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TUDIES ON PRAGMATIC THEORIES
AND THEIR
APPLICATIONS

语言语用
理论及应用研究

刘露营 著



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内 容 提 要

语言是人类区别于动物的重要特征，甚至是关键特征，是人类本质的重要外在形式。研究其机制必将加深对人类本质的了解。而语用学就是以语言使用和语言理解为研究对象的学问，它反映人们使用和理解语言的客观规律，是一个动态的知识体系。语用学这门学科本身就早已表明它是与语言应用有关的一门学问；而语言应用问题，必然关系到人们心理上的认知，关系到社会和文化，关系到人与人之间在不同场合下的交往、协商与顺应。本书探讨了语用学中的预设、模糊限制语、会话合作原则及礼貌原则等重要理论，及其在现实中的运用，并对礼貌用语和法庭辩论中的模糊限制语等语言现象进行了英汉对比分析。其中重点讨论了语用预设¹在英汉广告语、大学生中文辩论赛中的应用及模糊限制语在英汉法庭辩论中的应用。本书在最后一章进一步结合英语教学探讨了大学生的英语语用能力与其英语学习动机之间的关系。本书的研究侧重于语言理论的应用，有助于人们理解现实生活中的语言现象及隐藏于其后的语言本质，是充分运用我们丰富的汉语资源去研究具有中国特色的语用现象的一次大胆尝试。

序 言

自从格莱斯提出会话含义议题以来，联系思维文化等语境的语用研究也日益活跃起来。语用学是语言学的一个新兴领域，其作为独立学科的地位直到 20 世纪 70 年代才得以确立。语用学又是一个“疯涨”的学科，经过数十年的发展已形成相当可观的规模。国内自 20 世纪 80 年代以来，不断有文章介绍语用学。有关语用学的教材、专著、论文，在我国陆续出版。语用学的迅猛发展与其自身的学科特点有着深刻的联系。致力于探讨语言使用和理解规律的语用学给人们一种熟悉感、亲切感，因而也容易成为人们乐于研究的对象。

20 世纪 80 年代，我国学者评价了列文森（Levinson, 1983）、利奇（Leech, 1983）等学者在语用学方面的研究成果。继而又引进了维索尔伦（Verschueren, 1999）、梅依（May, 1993）等学者的著作。他们系统地介绍了语用学理论，对某些原则也作了具体的描写，其理论性较强。国内学者如何兆熊（2000）、姜望琪（2001）、何自然、冉永平（2002）等也相继介绍并扩展了国外的语用学理论研究；何自然、陈新仁（2004）还探讨了语用学与翻译及外语教学的关系。

以上学者的论著为本书提供了重要的理论基础。本书力图致力于分专题深入研究语用理论及其应用并侧重于应用研究，通过对大量的第一手英汉语料的语用分析，揭示了真实语料背后所蕴藏的语用规律及英汉语言中语用现象的异同。

乔姆斯基（Chomsky, 1977，转引自 Radford, 1981）曾经指出，能力（competence）包括语法能力和语用能力。后者使语言使用者可以利用一些非语言信息（如背景知识、信念等）去使用

和理解语言。国内学者何自然、冉永平（2002）认为，借鉴国外同行已经取得的研究成果来研究我们自己的语用现象，可以避免不必要的理论重复；同时也可以使我们的语用研究与国际同步。我们应大力提倡占有第一手材料，要充分运用我们丰富的汉语资源去研究具有中国特色的语用现象。本书正是在这个方面的一次大胆尝试和探索。它对语言研究者和爱好者有着一定的学术参考价值与实用价值，对语言教学、人际交流、跨文化交际等也颇具指导意义。

刘露莹

2008年6月

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Chapter One A Study of the Functions of Pragmatic Presupposition in Advertising Language

广告是经济全球化和信息时代的一个重要的社会现象。国家经济、企业发展、市场开发、对外贸易和人们日常生活无一不和广告密切相关。从根本上说,广告语言属于劝导说服性的语言。因此,广告撰写人尽可能地采用一切语言及非语言的技巧来实现广告宣传的目的。作为语言学,特别是语用学中的一个重要话题,预设现象由于其自身的特点经常被广告撰写人用来增强广告的说服效果。

本章通过回顾预设研究的历史背景及理论背景,用定性研究的方法,对广告语言中的语用预设进行了尝试性的分析。作者主要从预设与广告的语言形式、预设与广告的语篇、预设与广告的信息及预设与广告的市场策略等四个宏观层面来分析语用预设 in 广告语言中的功能。研究发现,预设 in 广告中具有诸多积极的功能。这些功能包括语言功能和语用功能。

其中语言功能有:

1. 语用预设可以使广告语言简洁和多样化;
2. 语用预设具有对广告语篇的组织功能,在广告语篇的衔接和连贯方面起着重要的作用。

其语用功能有:

1. 语用预设可以提高和增加广告信息的质和量;

2. 语用预设还可以被广告制作者运用到市场策略中, 因为它具有导向功能、隐藏功能、自我保护功能、委婉功能、幽默功能和人际功能。换言之, 语用预设从以上四个不同的角度服务于广告, 在实现广告的最终目的方面起着不可替代的作用。

本章的研究将会对预设广告中的应用产生一定的理论和实践的指导作用, 即从实践上帮助广告撰写人有效地运用预设这一策略, 使广告语言的设计更科学、更具魅力, 最终帮助广告实现其目的。从理论上本章的研究能加深对预设的认识和理解, 并丰富广告语言的研究。

Advertising is an important social phenomenon in the global-economic time and information age. They are closely connected with social economy, enterprise development, market exploitation, foreign trade and people's daily life. The language of advertising is basically persuasive. Therefore, all possible means, linguistic or non-linguistic, have been adopted by advertisers to serve the purpose of advertising. As a very important topic in linguistics, especially in pragmatics, presupposition is frequently employed in order to enhance the effects of persuasion in advertisements because of its own special properties and characteristics.

