韩礼德系统功能
语法理论的应用研究

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◎沈莹 著

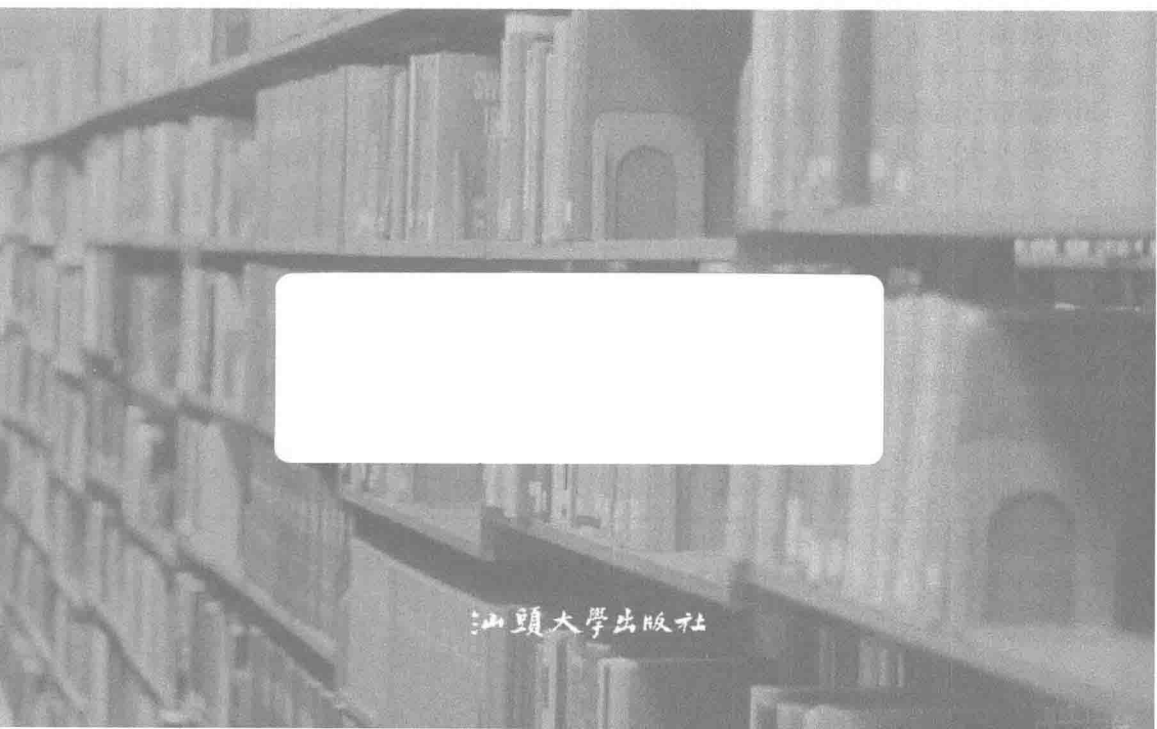


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前　言

语言的功能作用是功能语言学派研究的重点对象，在功能语言学派中最早提出语言具有多项功能的学派应该是早期欧洲功能主义学派中的布拉格学派，此学派在20世纪初就提出了语言具有六大功能，即指称功能（表达真实的世界）、表情功能（表达说话者的感情功能）、意动功能（影响听话者的功能）、交流感情功能（寒暄功能）、纯语言功能（元语言功能）、诗歌功能（美学功能）。早期欧洲功能主义学派发展到后期，出现了伦敦学派和系统功能语法。伦敦学派的主要代表人物是弗斯，他当时发现语言的功能是人们通过所处的文化背景和生活方式完成彼此之间的交流目的。系统功能语法的代表人物韩礼德则试图揭示语言是人类交流的一种手段，语言需要其特定的功能来决定语言的系统和形式。具体而言，语言具备有三个纯理功能，即概念功能、人际功能以及语篇功能。本研究拟把韩礼德的功能语言学理论具体运用到语篇分析、功能对等翻译以及语义复杂度的解读方面，具体由以下几章构成：

