

当代修辞学

二〇一七年第一期

提要

多模态论辩修辞框架探索

张德禄

(同济大学外国语学院, 上海200092)

提要 传统上, 修辞学的研究范围一般局限于语言之内, 尽管古希腊人的演讲历来重视态势语言。网络和计算机的发展呼唤新的理论来研究和解释日益增多的多模态现象。本文重点以系统功能语言学的社会符号学理论和多模态修辞中的多模态论辩理论为基础, 对多模态论辩修辞框架进行探讨, 把从社会符号学理论上发展起来的多模态修辞框架与多模态论辩框架相结合, 概括出了一个多模态论辩修辞框架, 并且用实例分析论证了它的可行性。通过研究发现, 本文建立的多模态论辩修辞框架是可行的, 同时, 多模态修辞论辩和多模态论辩设计也是需要进一步研究的课题, 而且对多模态论辩语篇产出质量的提高有一定启示。希望这种探索能抛砖引玉, 引起大家对这个领域的研究兴趣。

关键词 多模态话语 多模态论辩 社会符号学 关键成分表

A Working Framework for Multimodal Argumentation Rhetoric

Zhang Delu

Abstract: Traditionally, the study of rhetoric is generally limited to language, although the Greeks, when they were engaged in a debate, would not remain in the same position without waving their arms and moving their body with no facial expressions. The rapid development of computers and internet calls for new theories to cope with the ever increasing number of multimodal phenomena. The present article, on the basis of the theories of social semiotics in systemic functional linguistics and the multimodal argumentation in multimodal rhetoric, focuses on the development of a rhetorical framework for multimodal argumentation, combining the multimodal rhetoric framework from social semiotics with multimodal argumentation framework to produce a new rhetoric framework for multimodal argumentation, and verifies its applicability with an example. It is found

that the framework is usable, and that multimodal rhetoric framework and multimodal argumentation both need further research. The study can make some contribution to the improvement of the quality of multimodal argument text. It is hoped that it can arouse interest in research in this area.

Keywords: multimodal discourse, multimodal argumentation, social semiotics, key component table

叙实性的本质

——词汇语义还是修辞语用

陈振宇¹ 甄成²

(1 复旦大学中文系, 上海 200433; 2 复旦大学外文学院, 上海 200433)

提 要 叙实性常被认为是某些词语所具有的一种词汇语义特性, 是句子的预设意义, 但不能对真实的语例进行很好的解释。实际上, “叙实性”虽与词汇语义有关, 但就其根本而言, 是一种语用修辞现象, 是由多重因素触发的, 词汇的内容往往只提供一个语义框架, 而具体的内容必须在语境中得到推定, 这个过程涉及语义视角、意义层次、前景背景, 以缺省推理为核心, 并充分考虑信息的传信特征。除此之外, 积极的修辞策略也会改变句子的叙实性, 尤其是在认识者为第一人称的时候。

关键词 封闭性与叙实性 语义预设 视角 前景与背景 传信 缺省推理 第一人称

On the Nature of Factivity: A Lexical-semantic Phenomenon or a Rhetoric-pragmatic one?

Chen Zhenyu & Zhen Cheng

Abstract: Factivity has been deemed as a lexical-semantic property peculiar to a class of words and it involves the presupposed meaning of sentences. But this view cannot give satisfactory explanation to some instances in actual language use. “Factivity” is indeed concerned with lexical meaning, but by its very nature is a pragmatic-rhetoric phenomenon and is triggered by multiple factors. The lexical content of the words, in most cases, only provides a semantic frame, while the concrete meaning must be inferred from context, which involves semantic perspective, meaning level and foreground / background, with default reasoning as the core. And the source of information (evidentiality) also needs to be considered here. Besides, an active rhetoric strategy can also alter the factivity scale of a sentence, especially when the epistemic subject is first person.

Keywords: opacity and factivity, semantic presupposition, perspective, foreground and background, evidentiality; default reasoning, first person

对叠框架“X来X去”的语法化和修辞化

周红

(上海财经大学国际文化交流学院, 上海200083)

提 要 “X来X去”受“来、去”的往返位移性、“X”的同范畴性以及顺序、次第扫描和数量象似性的认知作用, 在惯常性语境的激发下, 成为表达反复义的对叠框架, 通过不断类推,

由修辞化走向语法化, 又由语法化再面临修辞化。“X来X去”蕴含动作行为或性质变化的方式特征, 具有“耗费较大劳力或心力”的意味。A类用于空间域, 是循环反复; B类用于时间域, 是持续反复。A类到B类, 语篇依附性越来越强, “来/去”由位移动词虚化为趋向动词、准动态助词, “X”由顺序/位移特征扩展至非顺序/非位移特征。

