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一项基于“CCTV”杯英语演讲比赛演讲辞的研究

THE PERSUASIVE FUNCTION OF METAPHOR

A STUDY BASED ON SPEECHES OF "CCTV" CUP ENGLISH SPEAKING CONTEST



孙毅 著

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序

孙毅在上海外国语大学攻读博士学位期间，谦虚谨慎、戒骄戒躁、严于律己、博览群书、刻苦钻研，付出了大量的心血和汗水，没有辜负大家对他的学术期望。前不久孙毅发来一封电子邮件，说他的书稿《隐喻机制的劝谏性功能——一项基于“CCTV”杯英语演讲比赛演讲辞的研究》即将出版，嘱为之序，我由衷地感到喜悦和欣慰，便很高兴地应承下来。

语言学在最近几十年的迅猛发展是和认知科学的崛起分不开的。认知科学把哲学、心理学、计算机科学、语言学、神经心理学、生物学等诸多学科组合起来共同研究人类的智能，成为当今尖端科学之一。认知语言学吸收了相关学科的研究方法，博大精深，涉及面广，尤其新理论新方法层出不穷，这使语言学的触角深入到更广袤的疆域，大大扩展了语言学家的学术视野。

隐喻研究历史悠久，千百年来一直是国内外哲学界、文学界和语言学界关注的焦点之一，学界围绕隐喻的性质和功能一直争执不休。亚里士多德曾指出：“隐喻字是把属于别的事物的字，借来作隐喻，或借‘种’作‘属’，或借‘属’作‘种’，或借‘种’作‘种’，或借用类比字。”（见《诗学》第二十一章，罗念生译。中国戏剧出版社。1986年）出于探讨和分析公众演讲语篇中隐喻机制的目的，孙毅的研究选择了隐喻使用俯瞰皆是的全国大学生英语演讲辞作为语料，在较大规模收集大学生英语演讲辞语料的基础上尝试性地辨认、分析和诠释公众演讲语篇中隐喻机制的重大劝谏性功能。该研究使用的演讲语篇的语料容量和文本跨度都是充足的，论证了隐喻机制是一个可以量化、细分的研究项目，可以通过统计数据将其变得更为具体、更具可操作性。

批评性话语分析与认知语言学从表层视之是两个相去甚远的研究领域。批评性话语分析的研究取向和理据主要来源于紧迫的社会问题 (van Dijk 1993: 252), 着重讨论语篇如何组建、商榷, 甚至颠覆上述问题的途径。包括认知隐喻学研究在内的主流认知语言学基本上聚焦于影响语言和认知的人类神经构成和认知机制。(Lakoff and Johnson 1999) 在向“硬科学”的道路迈进的过程中, 认知语言学极少关注认知的社会文化情景性及其与语篇的联系。认知语言学者极力避免承认认知本应发生在交际的自然语境中 (Augoustinos and Walker 1995: 166), 而批评性话语分析学者也往往回避认知和语篇的关系问题, 由冯戴克 (van Dijk 1993) 所提出的社会认知是任何批评性话语研究的核心要素的观点也没有真正落到实处。

孙毅的研究由此认为仅仅调查隐喻来源和结构而不涉及隐喻用法的效果和目的是远远不够的, 将批评性话语分析和隐喻认知研究结合起来具有极为宽广的空间。莱考夫和约翰逊 (Lakoff and Johnson 1999) 将神经生物学原理完全套用 in 复杂隐喻的生成问题上, 这犯了简化主义 (reductionism) 的错误, 不能武断地判定所有复合式隐喻概念都毫无例外地是体验性主体隐喻的蕴含方式。是隐喻机制而不是话语陈述决定了我们的信念系统 (Rorty 1979: 12), 隐喻表达式是研究话语的认知和意识形态的决定因素的起点和源泉。认知隐喻理论中所潜藏的意识形态空间尚未得到开拓。由于基础性概念隐喻存在的普遍性, 衍生而来的隐喻表达式构成了社会关系的大部分认知结构。此外隐喻机制对部分语义特征凸显而对部分特征遮蔽的功能使得对复杂隐喻的生成使用过程中对具有意识形态特性的语言选择的研究有据可依。隐喻因此成为作为话语基础的认知结构与穿插其间的意识形态之间的中介。

