

● 杨 敏 主编

国家哲学社会科学规划项目

时事篇章跨文化对比研究

An Intercultural Contrastive Analysis of Journalistic News Texts

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An Intercultural Contrastive Analysis of Journalistic News Texts

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前 言

时事通常指近期发生的国内外大事,而英文中的current affairs 也用来指当下发生的事件,长则跨越三五年,短则仅限于几周甚至几天。本研究谈到的时事则指近年来媒体视野内的国内外大事,样本篇章中所涉及的事件一般发生在近五年左右的时间内(以样本采集终结时间(即2005年)为限)。

语篇研究所涉及的语篇有时取其广义语篇之定义,也可称之为篇章,虽然也穿插着口语语篇,但主要指书面语篇。本研究就是以媒体中出现的时事类篇章为主,夹杂以极少量的口语语篇,着重于新闻报道、评论、社论、述评、国家领导人讲话的书面篇章等,题材涉及国际政治、经济、灾难、体育、能源、食品安全、迎奥运等等。

篇章研究是一个复杂的语言学研究领域,几乎涉及语言学的各个层面;从词汇、句法、修辞等语言微观结构内要素到语言宏观结构内的社会文化要素,一一都在篇章里有所展露。由于篇章要素的复合性,篇章研究势必成为边缘学科研究,在理论和方法上需要汲取各学科之能所用者而为其所用。这是多年来篇章研究,包括本研究的一个特色。

有容乃大,篇章分析模式由于众家理论及方法的补益而日渐成熟。本研究利用这一优势,广览资料,并细致梳理已有的研究成果,取长补短,辟旧创新,将时事篇章的分析尽可能作得深入、透彻。

学术价值、实用价值、社会价值是我们以往评判学术研究的常用标准。拿这三个标准来衡量篇章研究略有不足。篇章研究毕竟是以语言分析为主,即使是语言的宏观分析也是从语言角度切入,因此篇章分析还具有其他学科研究难以达及的语言价值,即为语言运用提供参考或参照。把语言价值归入实用价值也未尝不可,但把语言价值单独划分出来却是为了刻意强调语言研究对于改革开放、对外交流具有特殊的言语交际指导意义,并以此来弥补国内学界以往对于语言研究的轻视或忽略。在全球一体化愈来愈凸显的背景下,语言在东西方对话及跨国对话中的作用理应得到

更多的关注。因此,体现学术价值、实用价值、社会价值、语言价值,成为本研究的基本出发点。

基于这个初衷,本研究不仅要为语言学理论添加新概念、新模式、新佐证,还要为翻译、外语教学提供新线索,更为了使我国的对外交流篇章在国际对话中更加规范、妥帖、有节、有利、有度提供借鉴。

本研究篇章样本时间跨度自2000年至2007年不等,多是近几年来发表于报刊、网络上的真实原文,其来源包括:

- (1) *The People's Daily* (*Renmin Ribao*, PD)
- (2) *The New York Times* (NYT)
- (3) The official website of the United States <http://www.whitehouse.gov>.
- (4) The official website <http://www.people.com> and the other three from *Beijing Review*.
- (5) The website of *People's Daily*, *People's Daily Online* (<http://www.people.com.cn>).
- (6) The website of the *Guardian* from Britain, *Guardian Unlimited* (<http://www.guardian.co.uk/>).
- (7) British newspaper *The Guardian* <http://football.guardian.co.uk/>
- (8) The online edition of *The Independent* <http://sport.independent.co.uk/football/comment/>.
- (9) The well-known website <http://sports.sina.com.cn/>
- (10) <http://www.china.org.cn/chinese/index.htm> & <http://www.southcn.com/>
- (11) *Football* (*Weekly Newspaper*)
- (12) www.cnn.com & www.wsj.com networks (on-line full-text database)

