Analyzing Ideology of English News Texts: Description and Interpretation from a Socio-functional Perspective

英语新闻语篇意识形态分析：社会功能视角的描写与阐释

王泽霞 / 著

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序

王泽霞教授的专著《英语新闻语篇意识形态分析：社会功能视角的描写与阐释》即将出版。该著作是以她的博士学位论文为基础修改、充实而成。作为学位论文指导者和第一位读者，我祝贺该书的出版。欣然应邀写几点读后感想。

新闻报道作为一种语篇类型有其特殊的结构，字里行间隐含着作者的政治立场，反映所属文化的意识形态。该书选择美国新闻报道文本作为语料，分析经济全球化背景下这些英语新闻语篇如何潜移默化地服务于美国贸易保护主义，其选题意义不言而喻。

新闻语篇分析的目的是通过语言分析揭示文本中隐含的意识形态以及语言对社会演进的介入。分析的视角和方法不一而足。该书简述了各种语篇分析理论和方法之后，以社会表征理论和系统功能语言学理论为基础构建了新的理论框架。语言符号系统发挥三种功能：1）认知功能——人以语言符号识解（construe）经验世界，将世间一切事物化为意义；2）交际功能——人与人之间以语言为媒介进行互动交流；3）语篇功能——语言在发挥前两项功能的同时组织信息结构的功能。从三种功能的角度观察分析新闻语篇如何传递意识形态信息，影响受众，是该书的明智选择。

系统功能语言学认为，语言符号系统以文化语境为背景，语篇以情境语境为背景。语言符号系统为语篇生成提供资源，语篇作为语言使用的实例可以改变并丰富语言符号系统。语篇应景而生，语言随时而变。以自建语料库为基础，量化分析英语新闻语篇中的词语、句式选择，得出了令人信服且发人深省的结果。这是该书在研

究方法上的有益尝试。

任何一部学术著作都难免有某方面的局限。新闻语篇中交织着极其复杂的因素，分析者选择了什么就意味着失去未选择的，而未选择的未必是不重要的。采用了此研究方法就放弃了彼方法。基于语料库的语篇分析属于实证性研究方法，但在实施过程中尚不能完全排除主观臆断的成分。

令我欣慰的是，王泽霞获得博士学位后没有停止研究工作的步伐。她兼任长春大学外国语学院副院长，在繁重的教学工作和管理工作之余仍抓紧研究，将博士学位论文修改充实后献给读者。我预祝她在今后的学术生涯中取得更好的成绩，也希望此书能对语篇分析工作者和其他读者有所启示。

杨　忠
东北师范大学外国语学院
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Preface

Media discourses are no longer thought to be objective and neutral, but subjective and ideological. News discourse, a typical genre of media discourses, has received particular scrutiny in the study of ideology in various disciplines. Among different approaches to ideological analysis of news discourse, Critical Discourse Analysis (CDA) differs itself from others by accounting for ideology of news discourse on the assumption that "language is an irreducible part of social life" (Fairclough, 2003:2) and its use is viewed as a form of social practice. Equally but more importantly, CDA studies the relationships among language, power, and ideology on a discourse level. In the past few decades, CDA has developed a variety of approaches in western countries. Various approaches are different in emphasis on theory, methodology, and the type of research issues. However, what they do share as the major common feature is the combination of social theory with textual analysis. Among different approaches, socio-cultural change approach represented by Norman Fairclough's social theory of discourse has drawn a great deal of attention of researchers for his brand new concept of discourse, which is composed of three dimensions of text, discursive practice and social practice, and his three-dimensional framework of discourse analysis, which consists of three phases of description, interpretation and explanation.