关键词 对叠框架 X来X去 反复方式 语法化 修辞化

The Grammaticalization and Rhetoricalization of the Stack Frame

“X lai (来) X qu (去)”

Zhou Hong

Abstract: “X lai (来) X qu (去)” is restrict to five elements of “lai (来) / qu (去)” in cognitive domain. These elements include displacemental back and forth, same category of mode, order, sequential scanning, and quantitative iconicity. The frame has become a stack frame which expresses repetition meaning, by means of the motivation of common language environment and continuous analogy. It experienced rhetoricalization to grammaticalization, and grammaticalization to rhetoricalization. “X lai (来) X qu (去)” contains the way feature of behavior or nature change, and has the meaning of “consume heavy mental and physical labor”. A-type is used in spatial field, which focus on loop; B-type is used in time field, which focus on perennial. The continuous grammaticalization of semantic is A-type to B-type, the discourse attachment is increased, “lai (来) / qu (去)” is from displacement verb to trend verb to quasi dynamic auxiliary, “X” is from sequence/displacement characteristics to non sequential/non displacement characteristics.

Keywords: stack frame, X lai (来) X qu (去), repeated, mode, grammaticalization, rhetoricalization

汉语流水句的分类研究

王文斌¹ 赵朝永^{1,2}

(1 北京外国语大学中国外语教育研究中心, 北京100089;

2 华东师范大学外语学院, 上海 200241)

提要 流水句是汉语较为独特的句子类型之一, 在很大程度上能反映出汉语的本质特性。流水句的类型划分及分类标准是当前研究中仍待解决的主要问题。本文通过对大量典型流水句例证的观察、分析和归纳, 认为主语指认应是流水句分类的主要依据, 并据此将其划分为三种主要类型: 单主语流水句、多主语流水句和复杂主语流水句。这三类流水句均具有一定的空间性特征, 且其空间性依次呈现出由弱到强的连续体特点。

关键词 流水句分类 复句 空间性 主语指认 连续体

The Classification of Chinese Run-on Sentences

Wang Wenbin & Zhao Chaoyong

Abstract: Chinese run-on sentences are a unique type of all Chinese sentences, representing to a large extent the essential properties of the Chinese language. However, the structural classification and classifying criteria of this type of sentences are the basic questions that still await further investigation. This paper, based on sufficient language data, makes a systematic analysis of these sentences. Three major structural classifications can thereby be generalized, namely single-subject ones, multi-subject ones and complex-subject ones, which depends primarily on the identification

of the subject or subjects. Furthermore, the trait of spatiality found in this type of sentences proves to be a continuum, and the ascending order of this trait is: single-subject Chinese run-on sentence with successive predicates < multi-subject Chinese run-on sentences < complex-subject Chinese run-on sentences.

Keywords: classification of Chinese run-on sentences, complex sentences, spatiality, subject identification, continuum

政务网站图像话语的政治功能初探

王建华 周 毅

(浙江科技学院政务新媒体研究院, 杭州 310023)

提 要 政务网站的图像话语与文本话语一样有建构功能, 其视觉话语能力是政府执政能力的映现。数字化使图像的影响力超越了以往任何时代, 但在我国的政务网站中, 图像话语未能受到足够重视。政务网站的图像话语中, 政府领导人像占绝对优势, 所建构的多是领导沉溺“会海”的刻板印象, 与人民隔膜的“他者”, 图像话语未能较好体现政务网站辅政、助政能力。

关键词 政务网站 话语 图像 政治

Political Functions of Image Discourse in Government Website

Wang Jianhua & Zhou Yi

Abstract: For a government website, image discourse has the constructive function just like text discourse does. The visual discourse embodies government's governing ability. Digitalization process brings the image into full play. However, in Chinese government websites, image discourse has not been taken seriously as it should have. As for image discourse in Chinese government websites, government leaders always assume absolute superiority, creating a stereotyped image that leaders are isolated from people because of their lengthy meetings. Thus, image discourse has not shown its potential to assist governing well.