本研究把国内篇章研究粗略地归为跨文化篇章研究与跨语言篇章研究两大类,充分借鉴两大类篇章研究的理论和方法,使其能够做得深入、细致、合理、有所创新。当然,文化与语言是不可分割的,但语言作为文化整体的一个组成部分,毕竟具备仅仅作为语言而存在的独特性;而文化因为自身的复合性、隐含性等特质的原因与语言又是可以区别开来的。加之篇章研究的侧重点比较明显,或侧重于从语言角度解释文化,或侧重于从文化角度解释语言,基于文化与语言差异而做的篇章研究的粗略分类也有一定道理,便于梳理概括研究成果,避免遗漏和重复。需要指出的是,这样

分类的目的,虽然方便了文献梳理,但其中许多研究内容由于无法从概念上隔断而交错的情况又是在所难免的。

根据我们的统计和梳理,近5年来(2003—2007)国内的跨文化篇章研究大多采用描写性研究,尤其是对比分析法。当然,是对比分析还是比较分析,关于这一点很少有清晰的界定,但多数研究成果都冠之以对比研究的名目。2000—2005年年间由国内主要外语类出版社(外语教学与研究出版社、上海外语教育出版社)和学术杂志(《外语教学与研究》、《外国语》、《外语界》、《现代外语》、《外语研究》、《外语学刊》、《国外语言学》、《外语教学》、《外语电化教学》、《外语与外语教学》、《山东外语教学》、《福建外语》、《解放军外国语学院学报》、《四川外语学院学报》、《西安外国语学院学报》等)推出的52项成果中,45项称之为对比研究,只有2项称之为比较研究。大致说来,在篇章研究中,分析法的运用是以理论为框架,采纳描写、解释、说明的方式,借助概念、定义、例证来阐明某些特征,且以语言特征为主(如语言行为、句词异同、语篇衔接和连贯、修辞手段、话题结构、语言功能等),以文化范畴内的特征为次(如思维模式、价值观念、交往规则、语言现象的文化成因等)。除了对比分析,此类成果还采纳了分类法,或将篇章中的语言手段加以分类,或将所涉及的社会文化要素加以分类,或依据体裁分析理论对篇章类型加以分类。英汉篇章文本作为主要的描写对象,有的描写性篇章研究则通过量化统计归纳总结出若干语篇特点,关于语言共性和语言个性的概括也占了一定比例。这种大而化之的研究方法也不同程度地用于本研究篇章样本的具体分析之中。其意义在于,国内语言学篇章研究方法体现了边缘学科研究的特色,理论纷纭,学科交叉错综,呈现出多学科研究方法交叉性、重叠性较强的特点,语言学诸多流派、体系的各种方法交替重合的现象尤为突出。结构语言学、社会语言学、跨文化交际学、系统功能语言学、对比语言学、批评语言学、认知语言学以及由这些流派衍生出来的词句(或表达)分析、语义分析、语用分析、语境分析、跨文化分析、系统功能语法分析、批评语篇分析、话语分析、体裁分析、隐喻分析、评价都在篇章研究中形成强势运用;最为突出的是,系统功能语法分析运用得十分普遍。本研究将这些不同流派的研究方法及这些方法所提供的分析参数融会折中,贯穿于各文本类型的分析过程,多层面、多维度地揭示出篇章样本的深层意义与篇章特征。

就运用于篇章分析的语言学理论而言,可以归为核心理论与外围理论两大部分。核心理论指语言学范畴内的理论,外围理论指其他学科理

论。核心理论包括:

