



华东交通大学教材（专著）基金资助项目

新闻报道中意识形态的 批评话语分析

IDEOLOGIES OF NEWS REPORTS FROM
THE PERSPECTIVE OF CDA

■ 胡华芳 著

江西人民出版社
全国百佳出版社



新闻报道中意识形态的 批评话语分析

IDEOLOGIES OF NEWS REPORTS FROM
THE PERSPECTIVE OF CDA

■ 胡华芳 著



江西人民出版社

全国百佳出版社

图书在版编目(CIP)数据

新闻报道中意识形态的批评话语分析: 英文 / 胡华芳著.

—南昌: 江西人民出版社, 2012.12

ISBN 978-7-210-05749-9

I. ①北… II. ①胡… III. ①夏季奥运会—新闻工作—
话语语言学—研究—北京市—英文 IV. ①G219.2 ②H0

中国版本图书馆 CIP 数据核字(2012)第 273093 号

新闻报道中意识形态的批评话语分析

作 者: 胡华芳 著

组稿编辑: 徐明德

责任编辑: 何 芳

封面设计: 游 珑

出 版: 江西人民出版社

发 行: 各地新华书店

地 址: 江西省南昌市三经路 47 号附 1 号

编辑部电话: 0791-86898965

发行部电话: 0791-86898815

邮 编: 330006

网 址: www.jxpgh.com

E-mail: jxpgh@tom.com web@jxpgh.com

2012 年 12 月第 1 版 2012 年 12 月第 1 次印刷

开 本: 880 毫米 × 1230 毫米 1/32

印 张: 7.125

字 数: 250 千

ISBN 978-7-210-05749-9

赣版权登字—01—2012—541

版权所有 侵权必究

定 价: 25.00 元

承 印 厂: 江西金瑞彩印有限公司

赣人版图书凡属印刷、

江西省“十一五”规划项目
“西方媒体涉华新闻报道中的意识形态研究”

项目编号：10WX09

前言

作为一种重要的媒介传播形式和特殊的新闻语篇,新闻报道在为人们提供信息、娱乐的同时又约束着人们的思想、行为和习俗。新闻承载着源语社会的主流意识形态,也直接或间接地影响并控制着人们的思维,对人们态度和意识的形成具有重要作用。本书通过语言分析使潜藏在新闻中的意识形态突显出来,以便人们重新加以审视,避免被动和不加批评地接受它们,同时提醒广大读者在阅读英语新闻时要注意分辨新闻中隐含的意识形态。

本书以北京 2008 年奥运会的相关新闻作为语料分析样本,通过批评话语分析方法对《人民日报》和《纽约时报》的奥运报道进行了定性分析。北京奥运相关新闻语篇像其他普通语篇一样,绝不只是一个不偏不倚的传递信息的工具,而是赋予意识形态意义的。本书采用了费尔克拉夫的三向度模型,即把新

闻看作文本、话语实践和社会实践的统一。本书在文本研究方面,借鉴了韩礼德关于语言三大元功能的论述,从及物性、情态和词汇分类等多种角度比较了中西媒体新闻的语言特色;在话语实践研究方面,采用“互文性”这一文本的基本属性来描述文本间相互建构的关系(互文性是对历史性文本继承、改造和创新的过程);在社会实践研究方面,援引了新闻学领域中的新闻价值标准等理论来解释样本新闻在选材、技法及其最终体现的意识形态方面的差异。

分析表明,中西媒体的奥运相关新闻皆嵌入了意识形态,它们直接或间接地影响和控制公众的普遍认知,在塑造公众的态度和意识形态方面具有重要的功能。通过对比分析两份报纸的奥运相关新闻报道,本书认为他们各自显示了完全不同的意识形态。《人民日报》在其奥运新闻报道中极力地展示北京奥运会“人文奥运”、“科技奥运”和“绿色奥运”的主题,通过新闻话语树立的中国形象是一个充满生机、通过改革开放取得巨大成效、和谐繁荣、在国际社会享有较高声望的发展中国家。与体育新闻相比,《纽约时报》对北京奥运会的报道更关注体育之外的中国社会,在对北京奥运一定程度上的肯定的同时,更多地涉及诸如人权、西藏等一些奥运之外的政治问题。长期以来,美国对中国进行的“妖魔化”报道将中国共产党描述为一个粗暴对待人民的、独裁的党,而中国被歪曲成一个面临着诸多问题的、政治不稳定的、没有民主的国家。这些对中国的负面描述,不仅给美国读者留下贬损的印象,也损害了中国在世界上的声誉。对中国的这些偏见的态度是通过新闻话语策略来表达的。《纽约时报》将美国的意识形态悄悄地植入看似公正的奥运新闻报道中,这就需要读者的正确辨识。本书旨在提高

读者在阅读各类新闻报道时的敏感度和批评意识,并最终达到增强对公共话语的反控意识。

本书以作者的博士论文为蓝本修改出版,在此要衷心感谢上海外国语大学博士生导师何兆熊教授的悉心指导,感谢华东交通大学外国语学院纪蓉琴院长的鼓励,还要感谢几年来全家人在精神上给予的支持和理解。

