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蒋国东 著

英汉硬新闻语篇对比研究

A Contrastive Study of English and Chinese Hard News Discourse

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内 容 简 介

本书是从评价系统视角出发，以马丁的评价系统为理论框架展开的英汉对比研究。摘取新闻媒体60篇硬新闻报道，内容详实，结构合理。

全书共七章：第一章 绪论；第二章 文献综述；第三章 理论框架；第四章 硬新闻语篇的语类分析；第五章 硬新闻语篇的评价分析；第六章 记者声音和交际功能；第七章 结论。

本书适合英语专业高年级本科生、语言学方向的研究生及相关语言研究者参考。

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FOREWORD

This book is a contrastive study to explore and explain how hard news discourse in Chinese and English realizes its communicative functionality. Despite the common belief that hard news reporting provides an objective and neutral account of news events, hard news discourse actually implements interpersonal meanings (e. g. reporters' beliefs, assumptions and value judgments) in a certain generic structure to achieve its communicative functionality. The research objectives are specified as follows:

1. To establish a generic model of Chinese and English hard news discourse.
2. To determine the appraisal features of reporter voices in Chinese and English.
3. To reveal how the patterns of appraisal values and generic strategies operate to achieve the communicative functionality of hard news discourse.
4. To propose a formula for using Appraisal System in critical analysis of hard news discourse.

The research mainly draws on James Martin's Appraisal System as its theoretical framework and obtains 60 authentic hard news texts as the main object of investigation accompanied by a less formal analysis of a hundred news items. All the news texts are acquired from renowned media institutions in China and abroad, mostly on the SARS outbreak in China in 2003, and a few items on the U. S. -led Iraq war in 2003. The research methodology is a combination of

quantitative and qualitative designs.

The contrastive study yields the following research findings:

1. The orbital model has been established as a generic model of Chinese and English hard news discourse (see Figure 3. 2). Hard news discourse can be divided into two primary phases: an opening nucleus consisting of headline and lead; a news body consisting of various satellites which act to contextualize, elaborate, explain and appraise the meanings already presented in the opening nucleus.
2. The appraisal features of Chinese and English reporter voices have been compared and contrasted (see Table 6. 6). It is found that the English reporter voice uses more appraisal resources to construct heteroglossic diversity and highlight social conflict and dispute while the Chinese reporter voice is less amenable to heteroglossic diversity and stresses social harmony and unity.
3. The communicative functionality of hard news discourse has been defined as an attempt to construct an array of convictions, assumptions, desires and value judgments about a news event that journalists and some of their readers hold in common while maintaining a façade of being neutral, objective and impartial. Eight strategies involving generic structure and appraisal values have been identified and explained as ways to achieve the communicative functionality of hard news discourse.
4. An author-text-reader triangle has been proposed as a formula for appraisal analysis of hard news discourse. An appraisal discourse analysis should reveal the author's attitude towards the propositions he advances or attributes in the text (author-text), the author's anticipation of the readers' emotional responses to the propositions in the text (reader-text) and the author's attempt at the construction of alignment and solidarity with the readers (author-reader).

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The research has its significance in both theoretical and practical terms. Theoretically, it contributes to the development of Chinese discourse analysis and promotes the development of contrastive studies of media language in Chinese and English. Practically, it enriches our understanding of hard news language and helps us better appreciate the social and communicative nature of hard news texts. As a contrastive discourse study, the book may help dispel cultural stereotypes and facilitate intercultural communication.

前　言

本书是基于评价系统的英汉对比研究，旨在探讨并解释英汉硬新闻语篇如何实现交际功能。尽管人们普遍认为硬新闻是对新闻事件的客观中立报道，但事实上，硬新闻语篇将多种人际意义隐藏在某种语类结构中从而实现其交际功能。本书研究目的如下：

1. 建立英汉硬新闻语篇的语类模型。

2. 确定英汉硬新闻语篇所用的不同评价资源。

3. 揭示英汉硬新闻如何利用语类结构和评价资源来实现其交际功能。

4. 提出英汉硬新闻语篇评价分析准则。

本研究以詹姆士·马丁的评价系统及怀特的环绕轨道模型为理论框架。分析语料主要来自《人民日报》、美联社及其他新闻媒体的60篇硬新闻报道，其中中文30篇，英文30篇，内容是关于2003年中国爆发的非典疫情和由美国发动的伊拉克战争。除此之外，作者还对一百篇新闻报道进行数据分析以支持研究结论。本研究在评价系统的理论框架下对英汉语料从态度、介入、级差以及语类结构方面进行对比研究，定量分析和定性分析互为补充。

本研究得出以下结论：

1. 建立并确认环绕轨道模型为英汉硬新闻语篇的语类模型。硬新闻语篇可分为两大部分：开篇核心包括标题和导语；正文主体包括多个环绕“卫星”，其作用是对开篇核心中的信息进行评价、解释、补充或提供背景。

2. 对比并总结英汉硬新闻语篇所用的不同评价资源。研究发现，在硬新闻语篇里，英语记者比汉语记者使用更多评价资源来构建语篇的多声性，突显社会冲突和争端；而汉语记者使用单声资源的频率高于