传统语法学,包括句法学理论,主要涉及到语态、时态、情态、省略、替代、句式等。

语义学理论,主要涉及到词汇意义、语场、语义等。

词汇学理论,主要涉及到名词化、抽象表达、指示词语等。

语用学理论,主要涉及到语用原则、礼貌原则等。

社会语言学理论,主要涉及到言语行为、身份、角色等。

心理语言学理论,主要涉及到语境理论。

系统功能语言学理论,主要涉及到三元理论、衔接与连贯理论、模糊限制语、主位、述位等。

认知语言学理论,主要涉及到关联理论、顺应理论等。

对比语言学理论,主要涉及到对比功能理论、对比修辞理论等。

跨文化交际学理论,主要涉及到篇章模式、篇章图示、话题、形合、离合等。

语篇分析理论,主要涉及到衔接、连贯、语篇功能等。

批评语篇分析理论,主要涉及到三维理论、意识形态理论、权势理论等。

隐喻研究理论,主要涉及到概念隐喻、修辞隐喻等。

计算机语言学,主要涉及到词频、词对、词串等。

外围理论涉及到传播学理论、美学理论、哲学理论、心理学理论、社会学理论等。

国内篇章分析的理论应用显示,篇章研究呈现多类型单类体与多类型综合体研究态势,包括:1)对语篇整体结构的研究;2)对语篇语言的本体研究;3)对语篇外社会结构及文化模式的研究;4)对语篇和交际的认知研究。

多维度、多层面篇章分析的元语言显示了篇章分析理论层面的广度和深度。篇章分析元语言,指从不同角度在不同层面展开的篇章分析中所用来解释篇章各种特征的语言,比如用来解释篇章修辞特征的,表示修辞格的元语言“隐喻”、“明喻”等;又比如描述篇章语句特征的元语言“省略”、“语序”等。以下是目前国内语篇分析中经常使用的部分元语言,从中基本可以看出近几年来篇章分析的总体轮廓:

词句(或表达)分析:词语;句式;修辞及修辞结构;转述言语;代词回指;指示语;指同表达;指称词语;省略;重复;替代;(语序)(形态)(主

题词分布)

语义分析: 所指; 能指; 内涵; 语义特征

修辞与体裁分析: 主题; 目的; 修辞格; 低调陈述; 重言语式; 节律; 韵律、修辞特征; 修辞结构; 变异修辞; 美学效应; 美感功能; 体裁; 语体; 风格; 互文性; (体裁差异: 英汉两种语言体系互有差异的修辞体系)

语用分析: 言语行为; 言语行为准则; 交往规则; 语用原则; 语用预设; (政治规约)

语境分析: 社会语境; 情态语境; 语场; 语旨; 语式; 现实语境; 背景语境; 语境错位

跨文化分析: 思维方式; 语篇模式; 文化特征; 文化内涵; 观念; 哲学观; 审美习惯; 言语交际方略; 交际失误; 交往规则; 言语行为规则; 话题; 心理认同; 文化认同; 取向

系统功能语法分析及功能分析: 功能语法理论、及物性与情态性理论; 系统功能包括概念功能、人际功能、语篇功能; 逻辑序列类型; 篇章衔接与连贯

批评语篇分析与话语分析: 话语本质; 社会分析; 三维理论模型; 权势; 意识形态; 批评意识; 语篇社会实践; 篇章社会功能

隐喻分析: 篇章隐喻; 隐喻的篇章功能; 概念隐喻在跨文化篇章中的不同表现形式; 报刊篇章的隐喻特点

评价: 立场; 观点; 态度

从篇章分析元语言表, 我们可以看出近几年来国内篇章分析的大致走向; 篇章分析元语言一览表也暴露出篇章分析研究中存在的一些问题。其一, 虽然篇章分析的角度呈多样化态势, 但分析内容的着落点却相对集中。从传统语法学、系统功能语法、语用学、跨文化交际学途径入手的分析主要包括语篇衔接、连贯和语篇功能, 甚至从隐喻研究途径入手的篇章分析大多也以连贯、功能为主, 只有采纳美学理论的篇章分析扩展到语篇的美学功能, 从而拓宽了篇章功能的研究幅面。其二, 篇章描写性研究居多, 而量化研究居少, 结果导致篇章研究的实证性减弱。为其他相关理论和实践提供的借鉴也因此打了折扣。其三, 用于分析的篇章类型单调。根据我们的统计, 目前篇章分析涉及的篇章中, 样本较大(以60篇为单位)、体裁同类型样本比较集中的研究很少, 很多分析依据的都是类型杂乱、话题杂论的篇章样本, 得出的结论难免受到局限, 这在一定程度上影响了篇章分析的效度和信度。其四, 篇章分析目前似乎已陷入衰境。社会语言

