

Applied Linguistics Research

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( Volume 2 )

# 应用语言学研究

主编 冉永平 张艺琼

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高等教育出版社

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主编 冉永平 张艺琼

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# 前言

“广外应用语言学论坛”是我国语言学界的一项重要学术活动，旨在为推动我国应用语言学的研究与学科发展搭建学术交流与沟通的平台。本论坛每两年举办一次，由教育部人文社科重点研究基地——广东外语外贸大学外国语言学及应用语言研究中心承办。每届论坛设有不同议题：“第一届广外应用语言学论坛”（2010年9月）的主要议题为“语料库语言学及语料库研究”，并借此庆贺我国应用语言学开拓者桂诗春教授八十华诞；“第二届广外应用语言学论坛”（2012年12月）的主要议题为“语言测试研究”。前两届论坛的主要论文为见证我国应用语言学研究的发 展留下了宝贵墨迹。

“第三届广外应用语言学论坛”于2014年12月5—7日成功举办，主要议题为“公共话语研究”，来自中国、英国、美国、荷兰、澳大利亚、印尼、泰国、阿曼等11个国家和地区的170余名学者出席了本次会议。大会主旨发言人及参会者主要从语用学、多模态语篇分析、语料库语言学、翻译学等角度对法律话语、商务话语、媒体话语、学术话语和课堂话语等方面，探索话语在社会现实构建和社会权力制衡中的作用。

本届论坛邀请了六位主旨发言人，他们是*Intercultural Pragmatics*（SSCI）期刊主编、美国纽约州立大学的Istvan Kecskes教授，英国曼切斯特城市大学语言学系主任Derek Bousfield教授，英国哈德菲尔斯大学“交叉文化礼貌研究中心”（Center for Intercultural Politeness）主任、国际期刊*East Asian Pragmatics*主编Dániel Z. Kádár教授，系统功能语言研究的权威学者、香港理工大学的Christian M.I.M. Matthiessen教授，香港城市大学的Vijay K. Bhatia教授，以及中国语用学研究会会长、广东外语外贸大学的何自然教授。

在主旨发言中，Kecskes教授针对“习语原则在双语者二语产出中是否受阻”的问题，通过英语通用语（ELF）交际者和双语者之间二语（英语）交际语料的对比，指出习语原则是语言输出中最凸显的控制机制，并分析了双语者在二语输出中程序性语言的使用特征。基于系统功能语言学家Halliday提出的“适用语言学”理

论,Matthiessen教授界定了“语域变异”(registerial variation),阐述了语域图谱的多元特征以及人类语言运作的复杂性,并以语篇图像为例,分析了活动场(field of activity)的核心与辅助类型,以及活动场中文本生成的逻辑-语义关系,为语言应用研究提供了一个宏观的理论框架。Bousfield教授围绕权势争夺中的不礼貌问题,把语言的不礼貌界定为有意攻击他人的面子威胁行为,对不礼貌策略进行了重新分类,通过多个实例阐述了不礼貌与权势之间的关系,展现了交际者如何在言谈互动中通过不礼貌现象呈现获得权势。Kádár教授从元语用学(metapragmatics)的视角出发,考察了(不)礼貌与(不)道德的交叉界面,认为礼貌涉及交际互动的评价行为,指出我们需要从交际者和研究者的双重视角探讨交际中的不礼貌,强调以道德为出发点并结合社会心理学的视角,才能促进并加深对(不)礼貌问题的深入探究。Bhatia教授针对专业与公共空间中的话语交互性表现,提出了一种多角度、多空间的批评性体裁分析路径,阐述了话语交互性在专业与公共空间话语中的表现方式;基于社会语用空间的多维度研究,Bhatia教授还强调从话语交互性视角揭示人们如何通过管理与利用冲突性身份、话语空间、参与机制等资源策略的重要性,实现特定的交际目的,并对仲裁话语、上市公司信息披露话语和立法实践话语中的话语交互现象进行了深入分析。何自然教授以“什么山上唱什么歌——社会及公共话语语用研究”为题,从批评语用学的视角探讨了社会及公共话语实践中的重要策略原则“什么山上唱什么歌”,通过生动有趣的语言实例展示如何根据说话原则对社会及公共话题进行调控;何自然教授的发言内容还涉及社会身份、缩略词语、语言政策、汉英语码混用与汉语的“纯洁性”等社会及公共话语问题。

