广告语篇中的意识形态

批评话语分析

李桔元 著

内容提要

本书是语言学领域内有关批评话语分析的专著,也是第一本对广告语篇系统进行批评性研究的著作。批评话语分析是近年来国外发展迅速、国内正在兴起的一门关于语篇分析的理论与实践的学科。本书从理论上进一步厘清了批评话语分析的几个核心概念和结构体系,从实践上对作为公共语篇的广告语篇进行了较为系统的批评性分析,这在批评话语分析的具体应用上作出了有益的探索。

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i

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前　言

广告自从产生以来,受到各个领域专家学者极大的关注,对其研究甚为广泛,其中大多数是从新闻学、传播学、经济学、美学及心理学等角度进行的。广告语言也以其独特的魅力引起了语言学界的兴趣。在国外,过去的 50 年中,出版了好几部有关广告语言的专著。研究范围包括英语广告的语音、语法和词汇特点,广告的符号学分析,广告语篇理解,广告的语体以及广告的语篇研究。国内也有一些学者对广告语言进行研究,从外语界的情况看,研究广告语言的角度主要有:词汇语法句式和修辞研究,文化研究,语体研究,语用研究,功能语言学研究等。国内外现有研究从不同层面和角度对广告语言进行了深入的探讨,揭示了广告语篇的词汇句法特点、语篇特点以及语用规律。

朱永生(2003)在回顾话语分析时指出,话语分析的任务之一就是揭示话语的语义结构与意识形态之间的关系。本书尝试从批评话语分析角度研究广告语篇中的意识形态。

批评话语分析认为,话语不但能传达信息、表达外在和内在的经验、建立人际关系,而且能用于表达价值观、信仰、态度。广告话语作为一种策略性公共话语,其特征是通过话语中的信仰、态度、支配等策略实现广告对读者的操纵。所以本书试图通过对广告文本的综合分析来研究广告语篇中的意识

形态意义。具体来说,在广泛吸收批评话语分析基本理论和方法的基础上,主要采用 Fairclough 的理论框架作为分析指导,讨论意识形态、语言以及权力之间的关系。也利用他的话语三维模式(1992)(作为文本的话语、作为话语实践的话语以及作为社会实践的话语)进行文本分析,因为这个模式将文本分析与文本在其中产生作用的机构语境以及社会语境联系起来。本书的研究是以文本为取向的,但是研究文本的意识形态时对文本的每个方面都作分析既没有必要也不可能。本研究考察的是广告文本中的情态、人称系统、及物性以及互文性。这主要出于三个方面的考虑:一是 Fairclough(1989:3)指出,意识形态在语言中无处不在,但不是每一种语言使用都具有同样的意识形态效果;二是就笔者所知,还很少有人从上述方面对广告话语进行批评分析,因此本研究是分析角度的新尝试。三是上述四个方面的分析是一个合符逻辑的不同层面上的意识形态分析:情态和人称系统的分析构成词汇语法层面分析,及物性构成小句层面的分析,互文性构成语篇层面的分析。通过对这些层面的意识形态表征的分析,我们可以给与广告语篇一个多维度的考察。

　　对文本特征的描述,我们不是对具体文本的所有可能的特征作综合描述,而是在一个语篇中集中描述一个特征,以便考察该特征在广告语篇中的意识形态意义。每一个项目分章讨论,基本程序一般是从对该项目进行综述,到阐述它的意识形态功能,再到重点对语篇实例进行分析。对每个文本的分析都包含描述、阐释和解释三个维度。通过对所选广告文本

中的上述语法或语篇特征的分析,研究每个特征所具有的服务于广告语篇参加者之间权力关系的态度意义和观点,进而研究语言的使用怎样反映各种意识形态、各种意识形态之间的霸权斗争和变化。

全书分为七章:第一章是引论,首先对国内外广告语言研究作了一个回顾并且分析了现有研究的局限性,然后提出本书的研究范围、目标以及理论取向和方法。第二章是理论探讨。主要对批评话语分析的理论进行综述,包括历史发展、理论流派,重点探讨了批评话语分析理论中的三个关键概念:话语、权力、意识形态以及三者之间的关系;最后描述了本书用于分析广告文本的理论框架:Fairclough(1992)三维话语的分析模式。第三到六章是对广告语篇意识形态的多角度分析。第三章阐述情态在英汉广告语篇中的意识形态意义,并且对英汉语中情态的形式和意义体现异同进行对比。第四章阐述广告语篇的人称系统及其所体现的意识形态意义。第五章讨论广告语篇及物性系统及其意识形态意义。第六章研究广告语篇中的互文性现象,以此揭示广告语篇所反映的意识形态变化和霸权斗争。第七章对全书的讨论作总结,概述了研究发现、研究的不足,同时提出了进一步研究的建议。

本书的广告语料包括英语和汉语,英语语料来自两本美国的网上杂志 *Harvard Business Review*(www. hbr. org.)和 *Woman's Day*(www. womansday. com)2006 年各期,汉语语料来自我国杂志《21 世纪》2006 年各期。