学、批评语言学曾经给篇章分析带来活力,推动了篇章分析从语言分析向意识形态、权势、角色等因素的渗透直至高强度的透入,这些因素分析的介入使篇章分析更加多维化、立体化,因而也更加深刻、透彻,但是除此之外,新途径、新角度、新因素的发现尚无端倪。此外,篇章研究易得出以偏概全的结论,简单地将语言现象与某一文化模式、认知模式画等号。

鉴于篇章研究的基本概况及存在的这些问题,本研究一方面在篇章的基本要素方面提供新主题、篇章样本的分析结论,如关于灾难、娱乐、政治、经济、能源、食品安全、奥运等主题时事篇章样本在衔接连贯、语篇功能、主述位推进等方面的分析特色;另一方面,本研究注重细致推理,其对比分析不止于寻找差异,且要对差异进行有深度的解释,兼顾语言层面和文化及意识形态方面的因素分析,增强时事篇章样本分析的深度;第三,加大量化分析的比重,提供必要的数据支持,以词频、词语共现等数据为时事篇章的词句分析增加实证;第四,增加了新的篇章分析参数,如导向、语符序列等,拓展了篇章分析的幅面;第五,语类的选择多样性,不是将时事语篇笼统对待,而是注重了其他语类,例如灾难新闻述评、国家领导人语篇、政治新闻、足球评论、有关食品安全的新闻报道等等。总之,本研究运用多元语言学理论及研究方法以充实对比篇章研究的理论体系与方法体系,从而形成定性定量研究相结合的综合性、开放性篇章研究体系。

本研究历经四年,每一个步骤都凝聚着编写组成员的辛劳和智慧,从收集资料到完善研究方法及手段,从采集、筛选样本,再到具体的文本分析,不断地肯定与否定,尝试与改进,终成正果。真诚希望本成果能为我国篇章研究的理论建构添砖加瓦,为国内的外语研究与外语教学实践带来启示,为我国的对外交流助绵薄之力。

杨 敏

2009年10月6日

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I. Literature Reviews on Journalistic News Text Analysis

The term journalistic news text is adopted in this study for articles in the form of full written texts which are carried out either in newspapers or in periodicals, available both in print and online.

As the word “journalistic” derives from the term “journalism”, it indicates what is referred to as newspapers and periodicals in all kinds of forms. In content, the texts of various lengths selected from domestic and foreign media cover a wide range of topics including disasters, sports, food safety, international affairs, etc., all of which, being part of the current affairs coverage, have been reported, drawing worldwide attention in recent years. Though they are termed as texts, they do not exclude the possibility that some of them include oral discourses in written form as is required by journalistic reports.

Oxford English Dictionary defines news as new or fresh information, the report or account of recent events or occurrences. As is clear from this definition, news is not the newsworthy event itself, but rather the “report” or “account” of an event. The quotation marks are used here in order to reflect the report diversity of the same event. As is put by Fowler (1985), it is a social practice, like any other discourses, constructed by the social and political world which it reports.

News has been commonly considered as an influential domain in linguistic analysis and studied from different perspectives by linguists and stylists. First, it is classified according to different standards and in different ways. According

to districts and scopes, there are international news, national news and local news. And according to the content, news can be divided into political news, economic news, technological news, cultural news, sports news and violence news. News also falls into two basic categories: hard news and soft news in the light of the nature of occurrence. The former refers to up-to-date news that is reported immediately when the event being reported takes place while the latter refers to what might be termed as news stories that are told to provide background information or to cater for readers' interest in what has happened before. Although various types of standards of classification exist, news should be written on the basis of news styles by journalists such as news reports, features, editorials and commentaries, etc.

The literature reviews about journalistic news texts analysis aim to offer a potentially substantial insight into the researches relevant to our journalistic textual studies, including diversified approaches to text analysis and discourse analysis, contrastive linguistics, rhetorics, intercultural communication research and other related linguistic and cultural studies as well.

The reason for this pursuit is that we have incorporated their valid theories and methodologies into our studies to ensure better findings of the research. As is revealed in the analyses, different perspectives may result in multi-dimensions and new knowledge of what remains unexposed.

