



北京奥运话语中

中华民族身份的多模式话语构建

Multimodal Discursive Construction

of Chinese National Identity in Beijing Olympic Discourse

郑海翠 ● 著



 吉林大学出版社

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前言

话语的多模式可以说是话语的基本属性,而决非一个新的现象,但却一直不为人们所重视。近年来,随着科技的发展,话语的多模式性越来越突显出来,有关多模式话语的研究也被排上了语言学家的研究日程上。作为一种社会实践,话语通过各种符号模式的共同作用参与社会构建。本书提出了对民族身份和多模式话语的一些理解。民族身份是民族国家在国际社会中的形象,本民族人民的认同是民族身份存在的前提,民族身份是一个多方面、多角度、多模式话语构建过程,作为社会实践的话语在民族身份的构建中发挥着不可替代的作用。在对有关多模式话语分析理论及实证研究批评性综述的基础上,本书提出了对模式的不同理解、多模式话语分析框架以及意义构建模型,并将这些理论构想和框架应用于分析中华民族身份是如何在北京奥运话语中构建的。

本研究认为模式不是固定的意义单位,而是一种分析手段,模式与模式之间看似存在明确的界限,实则不然,模式有时是跨界的。为了便于分析,本研究将模式分为语言的、视觉的、听觉的和运动的几个大的类别,语言、图像和声音分别是每一模式类别中的典型例子,而书面文本、口语和图片等则是具体的体裁,也是符号集,某些模式和媒介以特定的方式积聚在一个符号集中共同创建意义。在多模式话语研究中,本研究首次提出了“sub-mode”(“次模式”或“二级模式”)概念,引导人们对各种模式的特性做深入的研究。本研究无论是在研究方法上还是在实际分析中都拓宽了视角,例如关注数字和交互互动的场所等传统多模式话语研究中没有涉及的模式,从而为多模式话语研究提出了新的视角。以上有关模式的理解在本书中分别用语言和图表两种模式进行了表述。“标记”和“非标记”概念的引进明确了多模式话语分析并非一定要涉及所有模式,非标记模式尽管有意义,但与某一特定的研究话题关系不大,因而可能不会成为分析重点。

本研究自创了模型,直观明了地反映了话语的多模式性及话语运作过程,即宏观概念的话语——话语是 社会建构的知识——通过各种模式和媒介得以表述,最终产生了具体的多模式话语,并进一步提出了具体的多模式话语分析框架,此框架包括四个步骤:模式认定、模式参与度,模式互动和策略。

多模式话语研究的创导者 Kress 和 Van Leeuwen 曾提出意义创建的四个层次:话语、设计、生产和传播,然而实践中并非总是能够或有必要清楚地区分这四个层次,本研究提出新的意义构建模型,建议从话语孕育、话语的多模式表述和话语传播三个层次去分析意义。

在这些理论构想的基础上,本研究选择北京申办和筹备 2008 年奥运会这一历史事件作为研究面,分析了在全球化进程中中华民族身份的多模式话语

2 北京奥运话语中中华民族身份的多模式话语构建

构建。中华民族身份研究充分显示了多模式话语的构建作用,在全民参与筹办一届历史上最好的奥运盛会时,话语构建的中国国家形象呈现出来——中国是世界上最大的发展中国家,历史悠久,文化辉煌灿烂,目前正在国际社会中日益崛起,经济腾飞、潜力巨大,在构建和谐世界的伟大事业中发挥着越来越重要的作用。

北京奥运话语中中华民族身份的多模式话语构建展示和证实了本研究提出的多模式话语分析框架及民族身份构想的可行性和适用性。

多模式话语理论研究在国外语言学界方兴未艾,以多模式话语分析的视角对全球化进程中中华民族身份构建的研究在国内话语理论研究领域中堪属首创。希望本书为多模式话语研究提出一些有用的见解,引发更多的人关注多模式话语研究,同时希望本书对中华民族身份的研究有一定的启发和参考价值。

