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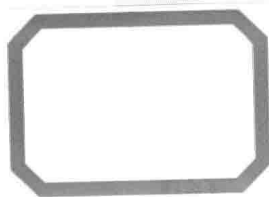
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# 总 序

高等学校的重要职能之一就是培养人才。博士研究生是高校人才培养的最高层次，不仅代表了学校的办学水平，也关系着学校的未来。

从 1978 年恢复研究生招生和 1981 年实施学位制度以来，中央民族大学的研究生教育逐步形成了以人文社会科学为主体，以涉及民族类学科为特色，涵盖哲学、经济学、管理学、法学、教育学、文学、历史学、理学、工学、医学、艺术学 11 个学科门类的较为完整的学科体系，其中民族学、中国少数民族语言文学、宗教学等学科具有雄厚的实力和特色优势，不仅在全国居于领先地位，而且具有较大的国际影响。许多少数民族的第一个硕士、第一个博士都诞生于此。培养的研究生中，涌现出大批优秀人才，有的已成为本学科的杰出专家，有的已成为地厅级、省部级甚至国家级的领导干部，有的已成为大型企业的高级管理人才，他们以实现中华民族伟大复兴为使命，以弘扬中华文化、维护民族团结为己任，在自己的工作岗位上脚踏实地、开拓创新，为国家的物质文明和精神文明建设做出了突出贡献，为我国少数民族地区的发展提供了巨大的支持。

当前，在新的形势下，中央民族大学的研究生教育紧紧围绕高水平研究型大学的建设目标，积极探索创新型人才培养模式，优化培养环境，引导研究生尤其是博士生做前沿性高水平研究工作，采取各种措施，保证研究生培养质量；强化世界观、人生

观、价值观以及马克思主义民族观、宗教观和祖国观的教育，注重研究生在实践能力、创新能力、国际视野等方面的养成和培育。

为配合推动学校高层次人才培养，激发导师和研究生多出成果，出高水平成果，同时也为新思想、新视野提供高起点和全方位的展示平台，为学校和学者搭建交流和学习的平台，学校决定筹集资金，从博士研究生的毕业论文中挑选优秀论文予以支持出版，建立中央民族大学优秀博士论文文库。

应该说，这一选择是一个艰难的过程。这—是因为毕业生较多，而支持出版的经费和论文篇数有限；二是因为经过多年的教育改革和探索，学生的培养水平有了较大程度的提高，从众多优秀的毕业论文中选出很少几篇，实在是难事。当然，每一个导师都认为自己的学生很优秀，这也是人之常情。但我们相信外审专家和我校学位评定委员会的各位专家能发扬“大无畏”的奉献精神，优中选优，挑选出有代表性的论文。行将出版的第一批8篇论文正是专家们精挑细选的结果，也代表了我校博士研究生培养的水平。

中央民族大学优秀博士论文文库的出版，不仅得到了广大博士研究生的热烈响应，也有赖于校内外专家的积极支持，还要感谢中央民族大学出版社的鼎力配合。这一工作将继续进行下去，请各位读者批评指正。我们将再努力。

青 莹

2015.5.18

## 摘 要

汉语典籍作为中华文化典籍的一种主要类型，以汉语文字为主要信息符号和意义载体，记载了中华民族历史文化成就，展示了中国社会发展和人民文化生活状态，是具有经典性、艺术性、历史性、民族性等突出文本特征的高品质文化产品。对外传播汉语典籍的要义，一方面在于继承和弘扬这种优秀的文化产品；另一方面是为了向世界介绍中华民族文化及社会发展的成就，让世界更好地了解我们的民族、文化与国情，从而增进中外之间的国际友谊、加强理解和互信。汉语典籍对外传播的理论与实际的传播活动有着一样不可忽视的重要意义。

