



*Pragmatically Economical Strategies
in Research Articles*

科技论文中的 语用经济策略研究



史文霞 / 著



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北 京

内 容 简 介

语言经济性是语用学和修辞学共同关注的重要论题。本书吸收和借鉴了语言经济性理论、语用策略理论、系统功能语言学理论及意向性理论等最新研究成果,依据科技语篇的规律和特点,提出了一个语用经济策略分析框架——语篇意义形成的意图网络。作者认为经济的语篇实质就是意图网络的有效建构,语用经济策略就是指能够实现语篇意图网络有效建构的语用修辞策略。对语用经济策略的分析,实质上是对实现语篇意图网络有效建构资源手段的解构和剖析。语用经济策略分为明示和隐含两大类,这些策略的综合运用共同促成科技语篇的优化。本书为科技论文写作教学及研究提供了大量的真实语料,有利于提高科技论文作者的语用经济策略意识,提高科技语篇的有效输出。

图书在版编目(CIP)数据

科技论文中的语用经济策略研究 = Pragmatically Economical Strategies in Research Articles: 英文 / 史文霞著. —北京: 科学出版社, 2016. 9

ISBN 978-7-03-043596-5

I. ①科… II. ①史… III. ①科学技术—论文—语用学—研究—英文 IV. ①H052

中国版本图书馆 CIP 数据核字 (2015) 第 045609 号

责任编辑: 阎 莉 张 达 / 责任校对: 李 影

责任印制: 张 伟 / 封面设计: 铭轩堂

科 学 出 版 社 出 版

北京东黄城根北街 16 号

邮政编码: 100717

<http://www.sciencep.com>

北京京华虎彩印刷有限公司 印刷

科学出版社发行 各地新华书店经销

*

2016 年 9 月第 一 版 开本: 720 × 1000 B5

2016 年 9 月第一次印刷 印张: 11 3/4

字数: 300 000

定价: 76.00 元

(如有印装质量问题, 我社负责调换)

本书的出版得到西安交通大学人文社会科学学术
著作出版基金资助

前 言

语言经济性和语用策略一直以来都是语用学理论研究的重要论题。自 20 世纪 40 年代 George Kingsley Zipf 首次明确提出省力原则以来,众多学者从不同的角度探讨语言交际的经济性问题。语法学家和修辞学家认为省略是语言经济性的一个重要体现,共同探讨了省略句的功效意义和修辞特点。结构主义语言学家透过语言的物质表层进入语言系统内部研究语言的经济性。他们注意到了人类语言使用的一个经济现象:少量的语音组成大批的音节承载辨义的音段,这些音段构成上千的词,这些词又被赋予了几百万种意义,而在这几百万种意义上可能造出的句子和话语的数目则是个天文数字。他们认为人类之所以能够通过对语言基础单位的重新组合生成无限多的句子是因为语言的层次性和结构原则。语言经济性不仅体现在语言系统的结构方面,也体现在人们对语言的实际运用方面。语用学家从各自不同的观察角度出发,讨论语言经济性问题,并提出了一系列用以指导高效交际的语用原则,如:格莱斯的合作原则、荷恩会话两原则和莱文森的会话三原则等。关联理论提出的明示推理交际模式和最佳关联原则将语用和认知相结合,从而探讨人类言语行为的经济性。语言学界对言语经济性问题的讨论大致经历了从语法、语用到认知这样一个发展过程。在该过程中,研究的中心渐从语言形式上的表现转移到言语行为背后的意识活动。

语用策略的研究大致始于 20 世纪 60 年代奥斯汀的“逻辑与会话”理论和塞尔的言语行为理论。语言的选择意味着策略的选择,策略的使用融汇于人类的语言交际。语用策略的恰当使用对于交际的成功至关重要。任何一种能够使人类交际变得更为顺畅、交际行为更符合社会规范、交际意图更容易实现的语篇策略都可称为语用策略。在语言使用中,我们经常思考的问题之一是如何采用相对最佳的方式表达自己的意思,促成交际意图的实现。该问题的解决有赖于语用学与修辞学的互补性合作。语言经济性是语用学和修辞学共同关注的话题。语用经济策略体现了语用策略研究对修辞学的借鉴,可称之为一种语用修辞策略。