Fairclough's socio-cultural change approach is an effective approach to the analysis of ideology in news discourse and his social theory of dis-

course well explains the internal connection between language and society. His three-dimensional framework of discourse analysis has been frequently quoted and applied in news discourse analysis by the researchers both at home and abroad. However, for the application of his three-dimensional framework, there are also some comments on its limitations, which are summarized by the author of this book as the following three aspects: (1) His model is too abstract and complicated; (2) The application of Systemic-Functional Linguistics (SFL) in his framework is far from straightforward; (3) As for the study of language as a social practice, it lacks the integrated way of linking linguistic expressions to the production and reproduction of ideology.

After a close look at the literature on CDA, the author has found that the root cause of the above weaknesses in Fairclough's three-dimensional framework is the lack of an insight into the nature of the relationship between ideology and its linguistic realizations. It is true that CDA is characterized by the combination of social theory with textual analysis and most researchers in CDA acknowledge that SFL is centrally important to the critical study of situated language events. To analyze ideology, Fairclough uses seven headings to constitute a framework for text analysis and discursive analysis. However, SFL components in Fairclough's framework are only taken as linguistic analytical tools for textual analysis to reach the goal to study social problems discursively. To overcome the insufficiency with Fairclough's framework, this book is intended to explore the possibility of establishing a model of ideological discourse analysis from a socio-functional perspective to illustrate the link between ideology and its linguistic manifestations with the purposes to show the direct application of SFL in CDA work, to simplify the complexity of Fairclough's three stages of discourse analysis and to analyze the ideology of trade protectionism in English news texts by linking linguistic expressions to the production and reproduction of ideology.

A socio-functional perspective in this study means the theory of SFL is not only employed as an analytical tool for text analysis, but also as the theoretical foundation, on which the internal relationship between ideology and its linguistic manifestations is explained. Language in SFL is taken as systems of "meaning potential" or as sets of resources which influence what the speaker can do with language in a particular social context. The meaning potential in linguistic system is generalized into metafunctions around three motifs, namely, the ideational, the interpersonal and the textual. As the most well-known social semiotic approach to language, SFL uses the notion of three metafunctions of language to bridge language and society in grammar. According to Halliday, any clause reflects the three metafunctions of language simultaneously and there is no exception to the linguistic forms that encode ideological functions. That is, ideology, as a form of social phenomenon, must be part of linguistic phenomena and the ideological function, as one form of social functions of language, must be included in the three metafunctions of language and realized in the three systems of Transitivity, Mood, and Theme-Rheme.

Given the fact that description and interpretation are both the goal of and the approach to the study of language in modern linguistics, analyzing ideology of trade protectionism in English news reports on the recalls of toys by Mattel, the biggest American toy company, will be carried out with the two stages of socio-functional description and socio-functional interpretation. Socio-functional description means to describe the linguistic features that may carry ideological intentions in texts in the three systems of Transitivity, Mood and Theme-Rheme. Socio-functional interpretation refers to interpret how ideology plays its function with the described linguistic features to show the dialectical relationship between ideology and discourse from the three perspectives of ideational, interpersonal and textual metafunctions. As for the weakness of linguistic theory of SFL in explaining the dialectical relationship between ideology and discourse, Fairclough's social

theory of discourse will be employed in the second stage of socio-functional interpretation as well. This combination of Halliday's SFL and Fairclough's social theory of discourse in the new model of ideological discourse analysis will demonstrate the direct application of SFL in CDA work through the interpretation of ideological processes that mediate relations of power and control by bringing linguistic expressions into the processes of text production and reproduction.

In order to achieve the goal of this book, firstly, the detailed information on CDA, especially on Fairclough's social-cultural change approach is reviewed with the focus on his three-dimensional framework of discourse analysis. Based on Fairlcough's theoretical account of the connections between language, power and ideology and the author's understanding of the internal relationships between language and society and between discourse and ideology, Fairclough's model of three-dimensional conception of discourse is modified to show the dialectical relationships among the three dimensions of discourse and between discourse and ideology. Secondly, SFL is introduced to explain why ideology in English news texts is analyzed from a socio-functional perspective and how the connection between ideology and its linguistic realizations is bridged by the three metafunctions of language. And a socio-functional model of ideological discourse analysis is set up on the theoretical basis of Halliday's SFL in combination with Fairclough's social theory of discourse to show the main common feature of CDA—the combination of social theory with textual analysis. Thirdly and finally, the ideological analysis of American trade protectionism in English news texts is conducted under the new model of ideological discourse analysis proposed in this book with the two stages of socio-functional description and socio-functional interpretation to prove its validity and feasibility.