英语记者，强调社会和谐和团结。

3. 阐述并揭示硬新闻语篇的交际功能（即在新闻记者和部分读者间，构建一个针对新闻事件的共识，其中包括共同信念、愿望、假设和价值判断，同时保持新闻语篇客观中立的形象），以及实现该交际功能的8条策略及其运行机制。

4. 演绎并提出围绕“作者—语篇—读者”的评价分析准则。硬新闻语篇评价分析旨在揭示作者对语篇中提出或引用命题的态度（作者—语篇），读者对语篇中命题的反应（读者—语篇），作者如何构建自己和读者间的联盟关系（作者—读者）。

本研究理论意义在于促进汉语语篇分析发展，推动英汉新闻语言对比研究。其实际意义在于加深我们对硬新闻语言理解，使我们更好地理解硬新闻语篇的社会交际功能。同时，作为英汉语篇对比研究，本书可以消除一些文化偏见，推动跨文化交流。

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Chapter 1 Introduction

1.1 Research motivations and objectives

1.1.1 Hard news reporting and its communicative functionality

This book explores the texts from the genre known as "hard news"—reports typically associated with eruptive violence, reversals of fortune and socially significant breaches of the moral order. This hard news category includes both those reports primarily grounded in a material event such as an accident, natural disaster, riot or terrorist attack, and those grounded in a communicative event such as a speech, interview, report or press release (White, 1997).

Hard news discourse, like any other genre, can be seen as a staged, goal oriented social process (Martin, 2005). It's social because hard news reporting involves human participants; it's goal oriented because it serves certain communicative purposes; it's staged because it proceeds through a few steps to realize its goals. From the perspective of Appraisal System, the author is interested in the ranges of appraisal resources the hard news genre draws on to achieve its goals and how it plays out these appraisal resources from one stage of the genre to another.

Despite the common belief that hard news reporting provides an "objective", "neutral" and "impersonal" account of news events, this book demonstrates that hard news discourse is value-laden, inflecting the events it describes with cultural and ideological meanings.

To realize its communicative functionality, hard news discourse

encodes and conveys interpersonally charged variables (e. g. reporters' beliefs, assumptions and value judgments) and these interpersonal meanings must be arranged and presented in a certain generic structure. In other words, hard news discourse, as the following figure shows, implements its interpersonal values in a certain generic structure to achieve its communicative functionality. It is noteworthy that the term "communicative functionality" is employed here to refer to the function of discourse to influence, reinforce or challenge the assumptions, beliefs, emotions and attitudes of participants in a communicative act.

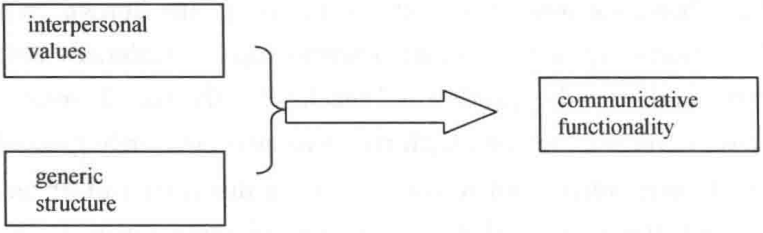

Figure 1. 1 Communicative functionality of hard news discourse

To appear "objective", "neutral" and "impersonal", hard news discourse tends to background reporters' subjectivity and foreground the ideational meanings of news events by exploiting various linguistic resources and employing certain generic strategies.

This book examines in detail the way hard news discourse realizes its communicative functionality. Toward this end, it focuses on two key distinguishing features of hard news discourse:

1. How a distinctive generic structure of hard news discourse acts to naturalize and obscure the operation of underlying ideological positions;

2. How appraisal resources are utilized to construct a reporter voice in which a wide range of interpersonal meanings are severely circumscribed.

It is through the simultaneous operation and interaction of its ge-

neric structure and reporter voice that hard news discourse obscures and conceals reporters' subjectivity and ideology. In this way, the subjective presence of the journalist in hard news is suppressed, thereby representing the news text as neutral, factual and anonymous and thus as directly and mechanically determined by the events it portrays.

1.1.2 Theoretical motivations

1.1.2.1 Peter R. White's Orbital Model: a generic textuality of English hard news discourse

Peter R. White proposed and demonstrated an orbital model, a generic structure unique to the English mass media which gives hard news its textual distinctiveness. He repudiates a longstanding organizing principle of news texts known as "inverted pyramid structure" and argues convincingly that English hard news discourse achieves certain communicative objectives through a textual structure which acts to implement the informational and interpersonal meanings. He therefore puts forward a non-linear, "orbital" structure in which dependent "satellites" elaborate, explain, contextualize and appraise a textually dominant "nucleus". In his orbital model, the hard news report can be divided into two primary phases: an opening nucleus containing the text's core informational and interpersonal meanings; a subsequent development stage which acts not to introduce new meanings but to qualify, elaborate, explain and appraise the meanings already presented in the opening "nucleus".

The book intends to test the orbital model against Chinese hard news discourse in a bid to explore its generic structure. As will be demonstrated later in Chapter 4, the orbital model is fit to describe the textuality of Chinese hard news discourse.

1.1.2.2 James Martin's Appraisal System: an interpersonal system in discourse semantics

Initially developed as a lexical extension of Functional Grammar,

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