本专著是在我的博士论文的基础上修改完成的。回顾自己的求学历程,不禁感慨万千。早在1996—1997年我在南京大学参加由美国哥伦比亚大学和南京大学联合举办的面向全国高校英语教师的师资提高班——UB班时,外籍教师和南京大学资深教授所开设的各门课程极大地激发了我对语言研究的兴趣,与来自全国各地高校英语教师的交流也让我受益匪浅。攻读硕士学位期间,苏州大学浓厚的学术气氛、各位教授和博士开设的课程、国际国内知名学者(George Lakoff、Fouciner、沈家煊、顾曰国、刘润清、胡壮麟、张德禄、黄国文、朱永生、熊学亮、潘文国等)的学术讲座让我领略了语言学研究的神奇和美妙,同时也打下了坚实的语言学基础,在苏州大学外语学院研究生毕业论文写作前的中期考核中取得第一名的成绩。在南开大学作博士研究生期间,我致力于话语分析和社会语言学研究,导师张迈曾教授的严格、严谨和认真负责让我深刻体会了学术研究的艰辛与挑战,导师的高标准和严要求让我终生受益。张迈曾教授不仅是我学术研究上的导师,也是我生活中的楷模,本书的出版是我能够献给我的导师的最好的礼物。感谢我的恩师张迈曾教授!

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本书的出版是我学术研究的一个阶段性成果,期待与更多的学者共同探讨,书中疏漏之处不可避免,恳请各位前辈、同仁和广大读者不吝赐教。

郑海翠
2011年3月

Contents

Chapter 1 Introduction	1
1.1 Contemporary communication	1
1.2 Sports and national identity	3
1.3 Beijing Olympic Games and Chinese national identity	4
1.4 The structure of the thesis	5
 Chapter 2 Nation, Nationalism and National Identity	7
2.1 Identity studies: from essentialism to constructionism	8
2.2 Related concepts to national identity	10
2.2.1 Different approaches to nation	10
2.2.1.1 Nation as a historical development	10
2.2.1.2 Nation as an imagined community	12
2.2.1.3 Nation as a cognitive category	14
2.2.2 State and nation – state	18
2.2.3 Nationalism	19
2.2.4 Definition of national identity	21
2.3 Assumptions about national identity	24
2.3.1 National identity as social identity	24
2.3.2 National identity as collective identity	25
2.3.3 National identity: An interactive construct	26

2 北京奥运话语中中华民族身份的多模式话语构建

2.3.4 Multi – dimensional representation of national identity	27
2.3.5 Multiple empirical referents to national identity	29
2.4 The discursive construction of national identity	32
2.5 Current researches on Chinese national identity	36
2.6 Towards multimodal discursive construction of national identity	37

Chapter 3 Multimodality Research: A New Frontier for Multi – semiotic

Meaning Making	38
3.1 Studies of semiotic meaning – making mechanism	38
3.1.1 Founding fathers of semiotics revisited	39
3.1.1.1 Saussure’s linguistic centric semiology	39
3.1.1.2 Peirce’s semiotics: logic – oriented theory about signs	41
3.1.2 Social semiotics	44
3.1.2.1 Social interpretation of meaning	45
3.1.2.2 Multiplicity of meaning – making resources	46
3.1.2.3 Social theory of signs	47
3.1.2.4 Semiosis and the social	50
3.1.3 Summary	52
3.2 Critical discourse analysis: discourse as social practice ...	54
3.2.1 Fairclough: The distinction between Discourse(s) and discourse(s)	54
3.2.2 Wodak: discourse as a macro – topic concept and a particular occurrence	57
3.2.3 Van Dijk: a multidisciplinary notion of discourse ...	57
3.2.4 Kress and Van Leeuwen: discourse as the semiotic	

plane in semiosis	59
3.2.5 Summary	63
3.3 Critical social semiotics	64
3.3.1 Multimodal theory of communication	65
3.3.2 Modes and media	66
3.3.3 Multimodal text	67
3.3.4 Multiple articulation of meaning	69
3.3.5 Reflections on Kress and Van Leeuwen's multimodal theory	70
 Chapter 4 Proposed Frameworks for Multimodal Discourse	
Analysis	73
4.1 Multimodal realization of discourse	73
4.1.1 Mode identification	75
4.1.2 Mode involvement	78
4.1.3 Mode interaction	79
4.1.4 Strategy and multimodal discourse as social practice	81
4.2 A three – stage meaning – making model	83
4.2.1 Cultivation	83
4.2.2 Realization	87
4.2.3 Distribution	87
4.2.4 Relationship between the three stages	88
 Chapter 5 Multimodal Discursive Construction of Chinese	
National Identity	91
5.1 A plethora of multi – semiotic resources as data	91
5.2 Multimodal realization of Chinese national identity	94