孙毅的研究表明上述两大理论路径究其实质具有相通共融之处, 完全可以将批评性话语分析与认知语言学, 尤其是隐喻学研究紧密联系起来, 激发话语分析与认知理论的阐释优势, 形成一股强大的探索洪流, 发挥更大的效应, 这也是本书的精华所在。

在微观层面, 公众演讲辞也是由衍生于普遍隐喻的隐喻表达式

所规约的。与其他话语类型相比较,公众演讲更关注隐喻的使用,运用隐喻的范围要广泛许多。研究辨认出公众演讲当中隐喻机制的主要语域类别,同时归纳总结出一系列涵盖这些语言性隐喻的概念隐喻,明晰地阐释了公众演讲文本的连贯性是依赖隐喻机制而实现的。该研究表明,在花样繁多的修辞手段当中,隐喻机制是一种极具代表性、十分高效的劝谏性策略,它可以完美地将人们在日常生活中的普通体验的理解与能够激发强烈内心情感的文化价值结合起来。隐喻机制通过指称司空见惯的个人体验和社会活动来与广大听众构建起尽量多的共同点,是演讲者传播核心信念、价值观念和哲学理念等劝谏性要素的母体和不竭源泉。丰富多变的隐喻系统成为劝谏性话语的核心武器,这一修辞性策略也成为众多演说者争相效仿的典范。大凡成功的演讲者都能够娴熟地运用大众所喜闻乐见的隐喻以增强其演讲和辩论的效果。统计显示,源域范畴的选取基本上局限于旅行、建筑、冲突、光明、关系、时空等源域素材,这更加符合人民群众的文化和历史体验,也更容易引起听众内心的共鸣。如果说语言是掌控人类思维的主要途径的话,那么隐喻则是人们把握语言进而创造话语的决定性机制。毫不夸张地说,谁控制了隐喻机制谁就拥有了心智的统治权。

综上所述,《隐喻机制的劝谏性功能——一项基于“CCTV”杯英语演讲比赛演讲辞的研究》采用描写与阐释相结合的方法,在收集大量国内外有关专题研究成果的基础上构建起自己的理论框架。全书观点新颖、立意深刻、层次分明、引证翔实、语言流畅,通过大量案例分析,注意理论阐释和实际分析的有机结合,具有较强的可读性和较高的学术参考价值。相信本书独到的学术观点和新颖的研究视角可以为人们更好地认识隐喻机制运作的真实面貌提供重要的参照依据。但应该承认的是,金无足赤,书也同样无完书,任何新的理论、新的模式在创立伊始必然存在这样那样的不足,甚至是缺陷,本书的研究也不例外。

孙毅已经取得了可喜的成绩,相信他的这部著作会给语言学界的广大同仁提供有益的参考。衷心祝愿孙毅再接再厉,充分利用在

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I can not thank enough those competitors in the Fifth "CCTV" Cup Speaking Contest whose prepared speeches have been borrowed for analysis and demonstration. My bibliography is another testimony of the debt I owe to numerous scholars working in the same or related fields.

Needless to say, any shortcomings that may still exist are entirely my own.

内容提要

认知语义学者莱考夫与约翰逊在其著作《我们赖以生存的隐喻》中首次构建起概念隐喻理论的框架，这标志着隐喻研究摆脱了以文学和修辞学为本的传统隐喻理论的束缚，进入到崭新的认知科学领域。学界已普遍意识到隐喻不仅是语言的表达手段，更是一种独具魅力、以一事物描写另一相关事物的思维方式。人类的认知总是遵循由近而远、由浅而深、由具体到抽象、由已知到未知的发展规律，而认知的深化和发展在相当大程度上是依赖于隐喻机制的。