一个专门领域的理论建构可以是针对实践进行经验总结和理论提升，也可以是带有理论先验或尝试性的研究探索。本课题就是一种兼顾了实践分析与理论探索的综合性研究。

根据本书观点，语言属性和文化属性是汉语典籍对外传播的两个本质特征，典籍的语言和文化属性不仅存在于典籍成形之后凝固下来成为静态本质的那部分要素，还体现在典籍传播过程中形成的动态特征里，如出现了传播的动因、新的传播内涵、话语权、超时空性、语境流转与反复适应性、语言文化价值的遗失与补偿等新特点。这种情况决定了本课题研究两个出发点，成为多个衍生子课题研究所关注的基本点；这两点似乎也应成为汉典外传基本理论研究体系的核心。本书进一步强调，汉典传播更在文化层面上表现出特殊的意义，如其前后文化形态的演变、对社

会财富的两相赋值、文化塑形、合法化要求下的典籍经典化等方面，均有突出的作用。

汉语典籍对外传播的实践与研究中，传播系统的内部结构、组织成分和运动特征都是关注的主要对象，因此，本课题中专门对汉典外传的本体构件做了深入的分析，解构出传播意义上的几种基本单元，主要包括传播的文本对象、传播内容、传播介质、传播环境、八大行为主体（传播者）、四类传播受体和三种受传阶层。并特别说明，汉典文化价值解构与重构效度、目的要素、语境条件等是汉典外传中的重要变量，它们同传播意向、传播立场、传播方式和传播主体等成分一起，都会对传播效果构成深刻的影响。

在汉语典籍对外传播的理论研究中，我们可以从其他学科的基本理论模式和研究方法上找到借鉴，但是，真正符合汉典外传自身特点的研究工作必须结合它特殊的传播类型和实际情况做个别的理论探索。有鉴于此，本书分别从传播的文化理念、系统观念、实现效果、内部机制、跨文化交流、实践策略与方法等角度，特别提出了一组适用于汉典外传研究的专门理论，即“和谐涵化”理论、“全景视野”论、“散点透视”的认知理论、“异质美构”的文化理念、“客体需求制导”论、“一心双核”的传播方略、“三级透进式”的传播方略和“上导下行，中观运筹”的运作策略。基础理论研究部分继续指出汉典外传中需要注意的文化构形、主体身份、话语权力、传播价值、传播范式等问题。

传播力是传播活动中贯穿始终的一道中轴，在汉典外传中同样如此。汉语典籍对外传播力是产生于汉语典籍对外传播之前，在传播过程中不断显现、强化、扩展，又能在传播完成阶段充分验证产品价值和文化效益的一种行动条件、行动效果和行为实力，旨在量定或反映典籍及其文化的推广效度，并可借以考察中



外跨文化交流关系的建设情况。它既可以抽象化为汉典传播事业的整体实力与效果，又可以具体化为传播实际策划者和执行者的知识见地、业务素质和精神意志的投入水平。正是由于传播力的重要意义，本课题辟出专门章节探讨了汉典对外传播力的构成、保障条件、评价系统等关键问题，将其作为汉语典籍对外传播实践系统和研究系统的要冲地带。

汉典外传研究的最大价值将体现在探索如何传播这个具有实际意义的问题上。为此，本研究将传播模式作为一个重点课题，先从纯理模式研究开始，探讨了汉典外传模式的基本研究方法，分析了本领域专门传播模式形成的两大路径，从模式“生成—功能”的运动性中分析了模式的建构方法，指出模式应有可读解性、可识别性、可复产性和可参照性等特征，并提出确立传播模式关键成分的“四素构拟法”。

为了深化传播模式的研究，将理论探索与实践应用相结合，本课题采用实证分析的方法，从现实的传播实践中提取了 21 个突出案例进行典型性分析后，归纳出以实践为导向的 9 种模式，即上层推广模式、图书出版模式、国际教育模式、名人效应模式、汉学研究模式、经典译介模式、文学合作模式、二度经典化模式和借船出海的媒体传播模式。

在纯理模式和实践模式的研究基础上，本书提出两个建议：第一，可将传播媒介和传播内容作为汉典外传模式建构的两个重心。前者注重传播工具、科技和渠道运用在传播模式中所起的主要作用；后者侧重于考察典籍内容和文化意义在传播过程中的保持或变化规律。第二，设置专门的国家级荣誉和奖项来鼓励中华文化的经典传播，从顶层设计上进一步提升汉典外传事业的国际地位和社会价值。