本书能有幸在江西人民出版社出版,要特别感谢徐明德先生的关心和支持以及本书责任编辑的细致编校。

胡华芳

2012年10月

于华东交通大学外国语学院

Contents

Chapter 1	Introduction	1
<hr/>		
Chapter 2	Literature Review	16
<hr/>		
Chapter 3	Data Collection and Samples	65
<hr/>		
Chapter 4	Analytic Tools of CDA	76
<hr/>		
Chapter 5	A Comparative CDA of Beijing Olympics –related news	96
<hr/>		
Chapter 6	Conclusion	174
<hr/>		
Bibliography		182
<hr/>		
Appendice		193

List of Figure

Figure : Fairclough's three –dimensional model for critical discourse analysis	78
-----------------------------------------------------------------------------------	----

List of Tables

Table 1 : Lexicon comparison between <i>People's Daily</i> and <i>The New York Times</i>	103
Table 2 : Distribution of six process types in samples of both newspapers	115
Table 3 : The number of passive clauses in each sample of both newspapers	131
Table 4 : Distributions of modality of Beijing Olympics – related reports in both newspapers	135
Table 5 : Distribution of modal verbs of Beijing Olympics –related reports in both newspapers	135
Table 6 : The distribution of direct speech, indirect speech and slipping in samples of both newspapers	146

Chapter 1

Introduction

Modern society has witnessed the increasingly important and indispensable role of mass media in daily life. The publication frequency encourages people to habituate themselves to consuming newspapers as a fixed part of their daily life. For most people, reading daily newspapers makes up their most substantial and significant consumption of printed discourse, which is second only to television as a window to the outside world. Therefore, news is playing an increasingly important role in the information age. The ideology embedded in language is characterized by the opacity and obscurity. Therefore, news reports may seem quite objective, impartial, and unambiguous, but implicitly express different ideological meanings in a roundabout way and exert subtle influences on the readers. The functions of news are double: on one hand, it facilitates exchanging

and sharing of information. On the other hand, although language in news reports is always claimed to be neutral, credible and undistorting, it is ideology – loaded. News reports are official discourses and are unavoidably influenced by domain ideologies, so they can control and affect people's cognition directly or indirectly and remain a significant factor in forming people's ideologies and attitudes, though the ideologies hidden in them are less obvious than those in other public discourses such as editorial, political speech and advertisements, etc.

With the development of China's economy and technology, there are large numbers of news reports about China in western countries' newspapers, which demonstrates that China has been gradually becoming a focus of attention in the world. However, the fact that the western countries' newspapers frequently report China's news negatively cannot be ignored because the negative reports about China will seriously ruin China's image and reputation in the world, will damage the harmonious and friendly diplomatic relationships between China and other countries, and will further affect China's international status in the world. Therefore, it is necessary to make it clear how the news reports are produced in terms of linguistics to raise people's anti – controlling awareness and to improve the unfavorable conditions in order to promote China's position in the world. In the information age, the Chinese have much access to the western media. When people read or listen to the news reports, it is hard for them to see through the ideology hidden in news reports. They are more likely to be cheated. It is essential that the people

can be aware of what they are reading and increase their consciousness against the infiltration of Western ideologies, and learn to use the proper forms of language and keep sober – minded in the complicated situations. The Beijing Olympics was a great event for the global media. How the domestic and foreign media reported it directly concerns the establishment of China's international image.

As a new approach of linguistics, critical discourse analysis (abbr. CDA) has been attracting more and more attention from scholars in recent years. CDA is derived from critical linguistics and its aim is to explore the relationships among language, ideology and power, for the purpose of unveiling the hidden ideology in public discourse and its influence on discourse as well as the counteractive influence that the discourse exerts on ideology. It aims to illustrate how the language producers use language to convey ideology to others and to exercise power to help to achieve political purposes. Media discourse, including news discourse, political speeches and official documents, is the main object of CDA. As an important channel of information transmission, news reports have exerted extensive influence on people's lives. News has been usually regarded as the unbiased recording of world reality. However, the research made by critical linguists proves that it is not true.

The present research will tentatively illustrate how language is used in news reports to form beliefs and ideas, and how news reporters are affected unconsciously by ideology in the presenting of events. There are many factors that are of great significance in news representation such as lexical classification, and the choice of news

sources, etc. As news discourses are so complex that concentration on one aspect unavoidably leads to the neglect of others, this research is mainly concerned with the linguistic aspect, a focus that arises from the nature of the linguistic structures in the construction of ideas in the news; it will reveal that language is not neutral, but a highly constructive mediator.