就目前来看,从批评话语分析视角对广告语篇进行系统

研究暂时还是空白,本书从辩证的角度出发,以语言本体为基础,强调交叉学科的应用(语言学、语篇分析学、社会语言学,哲学、社会学心理学、文化学等)。通过运用批评话语分析理论对广告语篇的分析,证实批评话语分析作为语篇分析工具的广泛适用性和可操作性,当然也对广告这种特殊语篇的研究提供了新的视角。更为重要的是通过揭示广告语篇的隐含的意识形态,说明广告中反映的广告主与消费者之间的不平等关系:如欺骗与被欺骗的关系、主动与被动关系、控制与被控制的关系,从而证明语言的意识形态功能的普遍性。

广告语篇因其交际特性与其他语篇相比更具有间接性、隐含性和误导性,广告的语法结构具有简洁性和偏离常规的特点,其语义往往难以从字面获取。普遍认为,广告是社会文化生活的一面镜子,从批评话语分析的角度分析广告能更好地解释它的社会文化特性,能够揭示语篇生产者怎样在特定社会文化语境下使用语言来实现对消费者的控制,从而达到特定交际目的,同时也揭示语篇接收者怎样通过语篇发现其背后的不平等关系。所以本研究有利于人们更好地理解广告,欣赏广告,同时也培养广告语言的批判意识,提高识破广告欺骗性的能力。

由于作者水平有限,书中纰漏和错误,敬请专家、学者和同仁批评指教。

Contents

i

ii

List of Figures and Tables

Figures

Tables

Chapter One　Introduction

Advertising is a symbol-manipulating occupation.

——S. I. Hayakawa, *Language in Thought and Action* (1964)

1. 1　Background of studies of advertising language

The word "advertising" has its origin "ad vertere" in Latin and "avetir" in French (Yuan Han. 1991:2), meaning to "inform somebody of something", "to bring into notice" or "to draw attention to somebody", etc.. In Chinese, the equivalent term "guanggao" means "wide announcement". But the definitions may vary. According to Bovee and Arens (1992), "advertising is the non-personal communication of information, usually paid for and usually persuasive in nature about products, goods, services or ideas by identified sponsors through various media". Advertising is designed to dispose a person to buy a product, to support a cause, or even to do less consuming ("demarketing"). It may be used to elect a candidate, to raise money for charity, or to publicize union or management positions during a strike. Most advertising, however, is for the marketing of goods and services. As

an act of communication, the ultimate goal of advertising is to persuade customers to take action, that is, to consume. However the influence of advertising on society transcends its persuasion. Advertising as a meaningful discourse has four functions: 1) conveying information; 2) persuading people to buy a product or use a service; 3) building an image; 4) stimulating consumption. (Li Juyuan, 2002:2) As R. White (2000) puts it, the role of advertising in society is to "inform, persuade, remind, influence, change opinions; ⋯ even perhaps, [to] change emotions and attitudes." Therefore advertising is generally accepted as an important force of pushing society forward.

The communicative function is upheld by all the elements of ads, but the language in the advertising is crucial in the realization of its purpose. So the study of advertising language has long been the focus of linguists. In the past 50 years, several distinguished works on English advertising language were published, such as G. N. Leech, (1966), J. Williamson (1978) Geis, M. L. (1982), Vestergaard, T. & K. Schroder (1985), Tanaka, K. (1994), Godard, A. (1998), Cook, G. (1992, 2001), etc. Leech's work has made detailed analyses of phonology, grammar and morphology in English advertisements. Williamson has made semiotic analyses of advertising. Dyer, G., in his work *Advertising as Communication* (1990), expounds the communicative processes and stylistic features of advertising. Tanaka, K. initiates the pragmatic analyses of English advertisements and Japanese advertisements in the frame of Relevance Theory. Some

other studies include those of O' Barr (1979) and Bolinger
(1980) , both of which examine the persuasive importance in ad-
vertising language, and Geis (1982) which goes beyond a mere
linguistic characterisation of the features of the language of ads
and examines how some frequently-used linguistic devices, e. g.
"strong sounding but logically weak or empirically indeterminate
language" used in interesting and problematic ways, contribute to
the consumers' understanding of the language of television adver-
tising in the US. Geis identifies two facts crucial to the under-
standing of advertising: the fact that advertisers want to make the
strongest possible claim for their products (a motivation for very
strong claims) and the fact they are sometimes required to defend
such claims (a motivation for devising courses of action to protect
themselves from such-some sort of self-censorship). Vestergaard
and Schroder's (1985) work is equally significant, as it shows
how a number of sociological issues like sex, social class, per-
ception (psychological mirror) , ideology etc. , act as intervening
variables in our understanding of the strategies used in advertising
language and how society makes meaning out of advertising mes-
sages. The sociological significance is further developed in Bell's
(1991) identification of three important styles of presentation of
media language: as audience design, initiative and referee's de-
sign, i. e. with the consumer or the society as the audience.
Cook's (1992) work is significant because it analyses an ad as a
piece of cohesive discourse when a number of interactive linguistic
and socio-cultural variables are at work. He argues that in spite of