手段否认中国对钓鱼岛的法律所有权,以期占领。《华盛顿邮报》从侧面反映了美方虽然声明在钓鱼岛事件的中立性,但却直接援引日本海岸警卫的陈述作为消息来源,暗含了美国的表面背后隐含的政治立场和策略。大量的直接引语,将自己的观点强加在读者,不难看出其语言所反映出的西方国家霸权主义。通过分析,帮助读者揭示出话语中的隐蔽意识形态及其与社会结构和权力控制的关系,使读者在阅读新闻时提高对语言的批判意识,增强对大众语篇的反控制意识。为研究者解读新闻报道语篇提供了新的分析方法和思路。

关键词: 新闻报道; 话语分析; 钓鱼岛

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Making Intelligence More Transparent: A Critical Cognitive Analysis of US Strategic Intelligence Reports on Sino-US Relations

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Abstract: This paper attempts to make a critical cognitive analysis of US strategic intelligence reports, which aims at investigating what language strategies and cognitive biases occur in the reports and how they influence policymakers' decisions, and further exploring the contributions that CL could make to strategic intelligence analysis. The theoretical framework is built up by

integrating Cognitive Linguistics and Critical Discourse Analysis (CDA). Specific analysis is based on three theories: Critical Metaphor Analysis, Conceptual Blending Theory and Discourse Space Theory. The data for analysis include seven reports released by agencies and officials from US Intelligence Community (Department of Defense, National Intelligence Council and Director of National Intelligence) and US think tank (RAND Corporation). All the reports analyze, more or less, the Sino-US relations currently and in the foreseeable future as well as the implications of a rising China on US policies

In metaphor analysis, we identify the three main source domains used in the reports: Stage, Journey and Building. By applying Conceptual Blending Theory, we examine the compressions of some vital relations when analysts predict the future. In discourse space analysis, we focus on two strands along the modality axis, namely, epistemic modality and deontic modality, and discuss their functions in representing reality and morality. Through the integrated analysis, we detect the language strategies and cognitive biases in the reports, and discuss the ideological factors behind intelligence analysis. For language strategies, analysts may use reference, evaluation, persuasion, justification and legitimization to arouse certain emotions or impose moral burdens upon policymakers, pushing them to accept the realities constructed in the reports and adopt analysts' recommended policies. Those strategies are achieved by selected metaphor source domains, positions along the deontic modality axis, and uses of modal verbs near to the deictic center. For cognitive biases, they are mainly reflected in language uses of judging cause and effect, predicting future trend and estimating probabilities, which influence the objectiveness and effectiveness of strategic intelligence. Evidence for those biases can be found in the anchoring effect caused by compression of Time and Role-value, overestimation by compression of Cause-effect, and ambiguity by expressions of uncertainties along the epistemic modality. The view of a "unipolar and split world" in US strategic thinking prompts analysts to continuously seek threats and create opposite sides around the world. This unique ideology intrinsically motivates analysts to manipulate realities by language strategies and cognitive biases, thus influencing the directions of US strategic policies.

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路径图式在中国国家宣传片中的多模态隐喻表征

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路径图式作为一种基本的认知结构，在《中国国家形象片——角度篇》的意义构建过程中，通过多种模态（文字、旁白、音乐、动态图像）得以呈现。它所蕴含的时间域、运动域和任务域相互融合，产生了“中国发展是一次旅程”的隐喻性表征，并与平衡图式相交叉，构建出当代中国“和谐快速进步”的积极的国家形象。

关键词：路径图式；国家宣传片；国家形象；隐喻；多模态

The Multimodal Metaphor Representation of Path SCHEMA in China

National Promotional Film

ZHANG Lei

As a primary cognitive structure, the Path SCHEMA is realized in such multimodal as written language, voice-over, music and animated images in the semantic construction of China National Promotional Film. The domains of TIME, MOVEMENT and TASK embedded in this schema blend and give rise to the metaphorical representation "THE DEVELOPMENT OF CHINA IS A JOURNEY". The metaphor intersects with balance SCHEMA and constructs a positive national image of the contemporary China, a harmoniously and fast developing country.