Most researchers focus on critical analysis of political discourses, and there are relatively fewer ones studying Olympic news discourses. Therefore, this research will take Beijing Olympics – related news as examples to make a comparative analysis of some news about the Beijing Olympic Games selected from the English edition of *People's Daily* and *The New York Times* to reveal the ideology concealed in language by analyzing their differences from the perspective of lexical classification, transitivity, passivization, and nominalization. Halliday's systemic – functional grammar will be applied as the analytical tool from the perspective of critical discourse analysis, which is a new linguistic approach to discourse analysis, for the purpose of revealing that the Beijing Olympics – related news reports in the two newspapers, which seem to be neutral and impartial, are ideology – loaded. Then the research will achieve its intention to improve the readers' critical sensibility and awareness when they read Olympics – related news reports so as to strengthen the anti – control awareness of public discourses.

1.1 A Brief Introduction of the Beijing Olympic Games

When the Chinese government made a bid in 1999 to host the 29th Olympic Games, an Olympic fever spread all over the country. Enthusiasm for the Olympics broke out when the International Olympic Committee announced in July 2001 that Beijing was approved to host the games. Hosting a successful Olympics was the solemn promise the Beijing municipal authorities had made to the world, but it also embodied a long – cherished dream of the Chinese people the world over. The Games provided an excellent opportunity for more mutual exchanges between Chinese citizens and people from other nations, which might help the country integrate more into the global community and make it more transparent to the outside world. The city might also get a boost in development and henceforth march toward the goal of being a modern and prosperous world – class metropolis.

This was a sports carnival belonging to people all over the world. It was estimated that a worldwide audience of 4 billion watched Olympic competition events. The Beijing Olympics had an enormous contingent of journalists and 150,000 volunteers. During the Games, almost 40,000 journalists from home and abroad filed reports in Beijing and other parts of China, heads of state and government and royal family members from over 80 countries attended the opening ceremony, and the Games had attracted 500,000

foreigners to Beijing.

For China, the 2008 Beijing Olympic Games was a good historical opportunity to display its development to the whole world. People in the world not only got to know the Beijing Olympic themes of “Technological Olympics”, “Green Olympics”, and “Humanistic Olympics”, but also accepted the “New Beijing”, which displayed to the world that China was an ancient, open – minded, modern and creative country.

The Beijing Olympics was an international sports feast, which had profound significance for the Olympics itself. China and the whole world hoped that the Beijing Olympics would become the most significant and influential in history in that it had good hardware of venues and scale, and it embodied the software construction of national characteristics.

It was a good opportunity for China to shape its positive national image. From the development of the previous Olympics, holding the Olympics always made the hosting city a focus of the whole world, even though the cities had not been so famous. For example, the Tokyo Olympics in 1964, and the Seoul Olympics in 1988, both provided the hosting cities with critical transit to modernization and internationalization.

Olympics made the hosting country become a focus of world media coverage and people's attention. Its significance exceeded the sphere of the sports events. Every hosting city would seize the opportunity to influence the world media and enhance its national image.

Media coverage is the best mirror to reflect the Beijing Olympic

Games. *People's Daily* and *The New York Times* occupy extremely important positions in the world through their objectivity and influence. It is necessary to master the ways in which both newspapers display their ideologies through Olympics – related news.

1.2 The significance of critical analysis of Beijing Olympics – related news

Critical linguistics (CL) was proposed by British linguists Roger Fowler and Gunther Kress in 1979. Then, critical discourse analysis came into being. CDA, which usually approached from the angles of linguistics, sociology, psychology and mass media, aims to reveal the relations between language, power and ideology through analysis of linguistic forms. CDA is particularly interested in how ideology influences discourse; how discourse reacts to ideology; and how they both originate from social structures and power relations, and serve society as well.

Within CL, language is not an objective and transparent transmission medium as claimed by previous linguists, rather, language is a kind of social practice, an intervening force in social processes. Language not only reflects society but also directly gets involved in the makings of social relations.

The main research objects of CDA are public discourse from TV, newspapers, official documents, laws, etc. Analysts can discover the relations between language and ideology, which are usually unnoticeable by the public, and disclose how the powerful classes

employ language to shape the ideology interests and to maintain the existing social structures. CDA aims to reveal dominance, discrimination, power and control as expressed, signaled and so on by language use.

CDA views discourse as social practice and deems the context of language use as crucial. This implies that language is also a part of social life, playing an incomparable role in social activities. CDA can be approached in two ways: one can be framed in terms of “levels of language”, including vocabulary, grammar and textual structure. The other can be designed in terms of functions based on M. A. K. Hallidayan functional grammar. Therefore, the ideological meanings of lexical structures and classifications realized by lexis, transitivity, syntactic transformation, direct and indirect speeches should be carefully examined.

Various approaches to CDA share a commitment to going beyond linguistic descriptions to attempt explanations, to showing how social inequalities are reflected and created in language, and to finding ways through their work to change the conditions of inequality that their work uncovers. Fairclough describes his two principal goals as: First, helping to “correct a wide spread underestimation of the significance of language in the production, maintenance and change of social relationships of power” and second, helping to “increase consciousness of how language contributes to the domination of some people by others, because consciousness is the first step towards emancipation.” (Fairclough, 1989)

Of significance is the critical study concerned with, on the one