Keywords: government website, discourse, image, politics

政府网站语言文字规范评估简论

施麟麒

(浙江大学周有光语言文字学研究中心/

浙江科技学院/浙江省政务新媒体研究院, 杭州310023)

提 要 政府网站的语言文字规范评估是网络语言运用规范化工作的关键领域。评估工作可以实现政府网站的三大基本职能为目标, 以各级语委、网站主管部门或第三方作为评估主体, 并可用语言运用的三大要素区分不同的评估对象。评估应秉持刚柔并济、通专兼顾、形意结合、动静相宜等原则, 并以国家的语言文字法律法规、政府网站管理文件及学界的研究成果作为制定评估标准的主要依据。指标体系是对评估标准的进一步落实, 并应充分贯彻评估原则。实施方案则需对实施流程、工作团队和应用系统等方面作出详尽的说明。

关键词 政府网站 语言文字规范 评估标准 指标体系 实施方案

Studies on Evaluation Of Language and Character Standardization in Government Websites

Shi Linqi

Abstract: The evaluation on the standardization of language and characters in government websites is a critical part of the whole language and character standardization work on the internet. This evaluation aims at realizing the three basic functions of government websites, serving for all level Language and Character Standardization Committee and differentiating subjects by three essential elements of language usage. The evaluation work should have compelling force together with flexibility, universality and specialty. It should also combine the principles of form and meaning, action and maintaining. The criteria of evaluation should be in accordance with the law and regulation on language and character of China, the documents on government website management, as well as the research results of academics. Consequently, the index of evaluation should embody the criteria, and the principles should be put into practice sufficiently. The implementation plan should include detailed descriptions about the procedures of implementation, work team, application system, and so on.

Keywords: government website, standardization of language and characters, evaluation targets, evaluation subjects, evaluation criteria, evaluation index

基于语用学的多媒体文本效能评价研究

秦少康¹ 李 华²

(1 浙江科技学院; 2 浙江省政务新媒体研究院, 杭州310023)

提 要 文章利用语用学的理论成果语用三要素, 观察、分析了微信公众号“浙江发布”的政务信息表达形式及信息传达的效果, 认为语用三要素可以合理地解释政务信息所具有的权威性典型特征, 能够说明造成政务信息的公众满意程度高低的原因。合理利用语用三要素, 可以对多媒体文本的效能进行分析评价。

关键词 语用三要素 多媒体文本 政务微信 效能评价

Studies on Evaluation of Multimedia-text Effectiveness Based on Pragmatics

Qin Shaokang & Li Hua

Abstract: This paper observes and analyses the form of expression and information transmission from WeChat public account Zhejiangfabu based on the pragmatics theory of Three Essential Factors. The theory is plausible and suitable to explain the public satisfaction, the characteristics, and authority of governmental information, thus it is applicable to evaluating the effectiveness of multimedia texts.

Keywords: pragmatics theory of three essential factors, multimedia text, government Wechat information, effectiveness evaluation

“杭州发布”微博的话题考量

赵翠阳

(浙江科技学院人文与国际教育学院, 杭州310023)

提 要 “杭州发布”微博话题数量多,采用了多模态的语篇模式以及民间语言风格的话语表达方式。但也存在政务服务类内容较少、微博话题设置及命名比较随意等问题。从语用学角度来看,政府微博应该需正确处理好网络语境中语用主体、话语实体的相关问题。

关键词 政务微博 杭州发布 多模态 话题 语用学

Analyses of Topics in "Hangzhou Announces" Micro-blogs

Zhao Cuiyang

Abstract: Many topics, the multimodal discourse and folk language style are used in “Hangzhou Announce” micro-Blog. However, there still exist some problems, For instance, the content which concerned about the public service is insufficient and the topic setting is too arbitrary. From the pragmatics point of view, the relationship between the pragmatic subjects and the discourse entities of the internet context need to be regarded seriously.

Keywords: government microblog, Hangzhou Announce, multimodal discourse, Topic, Pragmatics

古人名、字中的互文修辞

潘薇薇

(复旦大学中文系, 上海 200433)

提 要 本文以中国古人名与字语义相反的互文结构为研究对象,对出现频率较高的互文辞格进行统计梳理,并将之置于互文性理论关照下,追溯源文本,对互文辞格的修辞动因进行分析。通过对两种“互文性”的辨识,构建一个适合本文研究案例的理论框架,并将之放置在广阔的社会历史语境下,追寻这种独特的互文辞格背后深刻的潜文本意义。

关键词 名 字 语义相反 互文辞格 互文性 儒道 意识形态

Intertextual Rhetoric between the Ancient Chinese's Given Names and Style Names

Pan Weiwei

Abstract: In this thesis we take the intertextual structure of ambivalent semantics appeared in Ancient Chinese's Given name and Style Name as the object of study, Count up the rate of appearance of the intertextuality of speech and then take them as clues, put them into the structure of the inter-textual theory afterwards, trace back to the source text, analyze the motivation of the intertextuality of speech. According to compare the identities and differences between inter-textual rhetoric and intertextuality of speech, we endeavor to construct a appropriate structure of theory for these cases we study in this thesis, and put it into the widely context of society and history, and pursue the profound meanings hidden behind the text, which is represented by the unique intertextuality of speech.

Keywords: given name, style name, ambivalent semantics, intertextuality of speech, intertextuality, Confucianism and Taoism, ideology