第一章：系统功能语言学视角下商业广告的多模态话语分析

作为宣传社会消费观与大众服务的有效形式之一，商业广告无时不有，无处不在，已经成为人类生活中不可或缺的一部分。伴随着科学技术的发展，商业广告也越来越呈现出多模态性，即商业广告不再局限于文字形式，

我们看到商业广告中还包含了多种模态，如图像、颜色、声音等，因此解读商业广告也不能仅仅局限于文字形式，对商业广告的多模态解读显得越来越重要。因此，多模态话语分析对商业广告的解读有着重要的理论和现实意义。本章尝试以系统功能语言学和视觉语法理论为基础对商业广告进行多模态话语分析。

本章共分五小节。第一节主要论述了研究的背景和意义。第二节主要介绍了多模态话语分析的发展状况以及商业广告语篇的国内外研究现状，由此看出文章的新颖性。第三节提出了本篇文章的理论框架，详细介绍了系统功能语言学和视觉语法理论，为文章的展开打下基石。第四节介绍了商业广告的一般特点，并结合具体实例对商业广告进行了多模态话语分析，着重从商业广告里视觉模态的再现功能、互动功能和构成功能进行分析，同时也分析了其他模态的作用以及如何在商业广告中协同构建意见，为多模态语篇的解读提供参考。第五节对全文进行了总结，提出不足，并为以后的多模态话语分析提出建议。

第二章：从语篇元功能看译本的语篇对等——以《白鲸》的两个中译本为例

《白鲸》被众多文学评论家推崇为美国作家赫尔曼·麦尔维尔的巅峰之作。小说描写了亚哈船长为复仇，追逐并杀死白鲸莫比－迪克，最终与白鲸同归于尽的故事。作者在小说中运用了十九世纪时期最广泛使用的象征与讽刺的写作手法，充分利用历史典故为我们展现了十九世纪资本主义蓬勃发展的捕鲸业，深刻反映出十九世纪捕鲸业的残酷以及当时的时代特征。本章选取系统功能语言学三大功能中的语篇功能作为理论框架，对来自曹庸与姬旭升的两个《白鲸》中译本作为语料进行分析，探讨译本与原文的语篇对等的实现，并尝试找出译者如何选择翻译策略来实现原文与译文的语篇功能对等，如何重构和还原原文中的思想。两个中译本在翻译策略与技巧上的选择大相庭径，曹庸的译本追求对原著的忠实，而姬旭升的

译本则认为译者在译本中也应当体现出来。因此在不同的翻译策略指导下，两个中译本风格迥异，形成了鲜明的对比。在语篇功能的理论框架下，语篇分析不仅有助于读者更好更快地理解原文的主旨思想，也有助于译者对原文的理解，帮助译者传递原文信息。同时，本章通过语篇分析，依靠两个中译本的对比研究，尝试探讨在语篇对等的层面寻找适用的翻译技巧。

本章第一节介绍了本篇文章以及《白鲸》两个中译本的情况。第二节为文献综述。第三节对比了两个中译本与原文之间语篇对等的情况。第四节则在语篇对等的基础上，探究了两个中译本使用的翻译技巧。第五节为结束语，总结全文。

第三章：韩礼德语法隐喻视域下的二语写作语义复杂度研究

Halliday 和 Matthiessen (2004) 认为，语义复杂度是语言产出的一种性质，是语言发展和交际得体性的反映，而促使语义复杂度发展的动机是不同的交际目标，即传递不同语义或复杂的话语内容。语法隐喻是语义复杂度一个重要的衡量标准，是语义和词汇语法相互作用的结果。

以往的研究表明，到目前为止，关于语义复杂度的国内外研究并不多。语义复杂度和句法复杂度是语言复杂度的两个重要组成部分，然而过去的大部分研究都着重关注二语写作的句法复杂度 (Mazgutova & Kormos, 2015; 雷蕾 , 2017; 吴雪 , 2017)，很少有研究将焦点放在语义复杂度层面，尤其是从语法隐喻的视角研究二语写作的语义复杂度。此外，为数不多的关于语义复杂度的研究也存在语料较少、范围较窄、主要集中在高水平的二语作文等局限性。因此，本章尝试从语法隐喻的视角研究二语写作的语义复杂度，这是对语言复杂度研究的一个全新的思考，同时，借助语料库工具能够为本研究提供客观真实全面的实证数据。