本届论坛设“多模态话语”“学术语篇”和“特殊语言障碍儿童习得”三个讨论专场,深入探讨了多模态分析方法对社会公共话语的解构作用、不同学术语境下作者或参与者的身份建构问题,以及特殊型语言障碍儿童患者的词汇或句法习得等问题。此外,论坛的十六个会场分别围绕话语的语用分析、法律话语分析、商务话语分析、媒体语篇分析、课堂语篇分析、语料库语言学、语言教学、语言测试、语篇翻译等话题展开了热烈讨论。

此外,论坛期间还举行了两场有关话语研究工具使用的工作坊。广东外语外贸大学外国语言学及应用语言学研究中心的Martin Weisser教授和张艺琼博士分别主持了题为“使用DART创建及分析带有语用标注的语料库”和“视频分析的多模态方法”的工作坊。Weisser教授介绍了他所开发的“对话标注和研究工具”,主要展示了如何利用该工具创建带有语用标注的口头交际语料库以及对言语行为组合与信息的自动识别;张艺琼博士介绍了多模态视频分析软件的使用,展示了如何借助该软件对多模态语篇中的语言、图像、动作等符号资源进行标注和分析。

总之,本次以“公共话语研究”为主题的高层次学术论坛,主旨发言和参会者选题都呈现出较多新亮点和新思想,展现了公共话语研究领域的最新成果,体现了



公共话语研究的诸多前沿视角和国际视野，为公共话语研究提供了广阔空间。根据参会者的自愿原则，本届论坛组委会从所提交的论文全文中精选了部分代表性成果结集，由高等教育出版社出版，旨在更好地指导读者开展公共话语研究，推进我国公共话语研究的进一步发展。

冉永平 张艺琼

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# 理论 研究

# Applicable Linguistics: The Potential of Registerial Cartography

The Hong Kong Polytechnic University    Christian M.I.M. Matthiessen

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**Abstract:** In this paper, I explore one central feature of applicable linguistics — its goal of comprehensive accounts, focusing on variation in language, more specifically registerial variation. Applicable linguistics is M.A.K. Halliday's synthesis model proposed to transcend the division between theoretical linguistics and applied linguistics, and the relative lack of exchange between the two. Applicable linguistics is a possible paradigm for doing linguistics, one that can inform future research, development and application. An example of a manifestation of this paradigm is Halliday's own Systemic Functional Linguistics (SFL). As a type of applicable linguistics, SFL embodies systems thinking in the engagement with language and other semiotic systems (including the context in which they operate) and it incorporates the goal of developing the kinds of comprehensive description needed not only for holistic theorizing but also for wide ranges of application in all sorts of institutional settings. Based on systems thinking and in response to the need for comprehensive descriptions, systemic functional linguists have worked on accounts of language as a system of variation — a polysystemic, ecologically aware view of language. They have identified three major types of variation, dialectal variation, codal variation and registerial variation. Here I will focus on registerial variation — variation in language according to context of use, with register as a functional variety of language. I will report on certain aspects of a long-term research programme concerned with the development of comprehensive maps of registers — a programme of registerial cartography. More specifically, I will discuss the relationship between fields of activity within contexts and the favoured logico-semantic relations deployed to organize texts globally within these contexts. keywords: applicable linguistics; registerial cartography

**Keywords:** applicable linguistics; registerial cartography

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## 1. Applicable linguistics

Starting in the 1960s, theoretical linguistics — in its formal (rather than function), generative manifestation — and applied linguistics have developed in different ways and directions as a kind of thesis-antithesis pair. In a sense, this opposition — between theory and application, between pure and applied, between science and engineering —

is a common theme, and curse, in many disciplinary areas, cutting across other divisions such as that between natural sciences, social sciences and the humanities. In linguistics, the increasingly sharp division between theory and application, institutionalized as theoretical linguistics and applied linguistics, has arguably done a great deal of harm: it has led to successive theories that have not been tested in application since the prevailing ideology in theoretical linguistics did not include testing by engineering (I remember Robert Kirsner, UCLA, saying in the early 1980s that the problem in linguistics was that the bridge couldn't collapse — theory was never put to the engineering test of building bridges, or the linguistic analogue of such projects!); and it has led to anaemic applications without the benefit of the power of general theories of language. But there is an alternative to this impasse — the synthesis position proposed by Halliday (e.g. 2002a, 2008) under the name of applicable linguistics, characterized by him as follows (2008: 7):

[...] the search for what I have called an “applicable” linguistics — a comprehensive and theoretically powerful model of language which, precisely because it was comprehensive and powerful, would be capable of being applied to the problems, both research problems and practical problems, that are being faced all the time by the many groups of people in our modern society who are in some way or other having to engage with language.