Academically, the contribution of this study is the set-up of a socio-functional model of ideological discourse analysis, which not only presents a tentative and alternative attempt to simplify Fairclough's three stages of a-

nalysis, to apply SFL in CDA work directly and to integrate the way of putting linguistic expression in the processes of production and reproduction of ideology, but also provides a new approach to unlock ideologies encoded in English news discourse with two stages of socio-functional description and interpretation that can keep the analysis relatively simple and textual. Practically, this study will improve readers' critical reading ability and form a habit of reading newspapers with critical reading consciousness. "Journalism has social effects: through its power to shape issue agendas and public discourse, it can reinforce beliefs; it can shape people's opinions not only of the world but also of their place and role in the world" (Richardson, 2007: 13). English, as a truly international language, has become more and more important and salient in non-English-speaking countries in the 21st century of globalization. Like any other news reports, English news reports are spreading information in various forms to every corner in the world and ideologies embedded in them are influencing and will continue to influence their readers. For these reasons, and many more, analyzing ideology of English news texts needs to be taken very seriously.

Key words: English news texts; ideological analysis; Fairclough's three-dimensional framework; socio-functional perspective; description; interpretation

前 言

新闻语篇的撰写和阅读既是社会活动又是心智活动。新闻的特点决定了新闻话语并不是一种自然透明的媒介，而是在语言的外壳下起操纵作用的社会化意识形态的反映。“意识形态是一切社会总体的有机组成部分，没有意识形态的种种表征体系，人类社会就不能生存下去”（阿尔都塞 1984: 201）。学者们用不同的方法对新闻语篇意识形态进行研究，而批评话语分析方法以其独特的语言社会观和对语言、权力和意识形态在话语层面上的分析得到国内外学者的广泛认可。批评话语分析的“主要目标之一就是分析语言和语篇的意识形态功能以及意识形态如何通过语言发挥作用”（辛斌，2008）。在过去的几十年里，批评话语分析的研究队伍不断壮大，不同的学派有其不同的理论渊源，采用不同的研究方法，侧重不同的研究内容。但所有的批评话语分析方法都强调社会理论与语篇分析的结合。

“在不断壮大的批评话语分析队伍中，费尔克劳的研究格外引人注目”（廖益清，1999: 1）。费尔克劳的话语社会理论向世人展现了一个由文本、话语实践和社会实践构成的全新话语概念。他的社会—文化变革法在国内外相关的论文和专著中被频繁引用，在话语分析领域产生了重大的影响。然而，对于费尔克劳话语三维分析模式在实践中的具体操作和应用，国内外学者在给予充分肯定的同时也指出了它的不足。学者们对其批评的内容涉及诸多方面。本文作者将其具体归纳为以下三点：（1）费尔克劳的分析方法太抽象和太复杂，难以操作；（2）系统功能语言学在其分析模式中的应用还远不够直观；（3）在费尔克劳三维分析框架中，语言表达纳入意识形态生产和再生产过程的阐释还不够完善。