本研究的所有语料均选自中国学生英语笔语语料库 (文秋芳等 , 2008)，共 200 篇英语议论文，均为英语专业学生所写。本研究采用定量和定性的研究方法探讨二语写作的语义复杂度，具体说来，通过单因素方差分析、

独立样本 t 检验定量研究不同年级、不同作文水平、不同语场、语旨距离的作文语义复杂度的差异；此外，定性分析语法隐喻如何通过展现概念及语篇功能从而提升作文语义复杂度。

研究发现：1. 不同年级的作文语义复杂度存在显著差异，同时随着年级的提高，英语作文的语义复杂度呈现逐渐增长的趋势。2. 不同水平的作文语义复杂度存在显著差异，高分组的英语作文语义复杂度明显高于低分组作文，同时随着作文水平的提高，英语作文的语义复杂度也明显提升。3. 不同语场、语旨距离的作文语义复杂度存在显著差异，语场、语旨距离较大的英语作文语义复杂度明显比语场、语旨距离较小的作文增长更快，此外随着语场、语旨距离的增加，英语作文的语义复杂度随之提高。4. 语法隐喻对于分析作文语义复杂度效果显著。语法隐喻概念功能的展现，有利于作者将具体的个人经历以抽象的概念产出，同时借助语篇功能将这些抽象的表达组织为连贯、符合逻辑的篇章。在这一过程中，隐喻式和平白体的转换增加了更为抽象、复杂的语言使用的可能性，语法隐喻的信息密度和语义密度得到有效发挥，从而提升了作文的语义复杂度。然而定量和定性分析的结果显示，中国英语学习者的作文中仍然存在语法隐喻使用相对较少、冗余的意义累积等问题。

本书的完成必须感谢以下同学的鼎力合作，她（他）们是宋越、姚康和徐东群。

沈　莹

2018 年 9 月 16 日于广西大学

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Chapter 1 Multimodal Discourse Analysis of Commercial Advertisements From the Perspective of Systemic Functional Linguistics

1.1 Introduction

1.1.1 Research Background

Language is the highest, most effective and sophisticated semiotic system in human society. Every word in language is a semiotic. We can know the meaning of it when we hear the pronunciation, then produce the psychological cognition and imagination. Owing to the language, we can mutually communicate and express feelings. In business communication, all information exchange only has two kinds of terminal forms: one kind is language form in which the communication is completed by speech and written language. The other kind is nonverbal form in which the information is mainly conveyed by the "speak" of images, colors, actions. In the past, people tend to use language to convey their ideas and concept. For example, they use "green" as the symbol of environmental protection and "the customer is god" has become the credo of

service trade. These concepts in the form of language reflected the merchant's business philosophy and values, and they are passing the market consumption culture and fashion, become a "reason" for the social public consumption. Therefore, under the modern background of market economy, language which is widely accepted by consumers is an important information carrier for business communication. Commercial advertisements play an important role in business communication which is good at using language to convey the concepts and ideas of the products, leading to the promotion and consumption of them. However, nonverbal forms like image, color and sound are playing an increasingly important role in advertisements, helping realize the information exchange. Though we should fully realize the fact that what really supports the business communication and commercial advertisements is language, we cannot deny the fact that the nonverbal elements become more and more indispensable in business communication.

Once language played a dominant role in daily communication, business communication and information exchange. But with the development of science and technology, especially the popularity of internet and multimedia, the world is becoming more and more multimodal, including commercial advertisements. As is known, language is the main element in it in the past; we usually remember the advertising language like its slogan. But recently, when you see advertisements on TV, newspaper, magazine, outdoor billboard, or somewhere else, you will easily find that it contains not only words but also many other elements like image, color, sound and so on. In the past, we believe that language expresses the meaning more clearly than nonverbal forms. However, you will find gradually that these nonverbal elements are becoming more effective than language in expressing meaning, because they are vivid and concrete. Thus, if we want to interpret what the advertisements want to express, we need to take all these elements into consideration. Only in this way can we have a comprehensive

understanding of the commercial advertisements.