4 北京奥运话语中中华民族身份的多模式话语构建

5.2.1 Modes, sub – modes and media deployed	97
5.2.1.1 Language	97
5.2.1.2 Sub – modes of language	140
5.2.1.3 Image	144
5.2.1.4 Music	170
5.2.1.5 Dress	171
5.2.1.6 Color	172
5.2.1.7 Number	178
5.2.1.8 Media	180
5.2.2 Mode involvement	183
5.2.3 Intersemiosis	184
5.2.3.1 The bidding logo and its caption	185
5.2.3.2 Intersemiosis in people's signatures	186
5.2.3.3 A middle school student's paper cranes and verbal hope	186
5.2.3.4 Overseas Chinese's Wish Cup and open letter	188
5.2.3.5 Overseas Chinese displaying "Olympic Dragon" Scroll	190
5.2.3.6 Interaction between semiotic modes in presentation	192
5.2.3.7 Fuwa: A kaleidoscope of the Chinese culture	194
5.2.4 Strategy	195
5.2.5 Summary	197
5.3 The Beijing Olympic emblem: An illustration of three – stage multimodal meaning making	197
5.3.1 Cultivation: digging Chinese culture	198

5.3.1.1 Design expectation: China aiming to be unique	198
5.3.1.2 Combining Chinese civilization with Olympic philosophy in the design	202
5.3.1.3 The design – modifying: A Chinese culture learning process	207
5.3.2 Realization: A witness of the Chinese nation's commitment	211
5.3.2.1 The visual image of the emblem: a multimodal construct	211
5.3.2.2 Multimodal realization of the emblem seal	213
5.3.2.3 Unveiling: an aggregate of signs	215
5.3.3 Distribution: meaning enhanced and enriched	217
5.3.3.1 Rogge giving approval in a Chinese way	217
5.3.3.2 International Comments	218
5.3.3.3 Chinese official interpretation	222
5.3.3.4 Chinese experts' evaluations	224
5.3.3.5 Other Chinese people's understanding	228
5.3.3.6 Summary	229
5.3.4 Chinese Seal – Dancing Beijing and Chinese national identity	230
5.4 Discussion	233
5.4.1 Chinese national identity as a multimodal discursive construct	234
5.4.2 Multi – dimensional representation of Chinese national identity	235
5.4.3 Multiple empirical referents to Chinese national identity	237

6 北京奥运话语中中华民族身份的多模式话语构建

Chapter 6 Conclusion	240
Bibliography	245
Appendix :Data source	264

Chapter 1 Introduction

1.1 *Contemporary communication*

There exists a world of signs along with our natural world (Vološinov). Signs facilitate the communication between people. Words (written and spoken) are signs to express thoughts. Gestures and facial expressions are signs to convey people's intension or inner world. Clothing is a sign of one's identity. Traffic lights are signs regulating actions of pedestrians and vehicles. Arrows are signs showing directions. Various signs on the package or container give information about the thing inside as well as instructions on how to deal with it. For example,  indicates the article is fragile and  reminds people that the article should be kept from moisture. It is no exaggeration at all to say that the world cannot go without signs and people's life is almost inextricably intertwined with signs. This has become more salient in the modern age.

