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Advertising Discourses and Social Changes in China

广告话语与中国社会的变迁

■ 冯捷蕴 著



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总 序

对外经济贸易大学出版社最新推出了大型外语学术专著系列——《当代外国语言文学学术文库》，请我为文库写序。借此机会，谈谈我个人对外国语言文学研究的一些认识和感受。

综观 21 世纪的外国语言文学，就其语言学研究而言，形式语言学理论和功能语言学理论继续对抗和对话，认知语言学理论和社会文化理论发展迅速，各种语言学的理论思潮试图从不同的角度解释语言事实；在应用方面，语言学更加广泛地与多学科交叉，运用和借鉴包括数理逻辑、计算机科学、心理学、神经科学、认知科学、生态科学、经济学等各学科在内的研究成果和方法，不断凸现语言学作为人文科学和自然科学交叉学科的地位。就其文学研究而言，英美文学研究受经济全球化浪潮的冲击，文学及文论研究都关注文化全球化与本土性的关系。文化全球化的研究引发了文学现代性、后现代性和后殖民性的思考，文学和语言学研究的相互影响和交融日益明显，文学研究越来越多地引入语言学研究的方法，如话语分析等，反之亦然。我国的外国语言文学研究在全球化和中国入世以后与国际学术界的交流更加密切，发展更加迅速。

同时，我们仍清楚地看到，国内的外国语言文学研究依然存在“三张皮”现象：第一张皮是“汉语与外语”研究的合作与交流不够；第二张皮是“语言与文学”研究的沟通与对话不够；第三张皮是“英语与其他外语”研究的来往和交叉不够。这“三张皮”极大地阻碍着外国语言文学学科的发展。

这套文库的设计体现了兼收并蓄、博采众长、学科融通的思想，是一

个开放和创新的学术平台，是各种研究的阵地和各方学者的家园，而进入文库的研究成果都经过精心挑选，出自学有专长的博士和学者。我衷心地祝愿这朵“原创的小花”在繁花似锦的学术花园里开得绚丽多姿，并愿有更多的学者去关心和呵护它。

对外经济贸易大学英语学院

教授、博士生导师

王立非

2013年6月1日于北京望京花园

Abstract

The study aims to unveil the changing ideologies in China from a discourse analytic perspective, with a particular focus on the advertising discourses in *Yangcheng Evening News* and *Nanfang Daily* from 1980 to 2002. By highlighting its ideological functions, this study has taken the fundamental principle of critical discourse analysis and developed a top-down multi-dimensional approach, which integrates the investigation of the macro ideology, of intermediate institutional ideological variations and of a micro multi-dimensional discourse analysis. A corpus of 364 stratified randomly-sampled advertisements was obtained from *Yangcheng Evening News* and *Nanfang Daily* in 1980 and 2002, which represent two major newspaper types in China, i.e., the popular newspapers and the Communist Party newspapers. It is found that until 1980 urban China was primarily a *danwei*-dominated society in which individual consumption needs and interests were marginalized and suppressed, while 2002 saw a strong growth of individual consumption in urban China. Correspondingly, the advertising discourses in 1980 could be characterized as “the *danwei*-dominated advertising discourses”, represented by the prevalent *danwei*-oriented advertising topics and by the frequent use of utilitarian value appeals, the strong presence of factual visual images and the omnipresent obligatory move structures in the verbal aspect. Conversely, the advertising discourses in 2002 could be summarized as “the individual consumption-dominated advertising discourses”, represented by the prevalent individual-consumption-oriented advertising topics, and by the frequent use of more hedonistic value appeals, more experiential visual images and more persuasive optional move structures in the verbal dimension. The multi-dimensional changes in the advertising discourses from 1980 to 2002 reflect that different power groups in the advertising discourses have different needs and interests in the specific socio-historical settings. In addition, it is also found that while governed by the same macro ideology, the advertising discourses of *Yangcheng Evening News* and *Nanfang Daily* manifested multi-dimensional discourse variations due to their institutional ideological variations. The

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important contribution of this study lies in its investigation of the broader ideological functions of the advertising discourses in China and a holistic top-down multi-dimensional approach it has developed as a methodological development of critical discourse analysis.

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