One version of applicable linguistics is Halliday's own Systemic Functional Linguistics (SFL); his search for applicability goes back to the 1950s, and has informed the work on SFL by him and others to produce a theory of language that has the potential — the power — to be applied to a wide range of problems arising in communities. All aspects of the SFL model have been developed to be applicable — including centrally the approach to discourse analysis, what I have called applicable discourse analysis (Matthiessen 2014), since many problems can be addressed through informed analysis of representative samples of texts, spoken or written, and often accompanied by contributions from semiotic systems other than language such as gestures or illustrations.

## 2. Systems Thinking, Comprehensiveness and Systemic Maps

In the passage from Halliday (2008) above, he indicates two fundamental characteristics of a model of language in applicable linguistics — it needs to be

“comprehensive” and also “theoretically powerful”. In the present context, comprehensiveness is particularly relevant. It is a facet of systems thinking in SFL, of the holistic approach that has been taken in preference over the componential approach dominant in a great deal of linguistics and other disciplines since the advent of Cartesian Analysis in the 17<sup>th</sup> century (cf. Capra 1996; Halliday & Matthiessen 2006). In SFL, linguists have developed comprehensive descriptions of languages in context (eight of which are summarized in overviews in Caffarel, Martin & Matthiessen 2004), producing descriptions of lexicogrammars of different languages covering all systems in terms of metafunctions (ideational: logical & experiential, interpersonal, textual) across the rank scale (clauses, groups/phrases, words, and morphemes).

While comprehensiveness increases the applicability of descriptions, it also puts pressure on us to devise strategies for managing the complexity of descriptions that have comprehensive coverage — complexity that is of course due to the inherent complexity of language itself. Comprehensive descriptions can be managed — developed, accessed, presented — by means of systemic maps that provide holistic overviews of areas of language. I have developed and deployed the metaphor of cartography — as in my “lexicogrammatical cartography” (Matthiessen 1995), where I gave an overview of the lexicogrammatical resources of English based on a systemic map of the grammar — a system network, presenting it system by system and using the systemic map as a navigational tool.

### 3. Language: A System of Variation

When we develop comprehensive descriptions of a language, the fact that language is an inherently variable system becomes very central; we need to take account of variation in language — observing, documenting and describing, and explaining it. While there was a period in formal theoretical linguistics when language was regarded as uniform and homogeneous, there would now seem to be a consensus understanding among linguists of language as a system of variation (e.g. Halliday 1978: 156) — one that follows from the Firthian, socially oriented tradition in Britain; in an early paper, Firth (1935/1957: 29) puts the case against the assumed unity of language as follows:

The multiplicity of social roles we have to play as members of a race, nation, class, school, club, as sons, brothers, lovers, fathers, workers, churchgoers, golfers, newspaper readers, public speakers, involves also a certain degree of linguistic specialization. Unity is the last concept that

should be applied to language. Unity of language is the most fugitive of all unities whether it be historical, geographical, national, or personal. There is no such thing as *une langue une* and there has never been.

Similarly, this insight into the fundamental nature of language as a system of variation is naturally revealed in other socially informed approaches to language, including of course sociolinguistics. One intriguing fundamental question is what kinds of variation are embodied in the organization of languages. Dialectal variation has been recognized for a long time, both by speakers in general and by linguists — dialectology having taken off in the 19th century as a companion to historical linguistics, and it is perhaps the most “exposed” kind of variation because it is manifested at the lower levels of language — phonology, morphology (if any), lexis, so it is easy to become aware of and observe, and because it is bound up with identity, so speakers are sensitive to it as a marker of group membership. So dialect variation is generally recognized in different linguistic frameworks although different kinds may be split off from one another, e.g. with a separation of sociolects from dialects. However, there is considerably more metalinguistic variation in what other forms of variation are recognized, theorized and described. For example, Biber & Conrad (2009) propose three different “text varieties”, viz. “registers”, “genres” and “styles”; but if one tries to locate these three varieties in a comprehensive account of language as a system of variation in context, they would arguably turn out to be manifestations of one kind of variation within different domains of language — one or possibly two. To make informed decisions about where to make distinctions, we need a combination of holistic theory, comprehensive description and abundant evidence from large volumes of data (i.e. written and spoken text).