认知语言学者往往过于强调由特定语境中抽象出来的人所共有的普遍认知操作，将神经生物学原理生硬地套用在隐喻的生成和阐释的过程中，认为所有隐喻概念均是体验性基础隐喻的必然蕴涵，而忽略了诸多社会文化变体及其对概念孵化过程的影响，这犯了简化主义的错误。与此同时，批评性话语分析也应契合诸多认知元素而得到更大的扩充。隐喻表达式是作为话语基础的认知结构与穿插其间的意识形态之间的媒介，隐喻对部分语义凸显而对其余语义遮蔽的功能使对具有意识形态特性的语言选择研究有据可依。本研究证明两大理论路径究其实质具有相通共融之处，应联合起来形成一股强大的探索洪流，发挥更大的阐释效应。

在方法论方面，本研究提出，在甄别隐喻图谱分布的过程中应将定量方法和定性方法、语料库语言学与“学术直觉”有机结合起来，共同保证将所有符合标准的隐喻用法统统纳入考察范围，为进一步分析隐喻的社会文化特性铺平道路。

在花样繁多的修辞手段当中，隐喻机制是一种极具代表性、十分高效的劝谏性策略，可以完美地将人们在日常生活中的普通体验

的理解与能够激发强烈内心情感的文化价值结合起来。本研究指出, 隐喻机制通过指称司空见惯的个人体验和社会活动来与广大听众构建起尽量多的共同点, 是演讲者传播核心信念、价值观念和哲学理念等劝谏性要素的母体和不竭源泉。

本研究以相当规模的、隐喻表述俯拾皆是的“CCTV”杯全国大学生英语演讲辞为语料, 将批评性话语分析与概念隐喻理论紧密联系起来, 尝试性地辨认、分析和诠释公众演讲语篇中具有特定意识形态的隐喻机制的重大劝谏性功能。

Abstract

The establishment of conceptual metaphor theory symbolizes the emancipation from the bondage of traditional literature-and-rhetoric based metaphoric theories and the entry of evolutionary cognitive sciences. Metaphor has been acknowledged to be not only a figure of speech in the language, but also a unique approach to experience and comprehend one thing in terms of another. Human cognition always follows the developmental pattern from the near to the far, from the shallow to the deep, from the concrete to the abstract, from the known to the unknown, and the accumulation and advancement of cognition depends predominantly on the metaphor mechanism.

Deeming that all metaphoric concepts are merely the inevitable entailments of primary experiential metaphors and largely ignoring those sociocultural parameters and their influence on conceptual incubation, cognitive linguistics tends to overemphasize universal cognitive operations shared by all human beings abstracted from certain contexts and impose neurobiological principles inflexibly onto the processes of metaphor production and interpretation, thus having made the blunder of reductionism. Concurrently, Critical Discourse Analysis can also be considerably enriched by taking cognitive parameters into account. Metaphoric expressions, as the medium to connect cognitive structures of discoursal fundamentals and unrevealed embedded ideologies, foregrounding some semantic features while backgrounding others, render the study of language choices with ideological characteristics more reliable. It is proven that the two strands are inherently complementary and should be combined to

form a more influential probing torrent so as to achieve more explanatory power.

It is posited that, in the process of identifying the distribution of conceptual metaphors, qualitative and quantitative methodologies, corpus linguistics and 'scholarly intuition' should be tentatively combined so that all pertinent metaphorical usages can be included in the sphere of discussion, thus paving the way for further analysis of the sociocultural characteristics of metaphor.

Among various figures of speech, metaphor is a fairly representative and effective persuasive strategy which can perfectly merge the understanding of human beings' common experiences in everyday life with sociocultural values that may invoke imbued strong emotions. It is asserted that, by means of resorting to common human experiences and social activities and establishing as much common ground as possible with the audience, metaphoric mechanism is the very bedrock and inexhaustible source for the speakers to transmit persuasive factors such as central beliefs, inner creeds and philosophical notions.

On the basis of a collection of comparatively large corpora of "CCTV" Cup English Speaking Contest in which metaphors are prevalent and prominent, the dissertation assimilates Critical Discourse Analysis with cognitive linguistics, especially conceptual metaphor theory in an attempt to tentatively identify, analyze and interpret metaphor's vital persuasive function in public speech discourses with certain ideologies.

Key words: metaphor; public speaking; cognitive metaphor theory; CDA; corpus linguistics; persuasiveness

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