1.1.2 Research Significance and Application Value

1.1.2.1 Research Significance

In this age of multimedia, multimode is an important characteristic of the modern society. The meaning making will deploy a combination of semiotic resources like visual images, color and sound instead of language alone. So we need to understand how these elements work together to make meaning in multimodal discourse. Discourse analysis has been a heated academic field since 1960s. Nowadays, discourse analysis has been shifting from monomodal analysis of language to multimodal analysis.

Among all discourses, advertising discourse is one of them which become much more multimodalized than before. In order to enhance appeals and effects, advertisers begun to use a combination of modalities (image, color, sound, music, etc.) to make advertisement. Although readers may feel perplexed by the utilization of so many modalities, multimodalities are widely used everywhere in the society, because it meets the development of times and the needs of society.

Multimodal discourse is more attractive to readers in comparison with monomodal discourse, so it becomes prevalent. In other words, multimodal advertising discourse is more effective than the traditional one in publicizing products and persuading target audiences. It uses all kinds of semiotic modalities to construct meaning. Certainly, the most commonly used ones in commercial advertisements are visual and verbal modalities. In visual-verbal advertisement, images and texts cooperate to make meaning. And this thesis tries to explore how these elements work together to construct meaning.

In summary, this study tries to explore commercial advertising from multimodal perspective. On the one hand, the prevails of multimode is the

most important characteristics of modern social and life practice and multimodal discourse analysis is a new field in discourse analysis; On the other hand, advertisement is composed by a variety of modalities such as words, sounds, images, colors. As a public discourse form, advertising is closely related to our lives. The advertising discourse has diversifying effects in the process of interpersonal communication, and the consumers comprehend advertising message in the process of decoding these diverse modalities. Through the analysis of representational, interactive and composition meanings of commercial advertisements, this thesis tries to explore how these semiotic modalities cooperate with each other in meaning making. The study can not only deepen the study of applied linguistics and expand the theory of advertising, but also promote the integration of linguistics and other disciplines.

This study is conducted under the Systemic Functional Linguistics and Visual Grammar, in other words, researches into the meta-meanings of the visual and verbal elements and synergy of multimodalities in the advertisement within the systemic functional framework.

1.1.2.2 Application Value

The development of Chinese advertising started late. And in the past, advertisers pay more attention to the language form in creation of commercial advertisement while neglecting the importance of other modalities. This research can make them better understand the significance of multimodalities and how they cooperate to make meaning to attract consumers. With this knowledge, advertisers will reasonably apply modalities in creating commercial advertisements, thus helping them express meaning and transmit information precisely and efficiently.

Traditional discourse analysis is largely confined to the language itself, that is, only paying attention to the language system, syntactic structure and the relationship between semantic meaning and social culture and psychological

cognition. The expression by way of images, sounds, actions, colors, and so on is neglected. The multimodal discourse analysis will integrate language with other related resources, so we can not only see language system's role in the information exchange process, but also see other modalities like images, color and sound system in producing the effect, which will make the interpretation of the multimodal discourse more comprehensive.

The study helps us discover how to use a variety of modalities to achieve information exchange, social communication and it can not only deepen the understanding of commercial advertisements but also promote the linguistics research like discourse analysis and Semiotics.

1.1.3 Methodology and Data Collection

The present study adopted qualitative, descriptive and interpretative methods and sample analysis by drawing upon the theoretical framework in Chapter 3. It gives a specific explanation to the visual grammar and analyzes many pieces of commercial advertisement to prove its effects. The dynamic samples in the study are collected from the http: //www.cnad.com （中国广告网）. We are familiar with them for we can also watch these advertisements on TV. These advertisements will include both static and dynamic ones. They involve many kinds of products including mobile, shampoo and candy. The reason for choosing these ads is that these advertisements are innovative and successful. So these ads are not only the recourse for study but also an art work for appreciation.

1.2 Literature Review

Multimodal Discourse Analysis is a new research field. Linguists and semioticians at home and abroad have a heated discussion over it in recent years. So far, scholars have been done multimodal discourse analysis over a variety