In Systemic Functional Linguistics, scholars first distinguished between dialectal variation, variation according to user, and registerial variation, variation according to use (spheres of activity)<sup>①</sup>, in the first half of the 1960s, and, based on further research

① The original sense of the term “register” is ‘functional variety of language’, as in Halliday, McIntosh & Stevens (1964). This use of the term has continued in the systemic functional tradition, and has also been taken up by Douglas Biber and other scholars in North America (e.g. Biber 1994) although, as just noted, Biber & Conrad (2009) define register more narrowly than in the systemic functional tradition. In SFL, Martin (1992) and his group, which has come to be known as the “Sydney School”, have shifted the term “register” from denoting a functional variety of language to denoting the contextual setting associated with that variety; so for them, “register” means the combination of field, tenor and mode. For some discussion of terminology, see Matthiessen (1993, forthc. b).



originating in Bernstein's (e.g. 1971) theory of code, they added codal variation, variation in "semantic styles" according to a user's social group membership, as a third major kind of variation (see e.g. Halliday, McIntosh & Stevens 1964; Gregory 1967; Hasan 1973; Halliday 1988b, 1994a, 2013). Having made the fundamental point that variation in language is possible because it is stratified, Halliday (1995/2003: 416-417) summarizes these three types of variation as follows:

Variation in language is essentially of three kinds: dialect, register, and code. (i) Dialectal variation does not in itself increase the meaning potential; it is the effect of drift in the realization of the semantic system, while the semantic system itself remains stable (or rather, evolves without such variation). (ii) Diatypic, or register, variation, on the other hand, does increase it: this is variation in the meaning potential that is associated with different forms of collective activity (the "division of labour"). As new social practices evolve, further semantic space is opened up; and variation occurs in the setting of grammatical probabilities in resonance with features of the semiotic context. We could return to the example of tense in weather forecasting, mentioned earlier: where clauses such as *tomorrow will be cloudy, with rain at times* become the norm, an alternative universe of experience is construed in which future is the unmarked temporal state. (iii) "Code" is being used here in Bernstein's sense; it has nothing to do with the thoroughly misleading notion of language itself being a code. Code variation also increases the meaning potential, although in a significantly different way. Code variation is semantic: it is variation in the meanings that are typically associated with, or "realize", specific situation types in the culture — here, the stratal relationship is that of language itself as realization of a higher-level semiotic. Through this kind of variation the system organizes itself to favour just those meanings that are selected for by the relevant sub-culture (of class, caste, clan, generation, gender or whatever); hence it is the code selection that transmits the culture, and cultural variation, across the generations. This then turns out to be the semiotic mechanism whereby social hierarchies of all kinds are maintained and perpetuated (Hasan has shown how this works, in a large-scale study of the semantic variation in the spontaneous discourse of mothers with their pre-school children).

Using the semiotic dimensions of stratification and instantiation in the global organization of language in context, we can sketch the envelopes of variation of dialectal variation, codal variation and registerial variation as in Figure 1 (adapted from Matthiessen 2007).

