功能语言学论丛

Television Interview Discourse in *Larry King Live*: Negotiating Support and Confrontation

电视访谈语篇：合作与对抗的协商

——以*Larry King Live*访谈节目为例

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图书在版编目（CIP）数据

电视访谈语篇：合作与对抗的协商：以 *Larry King Live* 访谈节目为例 = Television Interview Discourse in *Larry King Live*: Negotiating Support and Confrontation：英文/廖海青著. —广州：中山大学出版社，2013. 10

（功能语言学论丛）

ISBN 978 - 7 - 306 - 04649 - 9

Ⅰ. ①电… Ⅱ. ①廖… Ⅲ. ①电视—语言艺术—研究—英文 Ⅳ. ①G222. 2

中国版本图书馆 CIP 数据核字（2013）第 196652 号

出 版 人：徐　劲
策划编辑：熊锡源
责任编辑：熊锡源
封面设计：林绵华
责任校对：施兰娟
责任技编：何雅涛
出版发行：中山大学出版社
电　　话：编辑部 020 - 84111996，84113349，84111997，84110779
　　发行部 020 - 84111998，84111981，84111160
地　　址：广州市新港西路 135 号
邮　　编：510275　　传　真：020 - 84036565
网　　址：http：//www. zsup. com. cn　E-mail：zdcbs@ mail. sysu. edu. cn
印 刷 者：广州中大印刷有限公司
规　　格：880mm × 1230mm　1/32　6 印张　260 千字
版次印次：2013 年 10 月第 1 版　　2013 年 10 月第 1 次印刷
印　　数：1 ～ 1000 册　　定　　价：24. 00 元

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前　言

电视访谈节目为研究电视媒介下的人际交流提供了丰富的资源，它通过主持人与嘉宾之间的对话，展现嘉宾的人生经历，及其对世界、人生或某些事件的看法，赢得了观众的喜爱。本书以系统功能语言学纯理功能思想为理论框架，选用美国 CNN 电视访谈节目 *Larry King Live* 为研究语料，探讨电视访谈节目中人际意义的实现手段，揭示主持人与受访嘉宾的互动过程。研究的具体方向包括：①访谈参与者的角色和意义协商是如何通过语气系统体现的？②访谈参与者表达个人态度和评价的手段是什么？这些手段如何共同构建评价意义？③访谈参与者使用了哪些话语模式推动意义协商、解决分歧？

本书的第一章阐述本研究的目的、所使用的语料及研究方法，并介绍本书的整体框架。第二章介绍及评述口语语篇研究的几个较有影响的理论流派。第三章提出本书的理论框架——系统功能语言学，对与本研究密切相关的系统功能语言学理论观点进行简要评述，并介绍以系统功能语言学为指导的口语语篇研究成果。

其后的主要章节分别对主持人与受访者的互动进行不同层面的分析。指导整个分析的核心思想是：参与者的社会身份与社会关系是在电视演播室这一特定的机构性环境中建立起来的。第四章考察了语气系统在揭示访谈双方的地位、接触度与情感度中所起的作用。通过对比主宾双方在开始、中间及结束阶段的语气选择，我们发现，语旨随访谈的不同阶段而改变。

本书第五章讨论主宾双方构建评价意义的手段。首先，我们运用 Martin 等学者的评价理论对访谈主持人与嘉宾所表达的态度意义进行描述和分析，讨论主宾双方在态度、级差与介入三个评价子系统中的表现。研究发现：①级差与态度均为主持人与嘉宾两方最常用的评价手段；②评价意义往往是数种手段共同作用而构建形成的；③主持人使用的评价资源一方面是为了提高嘉宾的

形象，另一方面是作为询问嘉宾态度的引子。

本书第六章根据系统功能语言学会话模式理论，探讨了电视访谈节目的言语功能以及主宾之间在不同阶段的言语互动模式。研究发现，情景构建是开始段的主要言语功能，而致谢、总结和预报是结束段的主要言语功能。访谈主体部分的互动模式主要分为合作型、挑衅型和回避型三种，主宾各方使用互动模式的不同表现形式以达到协商意义的目的。

本研究以系统功能语言学理论作为研究框架，为揭示访谈语篇的人际意义构建提供了一个新的研究视角，证明该理论在分析电视媒介语篇中的有效性和可操作性。同时，电视访谈节目的人际意义研究对跨文化研究和媒体英语教学也有一定的启示作用。

本书是我在中山大学英语语言文学专业攻读博士学位的研究成果，是对过去几年我的电视访谈语篇探索之旅的一次小结。

我要向我的博士论文导师黄国文教授致以深深的谢意。感谢黄老师多年来对我的教诲、鼓励和鞭策以及他对我的博士论文提出的细致精辟的修改意见，他对后学的关心和支持令我永远心怀感激。

我还要特别感谢英国剑桥大学英语和应用语言学研究中心，该中心在 2007 年 8 月至 2008 年 7 月间为我提供了良好的研究环境，使我能在剑桥大学一年的访学期间完成了博士论文初稿。当然，我也要感激国家留学基金委对我的资助。

不能忘怀的还有中山大学外国语学院的领导、教过我的老师、英语系的同事和家人，特别感谢他们对我的理解、关心、支持和帮助，我的每一个小进步，都是他们关爱的结果。

廖海青

2012 年 8 月

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Acknowledgements

I am enormously grateful to many people for their help and support during the preparation of my PhD thesis, on which this book is based. Primary among them is Professor Huang Guowen, my supervisor, who motivated me and led me down the intellectual paths that I would not otherwise have traversed, and whose comments and criticism were invaluable throughout the thesis writing process.

Special thanks are reserved for the Research Centre for English and Applied Linguistics at Cambridge University UK for kindly accepting me as a visiting scholar and providing me with excellent research resources of which I have made extensive use during my one year of research there.