Key words: Path SCHEMA; national promotional film; national image; metaphor; multimodality

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人民日报对《小时代》评价的语篇策略分析

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批评性语篇分析将话语看做一种社会实践，认为话语的使用可以促进话语改变与社会变革。基于此理论，本文对《人民日报》于2013年7月15日刊登的题为《不能无条件纵容小时代2、小时代3出现》的评论进行了话语分析。

文章发表基于以下背景：2013年6月27日，80后作家郭敬明根据自己的小说《小时代》创作改编的同名电影上映，影片一经上映即惹来热议。该电影因其片中出现的较多的奢华场景和品牌标识被部分观众批评为是一部过于注重金钱、物质，误导青少年群体的影片，而另一部分观众则认为该片准确反映出了80和90后青少年积极向上的心态。由此，《人民日报》发表社论，表明了该报对于本电影的态度。本文依据Wodak语篇历史研究方法，对该社论进行了语篇策略方面的分析。这种方法以社会问题为导向，注重问题的历史背景，通过研究多种语体和多种公共领域，互文与互语的关系以及具体分析一个文本来剖析社会问题，寻找能够应用并导致某些话语和社会实践发现变化。在分析语体和具体文本时，该方法侧重分析文本中使用的语篇策略。

通过分析笔者发现，该社论主要运用了提名策略、谓语指示策略和强化策略三种策略及淡化策略、辩论策略来阐述自己的观点。其中，提名策略的使用强调了该社论作者将导演郭

敬明的定位归属于盲目幼稚的 80 后；社论中还使用了谓语句指示策略，其通过对电影部分内容消极的评价将整部电影及导演本人赋予负面的贬义而这种贬义本身只是体现在评价的谓语句成分中的。该社论批评了电影对物质方面的展现，在对此造成的可能出现的不良社会影响的描述中，大量使用强化策略，使得可能出现的不良社会影响的再现变得尖锐。

通过以上语篇策略的分析，本文发现该社论一方面大量使用提名策略、谓语句指示策略和强化策略强调电影《小时代》突出金钱，物质的重要。另一方面，作者通过使用淡化策略，辩论策略弱化物质在现实生活中客观重要性。通过这两方面，评论员将《小时代》构建成了一部推崇物质、拜金奢靡、对社会造成不良影响的电影。笔者认为该评论作者为了支撑自己的论点，有意采用各种语篇策略的做法有失妥当。作为在国内具有很大影响力的第一大官方媒体，其评论文章应当秉持客观公正的立场，具体到语篇角度讲，即应有意识的避免为了支持某一论点而采用各种策略。

关键词：批评性语篇分析；语篇策略；《小时代》评论

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English Teacher as Reflective Practitioner and Action Researcher--Thought on English Teachers' Role in China

ZHANG Weiwen

From the perspective of applied linguistics and relevant language teaching theories, the paper discussed English teachers' role on Modern English teaching in China. And according to lots of successful experience and relevant educational theories, the author proposed that English teachers should be reflective practitioners and action researchers in their English teaching practice. It is an effective way for English teachers in China to improve their English teaching qualities.

Key words: English teacher; reflective practitioner; Action researcher; Education

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Applying Critical Discourse Analysis to EFL Reading Class

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This study is an attempt to implement Critical Discourse Analysis(CDA) into reading classroom. It discusses the theoretical combination of Norman Fairclough's three-dimensional framework and three phases of reading, and presents a critical approach illustrated in teaching activities to show how to use CDA to enhance social awareness and critical literacy among college students.