汉语典籍对外传播方法论和哲学观是本课题理论研究体系中的进一步升华，目的在于从更加科学的方法和逻辑上把握汉典外

传的基本事实与本质规律。从经验主义方法论和批判主义方法论的比较中,可以认识到无论是实践经验、进化理性、归纳式的事实研究法,还是建构理性指导下的理论研究、演绎式或科学假设式的研究方法,都能为汉典外传研究提供重要而有效的方法论支持。在这部分,特别选取了汉典译介领域作为方法论研究的实证对象,并发现中西方典籍译介方法背后均有着深刻的诗学传统、人文精神和方法论体系,这启示我们,在研究汉典外传方法论时应更加注意文化传统和时代精神。以方法论思想为基础,书中针对汉典外传的特殊性,提出“四码”传播论和“能量增益”理论,将它们作为可同时适用于具体科研与实践的方法观和方法逻辑。

运用哲学思想,本书提出的观点为民族语言与民族精神具有统一的关系;同时强调,典籍文化的内面实质是文化模式;典籍中蕴藏着中国的语言观;我们应该通过典籍的对外传播来开启中西语言文化之间的对话。

本书最后对课题中未涉及的其他相关研究方向或主题做了补充分析,并提供了后期延伸课题的粗略设计。汉语典籍对外传播基础理论体系的研究难以通过一部著作来全面展开,所勾勒出的一些大致思路希望能对未尽研究做出概略性的设计。

**关键词:** 汉语典籍; 对外传播; 语言与文化属性; 理论建构; 模式与方法

## Abstract

As a major type of Chinese cultural classics in general, classic works in Chinese language, with Chinese characters as the major information symbol and carrier, is the most outstanding cultural product prominently distinguished by its textual quality of classic, artistic, historic and national natures, deeply down in which are marked most of the historical and cultural achievements constituted by the Chinese nation, and the social condition as well as the people's living status in the country. What global promotion of classics in Chinese (GPCC) means lies in two matters: (1) to inherit and carry forward this excellent cultural product, and (2) to introduce to the outside world our national culture and social achievement to gain other nations and peoples' better knowledge of us and the nation we are living in, and also to strengthen international connections, understanding and trust. The theoretical study of it means in as much significance as that of practical exercise of promotion.

Normally, theoretical constitution of a particular field can be carried out either through experiential learning or through theoretical transcendental exploration. This paper is such a synthetic research program with a combination of the two approaches.

The major ground of this paper shows that the language nature and cultural nature are the basic characteristics of GPCC. They are

embodied not only in those static parts cemented in the works when they were produced, but also in the dynamic features looming up in the process of communication. The latter fact emerges in such features in promotion or communication as motivation, new contents, decisive right, transcending time and space, contextual shifts and environmental accommodation, value loss and compensation of language and culture, and so on. This fact determines the two starting points of the research, and it also becomes the keynotes of many subdivided programs in this paper. It seems justifiably to be the core of other similar researches on the topic. The finding of this program further leads to the viewpoint that the cultural essence weighs even more in GPCC, which can be seen remarkably in more – or – less alterations in cultural forms, two – way enhancement of social value, cultural formation, legitimized re – canonization of the classic works.

Since the internal organization, structural components and dynamic characteristics are always the focal concerns in both the practice of and research on GPCC, the study under this program has analyzed the ontic elements of GPCC, decoding it into several fundamental components including the text object, communication contents, communication media, promotion environment, eight executive subjects (i. e. promoters), four kinds of receptor and three receptive social classes. For particular understanding, an elaboration goes on to prove that the degree of deconstructing and reconstructing Chinese classic works' cultural value, communication objectives, contextual conditions all serve as critical variants for GPCC and may cause vital influence on communication effects together with other elements of the promotion purpose, stance, pattern and subject.