This chapter gives a tentative analysis of pragmatic presupposition in advertising language by referring to the historical background and theoretical background of the study of presupposition. Due to the complex relations between presupposition and advertising language, the author adopts a qualitative method to expound and analyze the functions that pragmatic presupposition has in advertising language from four macroscopic angles: presupposition and the form of advertising language, presupposition and the discourse of

advertising, presupposition and the information of advertising, presupposition and the market strategies of advertising. The study shows that pragmatic presupposition is closely connected with these four aspects and has both linguistic and pragmatic functions, which are presented as following:

1) Pragmatic presupposition leads to the brevity and diversity of advertising language.

2) Pragmatic presupposition perfects the macrostructure and contributes to the coherence of advertising discourse.

3) Pragmatic presupposition enriches the advertisement information and enhances the quality of advertisement information communication.

4) Pragmatic presupposition serves the implementation of the market strategies of advertising in that it has leading function, concealment function, self-protection and euphemism functions and that it can make the advertising language humorous and shorten the distance between advertisers and the advertisement recipients.

Presupposition is an important component of the overall message in advertising and plays an irreplaceable part in fulfilling the ultimate purposes of advertising.

The study in this chapter is implicational both practically and theoretically. Practically, this study can give theoretical guidance to the applying of presupposition in advertising language and help advertisers create more scientific and attractive designing of advertisements in order to achieve their final goal of persuading the potential consumers to buy the products or services advertised. Theoretically, it might shed light on the significance of presupposition, and enrich the understanding of presupposition and the study of

advertising language.

1.1 Introduction

1.1.1 Importance of Advertising

Advertising is ubiquitous in our lives. It has become part of everyday life and we are all exposed to various kinds of advertisements—on radio and television, in newspapers and magazines, on city streets and buses, and even on computer screens and mobile phones. In today's age of mass production and fierce competition for markets, advertising has also become an essential means for advertisers to make their products or services publicly known and ultimately to move consumers to buy and keep buying their goods or services. It is self-evident that advertisements play a very important role in modern society. National economy needs advertisements for its development. Enterprises need advertisements for inter-enterprise competition, market occupation and sale promotion. People generally need advertisements for help in choosing commodities and for the enrichment of spiritual life. Therefore, it is no exaggeration to say that our life is more or less influenced and even changed by so much advertising around us in modern societies.

Advertising takes many forms, but in most of them language is of crucial importance. Whether one examines advertising as a means of communications, as an influence to sales, as a pattern of marketing, or as a currently fast-developing industry, he is unlikely to ignore the effectiveness and persuasiveness in its language use. Admittedly, visual content and design in advertising have a very great impact on

consumers, but it is language that helps people to identify a product and remember it. Therefore, the choice of language to convey specific messages with the intention of influencing people is vitally important. Clever advertisers will not fail to consider the power and strategies of the language they employ.

1.1.2 Research Issue and Significance of the Study

Because of the important role advertisements play in nowadays society, a lot of scholars (Leech, 1966; Vestergaard & Schroder, 1985; Huang Guowen, 2002, etc.) have been making studies on advertising language from different aspects in order to find out the features of advertising language and to get insight into both producing and understanding advertisements. Among these studies, pragmatics is one of the perspective from which some scholars (Peccei, 1999; Goddard, 1998; Chen Xinren, 1998, etc.) conduct their research into the advertising language.

Pragmatics is the “study of the relationship between linguistic forms and the users of those forms” (Yule, 1996:4) and it is “the study of relation of signs to interpreters” (Levinson, 1983:1). This definition can be interpreted as that pragmatics concerns not only about language users’ intended meaning, their assumptions, their purposes and goals, and the kinds of actions that they are performing when they are speaking, but also the way in which people understand the language. Coincidentally, advertising is an activity involving both the attempts, the strategies of the advertisers and the ways in which the advertisement recipients interpret and understand the advertisement. The feasibility of applying theories of pragmatics to the analysis of advertising language is also determined by the characteristics of

advertising language. According to Pateman, advertisements are “rarely identified in isolation and retrospectively but rather they are identified in a context where they have anticipated” (qtd in Tanaka, 1994:7-8). Linguistic knowledge alone, as a result, is far from enough for readers to successfully interpret an advertisement. They should at the same time have knowledge about the physical and social contexts of the advertisement, such as the advertiser’s intention and the product advertised, because it is necessary to their interpretation of what the advertiser means by a given utterance. Therefore, studying the advertising language from the angle of pragmatics is an appropriate choice. And one of the pragmatic notions—presupposition is chosen as the entering point to the studies of advertising language by some scholars (Peccei, 1999; Goddard, 1998; Chen Xinren, 1998; Guo Fuhui, 2001).

However, at the present time, presupposition as a very familiar phenomenon in advertisements has not aroused enough attention from people, not to speak of its important roles in advertisements. As far as I know, there have not been many academic works devoting entirely in the analysis of presupposition phenomena in advertising language though there might be some sparing a few pages to touch upon them (Peccei, 1999; Goddard, 1998; Chen Xinren, 1998; Guo Fuhui, 2001). Therefore, this study will give an analysis of presuppositional phenomena and the functions of pragmatic presupposition in advertising language. The author hopes that this study can give theoretical guidance to the applying and understanding of presupposition in advertising language, and throw some light on both presupposition and advertising language. She also hopes that it can help advertisers create better designing of advertisements in order to