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毫无疑问，费尔克劳的社会—文化变革法强调意识形态的社会研究，突出语言与社会辩证关系的宏观阐释，为新闻语篇意识形态研究提供了新的视角和有效的分析框架。与此同时，在对文献进行广泛阅读和深度分析之后，我们也发现，上述这三个问题之所以产生，其根源就在于费尔克劳的话语三维分析模式没有突出意识形态与其语言表征之间的内在衔接，并且缺少意识形态与话语之间辩证关系的直观体现。大多数批评语言学家都认为，研究语言结构与社会价值关系的最佳理论应首推韩礼德的系统功能语言学。但是，系统功能语言学在批评话语分析中一直只是被当做主要的语言分析工具，并没有作为理论基础来揭示意识形态与其语言表征之间的内在衔接。因此，在批评话语分析的框架下，从社会功能视角创建意识形态分析模式，突出意识形态与其语言表征的内在衔接，是解决费尔克劳三维分析模式中存在问题的一种尝试。

系统功能语言学以意义和功能为基础，视语言为社会符号系统，将语言活动看做是社会交际活动，并认为语言的结构是由语言的功能决定的。从社会系统而言，物质世界的经验即为价值，而价值一定要通过符号来体现。因此，分析语篇中的意识形态一定要从语言符号入手。从语言的功能而言，语言的任何小句都同时体现语言的三大功能。作为社会系统产物的意识形态意义既然体现在语言系统中，语言的三大功能也就必然反射意识形态意义。系统功能语言学正是使用了元功能这个概念通过语法将语言与社会连接在一起。

社会功能视角下的英语新闻语篇意识形态分析以系统功能语言学的元功能理论为根基，从意义和功能两个方面去揭示意识形态与其语言表征之间的内在联系，并以语言三大功能为切入点对语篇中的意识形态进行描写与阐释。描写与阐释不仅是西方现代语言学研究的目的与方法（陈平，1987），也是费氏社会—文化变革研究方法三个基本步骤的两个。本专著对社会功能视角的阐释包含了费尔克劳的阐释与解释两个步骤，从而弥补费尔克劳三维分析框架中缺少将语言表达纳入意识形态生产和再生产过程的不足，突出意识形态在语篇生产和再生产过程中的作用和反作用。具体而言，社会功能

视角的描写是对文本中体现在及物、语气和主位系统中的语言特征进行描写并对典型语言表达方式进行归纳和总结。社会功能视角的阐释是将所描写的语言特征纳入意识形态的生产和再生产过程，从概念、人际和语篇三大功能诠释现有的语言特征如何表征意识形态意义以及意识形态与话语之间的控制与被控制的辩证关系。

社会功能视角的意识形态分析模式是本专著的创新之处。该分析模式不仅为批评话语分析者提供了一种比较直观的意识形态分析方法，促进意识形态领域和话语分析领域的研究，而且对费尔克劳三维分析模式中存在的问题提出了尝试性的解决方法。另外，对英语新闻语篇意识形态的分析将有助于提高阅读者的批评阅读意识和批评阅读能力，使其掌握解读英语新闻意识形态的基本方法和步骤。众所周知，在全球经济一体化的今天，英语作为世界语，其地位和作用变得越来越重要。以英语为媒介的大众传媒日益渗透到社会生活的方方面面，以英语新闻为主导的世界舆论每天都在影响甚至操纵着人们的思想意识。因此，对英语新闻话语意识形态的研究具有重要的学术价值和现实意义。

全书的整体思路是：首先对批评话语分析的主要概念、不同的研究方法进行回顾和梳理，尤其对费氏话语社会理论进行解读与思考，并对其话语三维概念模式进行完善，突出意识形态与话语之间的辩证关系，为社会功能视角的意识形态分析模式的建立奠定基础。其次，以韩氏系统功能语言学为理论根基，以三大功能为桥梁通过及物、语气和主位系统搭建意识形态与其语言表征的内在衔接，并结合费氏话语社会理论，创建社会功能视角的意识形态分析模式。最后，以 30 篇英语新闻报导为语料，对美国贸易保护主义的意识形态进行分析，验证社会功能视角的意识形态进行分析途径的有效性和可操作性。

关键词：英语新闻语篇；意识形态分析；费氏三维模式；社会功能视角；描写；阐释

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