本书吸收和借鉴语言经济性理论、语用策略理论、系统功能语言学理论及意向性理论等最新研究成果的基础上,依据科技语篇的规律和特点,以语篇意义高效形成为出发点,提出了一个语用经济策略分析框架——语篇意义形成的意图网络。交际意图聚集在语篇空间中,语篇意义的生成离不开语篇使用者的交际意图。语篇为交际意图

的存在提供了生存空间,而语篇意义的生成过程是交际意图再现、再生和发展的过程。对语篇交际意图的分析就是对语篇的分析。语篇之所以有意义,正是因为有它的表层结构所激活的深层结构中存在着一个意图网络——意义连续体。语篇意义形成的意图网络以不同层级的交际意图为主导,以三大元功能语义为三维空间,以评价性语言资源为重要参数的复杂系统。该网络提供的是语篇的内隐知识,适配和扩展激活是该网络在语篇建构中的运作方式。经济的语篇实质就是意图网络的有效建构,语用经济策略就是指能够实现语篇意图网络有效建构的语用修辞策略。对语用经济策略的分析,实质上是对实现语篇意图网络有效建构资源手段的解构和剖析。语用经济策略分为明示策略和隐含策略。这两大类语用经济策略的综合运用共同促成科技语篇的优化。明示策略主要包括宏观结构策略、信息调控策略、主位组织策略和元语用框架策略。隐含策略主要包括语用前提策略、信源转换策略、及物性策略和知识结构策略。

本书从整体的角度将科技论文语用经济策略问题纳入一个统一的分析框架内,系统动态的进行研究,首次勾画出科技语篇的语用经济策略的全景图,为科技语篇写作教学与研究提供有益的理论及实践指导。同时,本书采用质性分析和量化分析相结合的方法,在自建科技论文(能动专业)语料库的基础之上,实证分析了本文所提出的语用经济策略,也为科技论文写作教学及研究提供了大量的真实语料。这不仅有利于提高科技论文作者的语用经济策略意识,还可以提高科技语篇的有效输出。

本书作者在写作、修改和出版书稿的过程中曾经得到过许多人的帮助,其中包括自己的家人、同事、领导和朋友。在完稿之际,衷心地感谢西安交通大学外国语学院领导和同事在本书的出版过程中给予我的全力支持和帮助;感谢我的丈夫和女儿,他们永远都是我前进道路上坚强的精神支柱和不竭的动力源泉;感谢科学出版社的编辑们,她们对于本书的出版倾注了大量的心血。在论文的写作过程中,我参阅了学术界专家、学者们的研究成果。他们辛勤工作的成果,为我的研究提供了坚实的根基,在此特向他们表示诚挚的谢意!

此外,本书的写作还得到了国家留学基金委国家区域问题研究及外语高层次人才培养项目的支持,在此也表示深深的谢意!

Preface

Linguistic economy and pragmatic strategy have long been the focuses in pragmatics. Since George Kingsley Zipf made a first and definite introduction to the Least Effort Principle in 1940, numerous scholars have approached linguistic economy from different perspectives. Grammarians and rhetoricians, who hold that omission is an important embodiment of linguistic economy, focus on the functions and rhetorical features of omission. Structural linguists approach linguistic economy through a close examination of internal language system. They suggest that hierarchy and structural principles of language contribute to the generation of an infinite number of sentences through a combination of limited basic linguistic units, which is an interesting phenomenon of linguistic economy. In other words, linguistic economy is manifested in human beings' practical language uses as well as the structure of language system. Aiming at language uses, pragmatists propose a series of pragmatic principles for facilitating efficient and effective verbal communication, such as Cooperative Principle, Horn's two principles and Levinson's three principles. Among these principles Relevance Theory posited by Dan Sperber and Deirdre Wilson is worth mentioning. The principle of optimal relevance and the ostensive-inferential communication model discuss the economy of human beings' speech acts by integrating pragmatics with cognition. Therefore, it could be said that linguists' discussion about linguistic economy has undergone a whole development from grammar, pragmatics to cognition. In this process the research focus of linguists has gradually shifted from linguistic forms to consciousness behind speech acts.