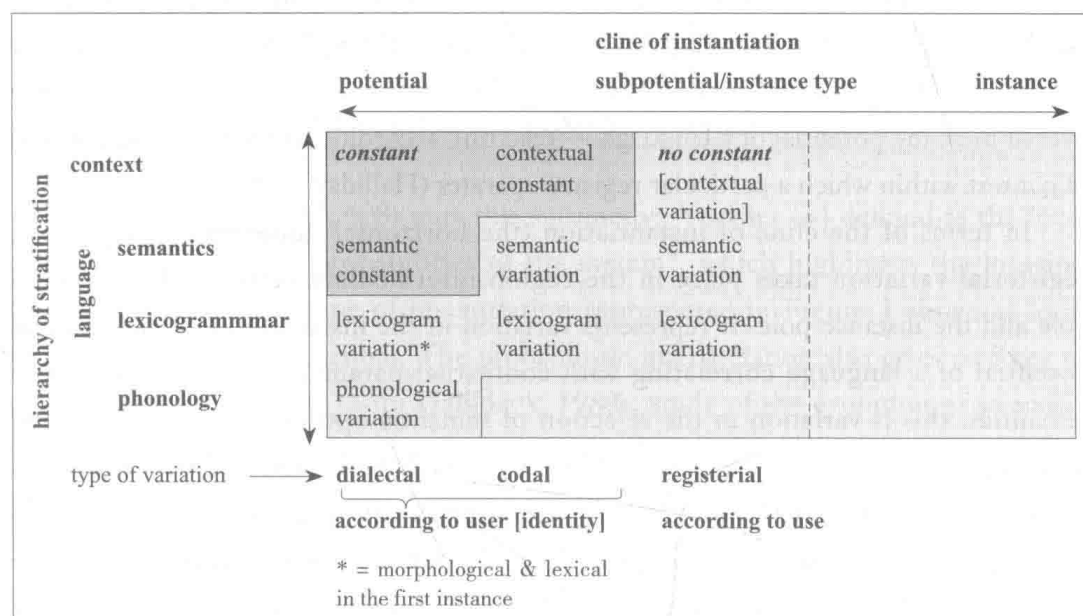


Figure 1 Differentiation of dialectal, codal and registerial variation according to two global semiotic dimensions — the cline of instantiation and the hierarchy of stratification — in terms of higher-level constant (if any) and primary region of variation

## 4. Registerial Variation

I will focus on **register** — on **registerial variation**. Unlike dialectal variation and codal variation, which can both be interpreted as variation according to user — i.e. the identity of speakers (meaners, i.e. persons making and exchanging meaning) in societies and social groups, registerial variation is variation according to use — according to contexts of use. This means, among other things, that while both dialectal variation and codal variation are forms of variation relative to a higher-level constant, there is no higher-level constant in the case of registerial variation: language and context vary together. Unlike dialectal variation but like codal variation, registerial variation is semantic variation in the first instance. Since semantics is realized by lexicogrammar, which is in turn realized by phonology or graphology, this semantic variation ripples through the system of language also as lexicogrammatical variation and (to a lesser extent, because of the line of “arbitrariness” between the content and expression planes

of language) and as phonological or graphological variation.

In terms of the hierarchy of stratification (the vertical dimension in Figure 1), registerial variation is thus variation in meaning according to the nature of context; a given register can be thought of as the “meanings at risk” in a particular type of context (cf. Halliday 1978). This can be modelled by setting up context-specific semantic systems, as illustrated by Halliday (1973) for the semantics of maternal control of your children; but it can also be modelled as the resetting of the systemic probabilities of the overall meaning potential of a language — resetting according to the nature of the type of context within which a particular register operates (Halliday 1978).

In terms of the cline of instantiation (the horizontal dimension in Figure 1), registerial variation takes place in the region intermediate between the potential pole and the instance pole. It represents variation in the instantiation of the meaning potential of a language correlating with contextual parameters. At the stratum of semantics, this is variation in the selection of semantic options within the meaning potential, and a register is the range of options likely to be selected within a given setting of the contextual parameters; it is a contextual adaptation of language to a particular type of use (a “sublanguage”, in the terminology of work on machine translation, e.g. Kittredge 1987). Such a range of options is a subpotential of the overall meaning potential, the “meanings at risk” within the setting of the contextual parameters. Since language is a probabilistic system (see e.g. Halliday 1959, 1991a, 1991b, 1993; Matthiessen 2006a, in press), it follows that a register constitutes a resetting of the probabilities of the overall system, as mentioned above (see e.g. Halliday 1978, 1994b, 1996). Halliday (1994b/2007: 310-311) characterizes this resetting as follows:

Register variation is variation in the *setting of linguistic probabilities*. Most of the time, when speakers of a language develop that language in new functional contexts, they do not invent new grammatical forms. They exploit and extend those that are already there. In so doing, they realign the probabilities of the system. The future tense is a case in point: in weather forecasts, the probability of future shifts from being way below that of past or present to being significantly above the sum of those two together. There is no surprise in this; a weather forecast is, obviously, a text that is concerned with the future. But the fact that this semantic feature is explicitly realized in the grammar, by the perturbation of the frequency pattern of the tense system (perhaps with other realizations also, for example special lexical