To unfold theoretical study of GPCC, we can turn to other discip –

lines'research models or methods, but the fittest study patterns must be worked out in accordance to GPCC's own characteristics which take shape in the promotion modes and practical conditions in exercise. Given its research demanding, a series of specialized theories have been raised in this program, namely(1) Theory of Harmonious Acculturation, (2) Theory of Panoramic Linkage, (3) Theory of Diffusive Cognition, (4) Thoughts of Heterogeneous Beautifications, (5) Object's – Demand – Driven Operation Pattern, (6) Strategy of "One Focus and Double Highlights", (7) Strategy of "Triple – Leveled Communication in Depth", and(8) Top – down Operation Pattern with Meso – strategy. In the chapter of general studies, theoretical attention has been additionally called for on the importance of other issues such as cultural formation, subjective identity, decisive right, communication value and promotion/communication patterns.

The promotion power threads all through GPCC as an axis as it does in other communication activities. The promotion power of GPCC starts before the practical promotion activity, and keeps on occurring, growing and expanding in real progress. It functions towards the condition, effect and competence of the promoting job as a verifier for the promoted product's value and cultural interests, a measurer for the promotion degree, and an examiner for trans – cultural communication effects. On the one hand, it can be abstracted to be the entire competence or effect of the cause of GPCC; on the other hand, it can be concreted into a measurement of executants'knowledge, abilities and commitments. In consideration of the importance of promotion power, a chapter is set for a group of issues on the promotion power's construction, guarantees, evaluation system and the like, making those areas the fundamental center for both the practice system and the research sys-

tem.

The ultimate value of the research on GPCC consists in a realistic question of how to promote the works. This program has therefore made promotion patterns as an essential issue under which a few meaningful topics are developed, including, basic means to research on promotion patterns, two major channels to form a pattern, ways to construct a pattern through its dynamic nature of “generation – function” and so on. Another point made in this part is that a promotion pattern should be characterized by being readable, recognizable, reproducible and referential. With this finding, a particular method for creating a promotion pattern has been raised which is named “Four – Element Construction”.

In order to further the study of promotion pattern by integrating theoretical research and practical application, this program, having adopted the method of empirical analysis, comes up with nine promotion patterns geared to practice after extracting twenty – one cases from practical experience for typical exemplification. They are patterns for “Official Promotion”, “Publication Promotion”, “International Education”, “Celebrity’s Promotion”, “Sinology – Motivated Promotion”, “Classic’s Translation”, “Literature Cooperation”, “Re – canonization Promotion” and “Press – Assisted Promotion”.

Additionally, this program proposed that media and contents can be made as two centers for the construction of GPCC patterns. The former pays attention to the operational roles of means, techniques and approaches in the process. The latter gives priority to maintenance or transformation rules of the classic’s contents and cultural connotations, and that to establish national honor to praise promoting Chinese cultural classics worldwide so as to improve the international status and social value of the cause of GPCC.

To further enhance the quality of this theoretical study for the sake of a better mastery of the GPCC's basic facts and regulations by means of scientific approaches and logic, this program tries to find methodological sense and philosophical values.

By comparing empirical and critical methodologies, we know that the study either based on practical experience, evolutionary reasonability, and conclusive means, or based on constructive reasonability, deductive means or scientific hypothesis, can offer important and effective support to research on GPCC. For illustration, this part especially chooses to study the methodology applied in translating classics in Chinese. As a conclusion, it reveals that the translation methods adopted whether in China or the West are embedded with deep tradition of poetics, cultural essence and particular methodologies, which enlightens us that when studying GPCC's promotion, we should pay more attention to cultural traditions and the spirit of times. Targeting at the GPCC's characteristics, this program puts forward the theory of "Four - Code Promotion" and the theory of "Energy Amplification" which can be regarded as the general values and logic for particular methods in scientific research and practice.

Relying on philosophical ideology, a point of view is given in this paper that there is a unity of national language and national spirit. Meanwhile, the research indicates that the inside of classic's culture lies the cultural pattern, the classic works conveys the language outlook in China, and that we should open a dialogue between China and the West in terms of languages and cultures.

At last, the program makes a complementary analysis on more orientations and subjects for future studies with a rough sketch of other possible programs. Since it is not easy for a single book to cover the

all – round aspects of GPCC's fundamental system of theory, the rough ideas for the post – program research is expected to shape a general design for the undone work.

**KEY WORDS:** Classics in Chinese; global promotion; natures of language and culture; construction of theoretic system; patterns and methods



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