Pragmatic strategy study could roughly date back to Speech Act theory in 1960s. The use of language is always strategic. The choice of strategies is embedded in human beings' verbal communication. The appropriate choice of pragmatic strategies is crucial to successful verbal communication. All the discourse strategies that could make verbal communication smoother, human beings' communicative

behaviors more in line with social norms, communicative intention more easy to achieve are called pragmatic strategies. In language use, one of the issues worth discussing is how to use relatively optimal ways to express meaning so as to promote the realization of communicative intention. The solution to this issue depends on the complementary cooperation of pragmatics and rhetoric. Linguistic economy is a common concern of pragmatics and rhetoric. Strategies for pragmatic economy, which represents that the study of pragmatic strategies could borrow some ideas from rhetoric, are possibly viewed as pragmatic rhetorical strategies.

Based on the generic features of scientific discourses and some related theories of functional linguistics and pragmatics, the author proposes intentional network of discourse meaning formation which works as the analytic framework of pragmatically economic strategies. Communicative intentions disperse in a discourse. Discourse meaning cannot be formed without communicative intentions of discourse producers. Discourse offers a space for the existence of communicative intentions while the generating process of discourse meaning is the process of representation, regeneration and development of communicative intentions. The meaning of a discourse is truly attributed to the intentional network in its deep structure activated by its surface structure. This network, as a hierarchic system of communicative intentions, centers on communicative intentions with meta-functional semantics as the interface between communicative intentions and language expressions. The network works as implicit knowledge of discourse and contributes to the understanding and production of discourse meaning through accommodation and spreading activation. The pragmatic economy of a discourse is in nature the effective construction of intentional network. The analysis of strategies for pragmatic economy is thus the deconstruction of all the potential strategies which could efficiently and effectively construct an intentional network in a discourse. The strategies fall into two kinds: implicit and explicit strategies. They are in essence rhetorical and pragmatic. Their interaction contributes to the optimization of a discourse. The explicit strategies include macro-structure strategy, information manipulation strategy, themantic organization strategy and metapragmatic framing strategy. The implicit strategies consist of pragmatic inference, shift of infor-

mation attribution, transitivity structure strategy and knowledge structure strategy.

This book draws a complete picture of strategies for pragmatic economy in scientific articles, which will provide some theoretical and practical guidance for the teaching and the study of scientific writing. The intentional network of discourse meaning formation is a great attempt in the combination of pragmatics, discourse analysis and rhetoric.

Upon the completion of this book, I would like to express my heartfelt thanks to all the people who have contributed to my book more or less directly. I am grateful to Professor Yang Ruiying, who urges me to polish my manuscript until it could be published. Sincere thanks go to the editors in the Science Press for their purely-hearted help in the publication of my book. Last, but not the least, I am greatly indebted to my thoughtful husband Zhang Jianjun and my lovely daughter Zhang Leyu. They have given me endless support for my academic pursuit. Without their love and continuous gentle encouragement, I would not have been able to go through all the difficulties in my writing of this book. I also wish to express my heartfelt thanks to my mother, who passed away many years ago, and my father for their unselfish love and endless spiritual support for me in the past years. Without their earnest instructions and moral influence on me since my childhood, I would not have had the resolution to dedicate my life to the educational undertakings and pursue my study until now.

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Chapter 1

Introduction

1.1 Rationale

The English word “economy” can be traced back to the Greek word *oikonomia* which means household management. The first recorded sense of the word “economy” is in the phrase “the management of economic affairs”, found in a work possibly composed in a monastery in 1440. “Economy” is later recorded in more general senses, including “thrift, frugality, judicious use of resources” from 1660s, and the sense of “wealth and resources of a country (short for *political economy*)” from 1650s. The most frequently used current sense, denoting “the economic system of a country or an area”, seems not to have developed until the 19th or 20th century.

In this book, “economy” means efficient use of language resources, which is roughly the same as thrift and judicious use of resources. To be efficient means to be economical. Efficiency is one of the basic characteristics shared by all human behaviors. Human verbal communication, the commonest human behavior, is naturally featured by efficiency. In verbal communication, people are always in an attempt to minimize the output of energy and to maximize the communicative effects for a given linguistic utterance, which is a process of economizing language.

With the social development, we boast an ever-accelerating rhythm of life. When we use language, we always strive for expressing ourselves with the minimal linguistic effort expenditure. How to use economical language to express ourselves is vitally important to us. In language use there exist a “the perennial conflict between the language users’ communicative needs (i.e. the wish to be under-