I would also like to thank members of the Systemic Functional Group at the School of Sun Yat-sen University. Thank you all for being a great team and the good time we have spent together.

I would also like to include here my colleagues and former colleagues in the English Department of Sun Yat-sen University. Special acknowledgement is dedicated to Professor Li Genzhou, Professor Zhong Youtong, Professor Wu Zengsheng, Professor Xiao Jiewen, Professor Wang Bin, Professor Lin Yuyin, Professor Lin Lianshu, Professor Zhang Meifang and the other colleagues for their constant encouragement in the pursuit of my ambitions.

Finally, I extend my deepest appreciation to my family members for emotionally sustaining me throughout my PhD studies and enduring the hardship in my one year of absence. I could not possibly get this far without their love and support.

Abbreviations

CA	Conversation Analysis
CDA	Critical Discourse Analysis
CP	Cooperative Principle
IE	Interviewee
IR	Interviewer
IRF	Initiation, response, feedback
SFL	Systemic functional linguistics
SPEAKING	setting, participant, ends, act sequence, key, instrumentalities, norms of interaction and interpretation, and genre
TCU	Turn Constructional Unit
EFL	English as a Foreign Language

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Chapter 1
Introduction

1.1 The Research Background

As a medium of mass communication in contemporary society, television is a part of our daily routines and a staple of our culture. It makes people visually available, and not in the frozen modality of newspaper photographs, but in movement and action (Fairclough 1995: 38-39). Television talk covers a wide range of talk on television from interviews, book review shows to panel discussion. It is considered as "a pipeline to political and social reality" (Timberg 2002: 162). Among a large number of television talk productions, the television interview, one of the sub-categories of the media discourse, is the focus of the current research.

Interviewing has long been a basic journalistic tool for gathering information (Clayman & Heritage 2002: 1). Media interviews have seen development from prearrangement and lack of spontaneity to naturalness and liveliness. In days prior to the mid-1950s, media interviews were conducted in a way that interviewers were confined to asking questions related to simple facts and interviewees provided their carefully prepared views to the prearranged questions (O'Keeffe 2006: 2). Nowadays, however, media interviews have turned into popular programms characterized by immediacy and dynamics. Interviewers can exercise their searching and penetrating interviewing styles to the fullest extent. The interview has become an arena in which audience members can not only get informed but also get entertained in that they can better understand issues and events in the public domain and appreciate how interviewers manage the art of questioning and how interviewees handle adeptly in the course of responding.

The television interview is "a connecting device that provides a distinctive type of private-public experience" (Timberg 2002: xiii) and therefore, it is part of social discourse and its texts are institutional discursive practices. The media interview is similar to casual conversation in many ways, as they both are conversations heard by others with an aim to exchange information or entertain people. However, the media interview differs from casual conversation in other aspects. The former is conversation with a constructed format between the presenter/interviewer and the interviewee(s) on radio or television in front of a hearing audience while the latter is conversation between participants that may be overheard by others who do not intend to get included.

Research into the television interview discourse has been driven by the motivation that we can gain a better understanding of spoken media discourse and the types of interactions found in it. We recognize that television interviews are not a simple process of asking and answering questions; rather, they are highly-structured semantic activities, in which the interviewer and interviewee(s) work together to establish their social identity and the social reality.

As for learners of English as a foreign language, an understanding of media texts would be useful to them as media texts not only mirror social and cultural changes in society but also play an active part in the process of constructing new social and cultural identities. Media text analysis can help them develop the ability to scope and investigate the changes.

1.2 Theoretical Developments

The pervasiveness of the mass media has made it a fertile ground for research from a variety of theoretical orientations. The traditional approach to the media discourse is content analysis, which "is concerned with asking quantitative questions about how far media representations mirror social actuality" (Taylor & Willis 1999/2004: 45). More specifically, it is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make

inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part.

Conversation Analysis (henceforth CA), developed by Sacks, Schegloff, Jefferson and their followers, is another important approach to media discourse. Based on ethnomethodology, CA focuses mainly on the organization of social interaction. Much of the media text research in this field is concerned with relevant aspects of broadcast news interviews (Greatbatch 1986; Heritage 1985; Clayman & Heritage 2002), talk radio (Hutchby 1991), and talk shows (Kotthoff 1997). CA analyzes the formal structure of conversations (openings, turn-taking, closings, topic control, interruptions, etc.) and explains how they operate in the institutional constraints of media (Downing et al 2004: 105-106).

Critical Discourse Analysis (henceforth CDA) has also made important contributions to the study of media discourse. Represented mainly by Norman Fairclough, this approach aims to analyze social interactions to unveil the relationship between language, ideology and power and the relationship between discourse and sociocultural change (Eggins & Slade 1997: 58). For CDA "language is not powerful on its own—it gains power by the use powerful people make of it" (Downing et al 2004: 109). "Language indexes power, expresses power and is involved where there is contention over and a challenge to power" (ibid: 109). To challenge the claim of "neutralness" in news stories by Fairclough (1995) or to tackle the issue of racism by van Dijk (1998) are two of the prominent researches by CDA scholars.

Systemic functional linguistics, developed by Halliday, sees "language as social semiotic" (1978/2001: 1). To apply this approach to discourse analysis, we will be able to (1) describe and quantify conversational patterns at different levels and in different degrees of detail; and (2) see how linguistic patterns enact and construct social identity and interpersonal relations (Eggins & Slade 1997: 47).

The systemic approach views language as a resource for making three layers of meaning simultaneously: ideational (meanings about the world); interpersonal (meanings about roles and relationship) and textual (meanings about the message) (see Halliday 1994/2000).

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