Key words: critical discourse analysis, reading, critical literacy

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The Discursive Construction of Lei Feng's Media Image: from A Soldier to A Cultural Icon

ZHAO Peng (赵芑)

This paper examines the discursive construction of Lei Feng's media image in past five decades. Applying three notions of metadiscourse, entextualization, and recontextualization, I argue that the missing link between the discursive and the social is anchored through the metadiscourses originated by China's top leaders and official media, and that these metadiscourses' ongoing entextualizations and recontextualizations play crucial roles in establishing Lei Feng's media image. The analysis is based upon People's Daily's and China Youth Daily's editorials (1963-2013). With a critical discourse analysis perspective, it is found there are four metadiscourses that are entextualized with each other and are recontextualized differently in various periods. Due to these different recontextualizations, Lei Feng's discursive media image underwent a 'cultural turn' in 1978 and since then his image was turned from a common soldier to a cultural icon. Based on this study, it is concluded that the change of Lei Feng's media image briefly outlines the changes in people's perception of role models or heroes as well as the leading arguments for social values in China.

Key words: metadiscourse; entextualization; recontextualization; media image

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基于语料库的新闻话语语义韵分析——中美主流媒体有关钓鱼岛事件的话语建构研究

支永碧

语义韵是语料库语言学研究的一大热点问题之一，语义韵研究在外语教学与研究中前景广阔，意义深远。但语义韵研究在语篇（对比）分析领域中的价值似乎还没有得到国内学者足够的重视。鉴于此，本研究搜集中美主流媒体有关钓鱼岛事件的新闻报道语篇各 20 万字，开展基于语料库的新闻话语批评性分析，探索意识形态对语义韵的操纵，以期进一步丰富批评话语分析的研究视野和研究成果。

关键词：中美新闻话语；语义韵；意识形态；批评话语分析

A Corpus-based Semantic Prosody Analysis of News Discourse: A Study of Chinese and American Media's News Reports Concerning the Diaoyu Island Incident

ZHI Yongbi

Semantic prosody study is one of the hot topics in corpus-based linguistic studies and it is of great significance for foreign language teaching and research. And without doubt, it has a bright future. However, it seems, up to now, in (contrastive) discourse analysis, scholars in China have not yet attached considerable importance to semantic prosody study. In this case, the author in this study tries his best to construct respectively two 200-thousand-word corpora related to the Diaoyu Island Incident to conduct research on corpus-based news discourse analysis, and to probe into the way one's ideology influences and maneuvers the semantic prosody of some discourse, for the purpose of enriching the research perspectives and fruits of CDA.

Key words: Chinese and American news reports; semantic prosody; ideology; critical discourse analysis

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转喻与刻板印象化、神秘化及客观化：批评话语分析的视角

周红英

转喻以具有心理凸显性的源域为认知参照点来通达较为抽象或不凸显的目标域。源域作为认知参照点，是认知主体观察目标概念的一面核心“棱镜”，对于目标概念的识解有着关键的影响。其中重要的影响之一就是，被选为参照点的概念内容成为描写目标域的较为凸显的特征。转喻的凸显/隐匿取决于观察视角，包括话语生产者的社会政治立场。结合 van Dijk 提出的意识形态话语对不平等关系进行合法化的总体策略，转喻可以在意识形态话语中用来

1) 对“外群体”（消极）刻板印象化 2) 对施事神秘化和 3) 制造客观化效果。

关键词： 批评话语分析； 转喻； 刻板印象化； 神秘化； 客观化

Metonymy and Stereotyping, Mystification and Objectivization: A CDA Perspective

ZHOU Hongying

In metonymic conceptualization, a less concrete or prominent conceptual entity is accessed through a more concrete and prominent conceptual entity as the cognitive reference point. This cognitive link puts a significant impact on how the target is cognitively construed: the conceptual entity selected as the reference point becomes a salient property characterizing the target, resulting in the selected being a highlighted characterizing property while the other unselected being hidden. The highlighting/hiding function of metonymy is not an objective phenomenon but relative to the observer's perspective, which may be the social political stance of a discourse producer. Applying the general strategies used to legalize asymmetrical relations in ideological discourses, metonymy is able to function in (negatively) stereotyping the out-group, in mystifying agent in a negative event, and in objectivizing discourse and ideology.