1. An Overview of International Political News Discourse Studies

The studies of news discourses have received so much scholarly interest from mass communication researchers, linguists, stylists, and discourse analysts. This attention is justified when we realize how important news is in our everyday life. Most of our social and political knowledge and beliefs about the world are derived from news reports we read every day. This medium provides us with the news about what is taking place both at home and abroad in every aspect of our life. Among these is the international political news reports, which inform us of the happenings in other countries, including foreign affairs and the bilateral or multilateral relationships, etc. From the 20th century on, the international political news reports have taken

on the task of external publication. Therefore, the international political news report discourse is a window for our country to view the world, and vice versa.

1.1 The Significance of International Political News Discourse Studies

Among the various sub-varieties of news discourses, the international political news report discourse is selected as the subject of our study because of its significance and characteristics. Apart from being informative, political news discourses are ideological, as they are socially and culturally constructed. Political news discourses, compared with other news discourses, are even more embedded with ideological meanings because of their close relationship with politics and national interest. It is generally regarded that international political news reports are unbiased reflections of the reality. Therefore, it is worthy of systematic and profound analysis.

However, it is misleading to assume that international political news report discourses are merely the objective representation of the international political events. In fact, the ideological meanings in international political news are more implicit, with consideration of the standpoint of the nation in the international event and the international influence.

Just as Hatim quoted from Reinhard Hartmann (1980) that “doing discourse analysis without a contrastive base is as incomplete as doing contrastive analysis without a discourse analysis base” (Hatim, 2001: 1), contrastive analysis and discourse analysis are closely related and the combination of the two will lead to a better understanding of the political news discourses in the two linguistic and cultural systems involved in the contrastive study. International political news discourses have never been taken as the subjects of contrastive study independently. Therefore, there is still a lot to be done in this research.

1.2 The Studies on News Discourses Abroad

The early studies of news, just as Van Dijk mentioned, are characterized by “anecdote” (Van Dijk, 1988: 5). Among those studies, journalists often narrate their own experience to provide news media with well-intentioned advice or sharp criticism. The initial typical approach they adopted is a case

study. Then the news study develops towards a more systemic and theoretical form of study.

In the early 20th century, many analysts started to show great interests in news discourse and made initial explorations into news from the stylistic perspective. Crystal and Davy (1969) represent one among the earliest attempts to describe journalistic discourse from the linguistic perspective and summarize stylistic features of news discourse. In analyzing two articles drawn respectively from a tabloid and a broadsheet newspaper, they note various common lexico-grammatical features.

Brook (1979) and O'Donnel & Todd (1991) also attach importance to the news report and contribute to the stylistic study of news.

Stuart Hall (1980) analyzes news from socio-cultural perspectives and concludes that the messages in the news are not transparent but have a complex linguistic and ideological structure. He (1985) further explicates the influence of ideology in the news discourse. And he (1996) argues that the media do not simply and transparently report events. News is a complex process which begins with a systematic sorting and selecting of topics according to a socially constructed set of categories.

Allan Bell (1991) provides a relatively detailed analysis of the news items with reference to the model of personal narrative. Bell concludes that news reports and personal narratives have similarities in structural features, both of which include an abstract (to provide an overview or summary of the story), an orientation (to set the scene, present the actors and provide a context) and elements which evaluate (to establish the significance of the story). He compares and contrasts the two text types, but his work does not involve the exploration of the rhetorical functionality that might explain why the news story differs from the personal narrative.

Critical discourse analysis (CDA) emerged in the 1970s. It is a kind of theoretical framework and research methodology applied to analyze media discourse, which aims to connect language and language use with ideology.

Fowler (Fowler et al., 1979) has been often referred to for the early foundations of CDA. He points out that the critical analysis of discourses should resort to the analysis of transitivity, modality, transformation, classification in order to reveal the embedded ideological meanings. In his book *Language in the News: Discourse and Ideology in the Press* (1991), Fowler expounds the framework of CDA and applies it to specific news texts. He