The present era is characterized with information explosion facilitated by technological advance. In the digital age, people depend more and more on signs, a plethora of semiotic modes in their everyday social life. Staying at home or office, getting online, one can know what happens in the world with a mouse click. Doing shopping, getting to know people, entertaining oneself, almost everything can be

2 北京奥运话语中中华民族身份的多模式话语构建

done online through signs with the help of technology. Another outcome of technological development is that various semiotic means have been mobilized and integrated into one interface. The former black and white motion pictures without sound have long become a history in film development. Videotaping of live life and flash – making with color and sound are no – longer professional – confined. Talking on telephone or writing paper letters have been replaced or enriched by other semiotic means involved. For example, online chat and email exchange are found to be filled with lots of icons such as  besides words to express emotions effectively and vividly. People can also use other signs to express extra meanings and even personalize their emails with stationery, typefaces and font colors, etc. In a word, various semiotic means flourish in the contemporary communication and even converge and co – work in a semiotic ensemble.

Different from the traditional face – to – face talk or telephone chat and letter writing, the online chat has become a very advanced and convenient communication means. Various semiotic modes and media have been deployed to achieve a far more effective and successful communication than the traditional plane/print – medium as the major means of communication. People can not only express their thoughts freely in words, numbers and other semiotic signs, they can even project their images or add their voices. As a result, the traditional distinction between speech and writing has been blurred.

In a classroom, the arrangement of the furniture is a kind of sign constructing the relationship between the teacher and the students. When the students are asked to sit in a circle with the teacher in the middle, it means that the teacher wishes to make a more direct communication with every student. The same happens to meetings. The round – table meeting is preferred when an exchange of opinions or a contribution of ideas is expected. On the contrary, not everyone en-

joys an equal speech power when one or two seats are put in the middle and given prominence while others are on each side.

Various signs or semiotic products not only facilitate communication, but also have an active meaning – making role to play, and particularly the role of identity construction. Logos on clothes carry with them distinctive statuses and taste for the wearers. Brandishing a national flag is a sign of allegiance to the nation. Of all the signs, language is the most important and sophisticated one to signify one's national identity. Not only semiotic products but also semiotic events construct and reveal identity. One example is the close association of sports with national identity.

1.2 *Sports and national identity*

International sport events such as the Olympic Games, World Cup of ball games, and World Championship of various sports are great occasions to display national feelings. Victory in these games is a great event for the country and winners are worshiped as national heroes while failure is regarded as a national humiliation and the players are criticized for putting the whole nation in a disgraceful position. Hobsbawm argues that sport, at least for males, has proved “uniquely effective” in generating a sense of belonging to a nation (cited in Smith & Porter 2004:5). The audience's strong reaction shows how the sheer spectacle of a major sporting occasion renders it a convenient and impressive means of displaying a collective national identity (Keech 2004). Deep – rooted in the audience's enthusiasm for games between nations are the national identity and national mentality, which contribute to the popularity for sports development (Han 2002). A match between teams composed of world – class players rather than between teams representing nations or particular communities is noth-

ing but a skill show and will not cause enthusiasm in audience for no national identity and identification are involved.

The capacity of sport to promote a sense of national identity and then to project that identity abroad, at Olympic Games for example, is more and more appreciated. Sport, together with its powerful symbolism, can exert a lasting effect on national identity. Sports events, especially the Olympic Games foster a sense of nationhood because international competition generates occasions when nations are embodied in something manifestly real and visible (Smith & Porter 2004). The Olympic Games are not only important in creating a positive image of a country internationally, but also a means to intensify national patriotic feelings. After the financial success of the 1984 games in Los Angeles, the Olympic Games came to be seen as an important means for cities to build an appealing and progressive image (Ward 1998). On the other hand, working towards the Olympic Games may evoke a sense of sharing a common goal and intensify national patriotic feelings. The patriotic feelings generated are a politically useful social resource. The Olympics also offer a forum for demonstrating the strengths and achievements of the host society, and may thereby serve to legitimize the current rule (Hall 1992). To host an Olympic Games is therefore what every nation in the world desires.

1.3 *Beijing Olympic Games and Chinese national identity*

To stage an Olympic Games in China has been a dream among the Chinese people for almost a century. The failure in the first bid—the bid for the 2000 Olympic Games in the year 1993—disappointed the Chinese people but did not frustrate them. Instead, it gave an impetus to the Chinese people's quest for Olympics. On July 13th, 2001 when Samaranch, Chairman of the International Olympic