Key words: CDA; metonymy; stereotyping; mystification; objectivization

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Explicitness in Expression: Culture-specific “Mianzi” in Chinese

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Recently there has been a shift of focus in research on face from the cross-cultural perspective of face 2 to the culture-specific perspective of face 1. The present study attempts to explore how and why Chinese people tend to express “mianzi” explicitly in interpersonal communication in contrast to the way in which face is implicitly expressed in Western cultures on the basis of the data collected from a modern Chinese TV drama by utilizing the analytic tool of Formal Concept Explorer.

The results reveal that explicitness in expression of “mianzi” in Chinese is closely related respectively with cultural factors identified in terms of subject matters of “Morality”, “Favour” and “Dignity”, social factors such as degree of education, social status, vocation and gender, and types of “mianzi”, which are involved in conversations between the interlocutors. To be specific,

when involving Morality in conversation, 31.8% of the dialogues are found with explicit expressions of “mianzi” employed by the interlocutors whose degree of education, social status, vocation and gender are prominently related, when involving Favour, such explicit expressions of “mianzi” occupy 30.6%, relating prominently to the interlocutors’ social status, vocation and gender, and when involving Dignity, such expressions occupy 23.5%, relating significantly to the interlocutors’ social status, vocation, gender and age. All of these topics are related to the interlocutors’ positive and negative “mianzi”, with the negative favourable to Morality, the positive to Favour, and both positive and negative to Dignity. Among all the social factors manifested in the results, factors of Interpersonal Relationship such as superiors to inferiors, husband to wife, parents to son and daughter, friend to friend and so on are not significantly prominent, showing that Interpersonal Relationship does not serve as constraints on explicit expression of “mianzi”. In contrast, all the other social factors such as degree of education, social status, vocation and etc. are proved to be significant constraints on the explicit expression of “mianzi”.

Following a detailed discussion of explicitness in expression of “mianzi” in Chinese in relation to these culture-valued social constraints and cultural constraints, the study shows that underlying the correlation of these socio-cultural factors, when explained from a cultural gene perspective, lies in the fact that explicitness in expression of “mianzi” (identified as face1) in Chinese proves to be culture-specific.

Key words: Chinese culture; mianzi; explicitness; cultural genes

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当代中国新话语的社会建构功能刍议

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话语具有社会性。话语作为社会实践的形式，其变化是社会变革的一个内容并对社会变革产生作用。以新词语和新表达方式表征的当代中国新话语表述着不断发展变化的经济、政治、科技、文化等社会生活的方方面面，起到了对社会问题揭露和批判、推动社会改良、提升社会风气、弘扬主旋律、树立价值观等社会建构功能，体现了与语言运用相关的新的社会规约和行为方式。这些规约和行为方式制约着新的话语产生，同时又被新的话语所建构、所催生。

关键词：新话语；语言变化；社会性；社会建构功能

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文化符号学理论视域下主体间性教学模式研究

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目前，国内外的主体间性教学模式研究主要基于认知心理学（Eugene Matusov, 2001）、哲学（Joshua D. Guilar, 2006）、人类学（Cornelia Muth, 2009）、符号学（王永祥, 2011）等理论。本文借鉴了洛特曼的符号圈理论和言语交际模式，提出将课堂视为一个符号圈，教师、学生、文本等视为子符号圈，阐释主体间性教学模式的构建过程，旨在从新的视角探讨主体间性教学模式的构建，为课堂教学提供实践教学经验。

关键词：文化符号学；符号圈；言语交际模式；主体间性

A Cultural Semiotics-Based Research on Intersubjective Teaching Mode

ZOU Rong

Current studies on intersubjective teaching mode are based on theories of cognitive psychology (Eugene Matusov, 2001), philosophy (Joshua D. Guilar, 2006), anthropology (Cornelia Muth, 2009) and semiotics (Wang Yongxiang, 2011). From the perspective of Lotman's semiosphere theory and verbal-communication modes, this thesis recommends treating classroom as a semiosphere, teacher, students and text as sub-semiospheres. The aim of this thesis is to construct an intersubjective teaching mode from a new perspective so as to provide practical teaching experience for classroom teaching.

Key words: Cultural Semiotics; semiosphere; verbal-communication modes; intersubjectivity

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