

人名性别倾向的 音义象似性理据

**Sex-Biased Phonological Iconicity
in Given Names**

◎ 侯广旭 著



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摘 要

姓名学已经明确了各种文化不同程度地存在着男性名、女性名与男女通用名的区别以及人们对它们的认知与使用习惯不尽相同。大众也普遍具有对本民族以及熟悉的其他民族的男女惯用名的区别常识。譬如中国人大都会觉得发音口型与音量均大的“刘刚”的“刚”是典型中国男孩名,而发音口型与音量均小的“李莉”的“莉”是典型中国女孩名。基于同样道理,也会觉得英美等国的“Thomas”(托马斯)和“Emily”(艾米莉)分别是典型的男孩名和女孩名。

对于世界上各民族人名明显有性别上的指向或偏向这一现象,以往研究多从名字用字的语义联想、语音特征等语言文化因素角度切入。从语言的本质属性音义象似性与人类生物学属性上探讨人名性别偏向的研究视角出现于 20 世纪 90 年代,但研究之始成果极少。理论视角比较全面、方法比较实证、统计比较科学的是 2013 年分别来自英国伦敦大学玛丽女王学院和杜伦大学研究人员皮彻(B. J. Pitcher)等人的专题文章《英语首名中性别偏向的音义象似性》(Pitcher et al., 2013)。但以往国外研究数据少,多基于英语民族,基本未涉及包括汉语民族在内的其他民族。国内尚无从认知语言学与生物学结合视角展开的名字性别偏向的音义象似性实证研究。

较之以往研究,本研究拓宽了“名字”研究范围,包括了汉

语民族在内五大洲 127 个国家、地区、语言社区的近年来前十位男女常用名各 1 270 个统计数据(其中独立名男 575 个,女 575 个),也拓宽了人名语音特征的观察点,不限于统计男女人名重读音节中含“大”元音或“小”元音的概率,还包括含粗糙或非粗糙辅音、首音轻重读、尾音粗糙或圆润等性别倾向观察点。

本研究首先简单介绍了男女魅力的生理与社会心理差异的现有一般认知成果,然后对国内外音义象似性的研究成果加以梳理、总结并作较深入的探讨。接着,展示了本研究的使用的材料与方法,呈现了研究结果,讨论了其中人名性别偏向的音义象似性现象,进一步证实了男名(重读音节)趋向含有更多“大”元音、塞擦音、词尾粗音、首音重读等男性语音特点,女名(重读音节)趋向含有更多“小”元音、响辅音、词尾柔音、非首音重读等女性语音特点,从而印证了名字的“男性感”与“女性感”与音义象征性的性别偏向(sex-biased)有关,并探讨了其背后的文化心理动因。同时也讨论了本研究对商品品牌名的音义象似性机制等应用研究所带来的启示意义,探讨了企业家如何利用品名中的音义象似性更好地把控消费者对产品属性魅力的期待与接受,缔造品牌名的个性(包括“性别”个性)。最后,依据本研究的过程与方法,讨论了内省式、实证式、语料库式等语言研究方法的利弊问题,并主要从全息论角度发散式地讨论了本研究在语言、文化、哲学等方面更高、更深、更宏观层面的研究意义。

Abstract

In nameology, the sex dimension of male, female or unisex of given names and people's cognition and convention in using them exist to different degrees or in more or less different forms in different cultures. Common people, exposed to the native as well as alien cultures to various degrees, also have the capacity to identify or envision a male/female bearer of a certain name by hearing it without visualization or verbal confirmation. For instance, the Chinese people readily gauge “刘刚” as a male with “刚”'s sonorous articulation with an expanded mouth cavity serving as a clue on the one hand, and “李莉” as a female with “莉”'s lip-spreading fine sound acting a hint. In the same vein, they can also distinguish the gender of “Thomas” and “Emily” without much effort.

In the previous studies, the gender distinction of given names used to have been discussed mainly from the perspective of semantic connotation and phonetic features as well as cultural conventions. The sex-biased sound symbolism or iconicity in English given names was pioneered in 1990s and did not flourish until the recent decade. To my limited knowledge and judgment, very convincing work was accomplished by B. J. Pitcher et al. from Queen Mary University of London and Durham University

respectively, in their paper “Sex-Biased Sound Symbolism in English-Language First Names” published in 2013 (Pitcher et al., 2013). However, the previous overseas research was limited to using as data the English-speaking nations or at most occasionally one or two non-English speaking Western nations. To date, no domestic empirical or cognitive studies on sex-biased phonological iconicity in given names of any language in its valid sense were retrieved.

Compared with the previous studies, the present research extended the research materials to include the top ten popular male/female given names of 127 countries, regions or communities (or 575 unique male given names and 575 unique female given names), and the observation points to cover “big” or “small” vowels, rough or soft consonants, first or non-first syllable stresses, rough or soft endings, etc.

In this book, the research findings on the biological and social psychological differences between man and woman were reviewed, and the ancient, modern and state-of-art investigations on the theory of phonological iconicity were summarized, commented and further discussed. The research materials, research methods and research results were presented. Based on the research findings that man’s given names tend to have more “big” vowels, plosive and fricative consonants in stressed syllables, rough endings, first syllable stresses, etc, and woman’s given names tend to have more “small” vowels, sonorous consonants in stressed syllables, soft endings, non-first syllable stresses, etc, the conclusion that the “masculine feel” or “feminine feel” of a given name is closely related to the

sex-biased phonological iconicity was drawn. And the underlying biological, cultural as well as cognitive linguistic motivations or mechanisms were delved into. As a spin-off implication of this research, also discussed was how the exploration on the sex-biased phonological iconicity of given names can throw light on the researches on how the sound symbolism theories can help marketers to create more attractive brand names that match the favorable expectations of consumers on the favorable attributes of products. Finally addressed were the multi-level implications of the present research on the pros and cons of introspective, empirical and corpus research methodology of languages, and its macro-research value at the linguistic, cultural, philosophical levels mainly from the perspective of holographic orthodoxy.

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第一章 引言

(Introduction)

本书讨论的仅限于取名的“名”、“名字”，若按西语习惯，即指“首名”(first name, forename)、“自取名”(given name)或“教名”(Christian name)，不包括一般具有继承性的姓。“名”的主要功能是在家庭内部、宗族内部以及社会的群体内部区别于其他同姓成员。

现在互联网上有很多为新生儿起名字提供服务的网站(尤其是儿童中心网站或网络社区)、网页、微博等，上面可检索到多种不同民族、不同语言的男女儿童名、成人名的目录、指南或数据库，以供参考。里面讲解姓名学或姓名文化知识，即姓名背后蕴含的语义学、词源学、历史学、心理学、人类学、社会学、哲学甚至玄学等知识，甚至提供在线互动咨询服务，目的是为各民族网友的新生宝宝取上一个好名。

许慎《说文解字》说，“名，自命也”(注意“名”和“命”里面的音近义通的联系)。名字也是性格的组成要素，是个人的社会价值与社会性品牌，是个人价值的“适销性”标识。美国著名华裔英文作家哈金初到美国时，因为美国人感到其原名“金雪飞”拗口，而他又喜欢他曾就读本科的哈尔滨这座城市，故而改为现用笔名。除了文化共性的褒贬情感影响外，名字也会因为“秘密”地关联了名主的特殊的、不为人知的个人生活与体验，在名主的内心世界泛起涟漪。如，某失恋男在苦苦挽回无果、暧昧不复存在、由爱生怨的情况下，其前女友哪怕就叫爱意浓浓的“×爱君”，也难再使其前男友