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中美报纸中科技人物特写的评价模式对比研究（英文版）

Appraisal Patterns of Profiles in American and Chinese Newspapers: A Comparative Study



依　涵◎著

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内容提要

本书聚焦人物特写新闻语篇，通过比较中国和美国权威报纸中科技人物特写所使用的评价资源，分析中美科技人物特写语篇在人际意义建构、作者身份立场以及作者与读者结盟策略等方面的异同，同时从语言资源的选择的角度，来考察中美报纸中科技人物特写语境的差异，可供从事对外宣传、中外交流、中英文新闻写作等相关专业人士阅读参考。

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前　言

人物特写是一种广泛使用于各种媒体的新闻体裁。与消息类“硬新闻”相比，人物特写属于“软新闻”，在信息、情感、社会价值观的构建上，具有其特有的功能，在新闻话语中占有重要位置。目前对人物特写的研究以新闻学和文体风格分析居多，而对于该类新闻语篇的人际意义建构的特点，尤其是跨语言的比较，关注较少。

本书聚焦人物特写新闻语篇，通过比较中国和美国权威报纸中科技人物特写所使用的评价资源，分析中美科技人物特写语篇在人际意义建构、作者身份立场以及作者与读者结盟策略等方面的异同，同时从语言资源的选择的角度，来考察中美报纸中科技人物特写语境的差异。

本书以评价理论（Appraisal Theory）为主要理论基础，建构了中英文评价系统的对比分析框架。基于此分析框架，笔者对选自《人民日报》和《纽约时报》的人物特写语篇在态度资源使用、评价策略、评价介入以及语义归一这四个维度上进行人工标记，并绘制评价资源分布图。

本书研究发现，中美科技人物特写语篇的评价模式既共性也有差异。共性表现为判定资源（Judgement）的频繁使用，肯定性语义占主导，评价策略趋于显性化，以及作者评价直接介入比例较高等。这些评价特征表明人物特写与消息类硬新闻相比，在人际意义方面，更主动地进行价值建构与情感联盟。而评价资源的差异主要体现在启用评价资源的种类、作者与读者联盟策略，以及评价资源的使用与介入方式等方面。中国报纸启用情感（Affect）资源多于鉴赏（Appreciation）资源。使用情感资源更易在感性层面与读者产生共

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鸣；而美国报纸多使用鉴赏资源，将观点渗透于其他评价资源的选择与使用中，以非个人化的表达策略来影响读者。在判定资源的使用上，中国报纸平衡使用能力（Capacity）、意志品质（Tenacity）和道德品质（Propriety）等资源来评价科技人物，而美国报纸多使用单一的能力资源，表现出中美文化语境的差异。评价资源的使用策略与评价介入方式的差异也建构了不同的作者角色。

对新闻话语的研究，由来已久。系统功能语言学为系统地研究新闻语言的使用与社会价值建构的关系提供了支点，也为跨文化新闻话语研究提供了适用性强的理论框架。人物特写，作为新闻的子语类，兼具信息功能与文化功能，在评价资源的运用与协调人际意义方面值得深入探讨研究。本书是在这一方向上的初步尝试，希望可以为跨文化新闻写作与翻译提供一些参考。

在本书付梓之际，我要感谢北京语言大学高明乐教授对我的悉心指导与帮助，他是我在学术道路上的引路人。高教授治学严谨，对学术观点兼容并蓄，一直鼓励我在实践中探索学习。感谢中国政法大学张法连教授，北京语言大学吴平教授、王振亚教授，上海大学赵彦春教授，以及北京航空航天大学文军教授对本书提出的宝贵意见。我尤其感谢王振华教授以及上海交通大学马丁研究中心，中心多次开展国际研讨会，让我有机会向该领域的优秀学者学习请教。

本书还有很多不完善之处，敬祈专家、读者不吝指正。

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Chapter 1 Introduction

Given the huge circulation of newspapers and the daily roles they are playing in politics, economy and culture, the importance of studying newspaper journalism can never be overestimated. One of the questions that concern the scholars of media studies is whether the supposed Anglo-American modes of journalistic discourse are becoming dominant internationally. If not, to what degree different languages and cultures have developed their own individual journalistic styles and structures in negotiating the influence of globalization and their local journalistic traditions (Thomson & White 2008). The different conducts in newspaper journalism around the world have been observed and discussed in media studies and media sociology literature. Hallin and Mancini (2004) gave a detailed account of similarities and differences in media systems under the influence of politics in Europe, the UK and North America. However, there is very limited work available with a primary focus on linguistic analysis of journalistic discourse across languages and cultures. It is intriguing for linguists to decode the myth of language use in public media, and beyond this, to be informed of the variations in language styles that meet different rhetorical purposes of news writing around the world.

1.1 Comparative news discourse studies — its significance and relevance

In comparative studies of media discourse, there are many aspects

of journalistic language that we may attend to. My work is concerned with the appraisal resources and patterns of human-interest stories or "soft news" in American and Chinese newspapers. Soft news is usually presented as opposed to "hard news" for its literature quality and humanity texture. They tend to reflect and comment on the established social order (Feez et al. 2008). In this sense, soft news offers an opportunity to visit the prevailing values of a culture through the lens of language.

In this research I am following the constructionist tradition and take the approach of Systemic Functional Linguistics (SFL) founded by Michael Halliday, in which, news discourse can be formulated as instantiations of a semiotic system of culture. This research will examine and compare how the American and Chinese press media construct personality feature stories (profiles), take stances and achieve their rhetorical effects by deploying various appraisal resources.

First, the study of the evaluative language in feature articles is of great importance. It is conventionally believed that news should be impartial and objective; however, studies in linguistics show that it is far from being the case (Bednarek 2006a, Idema, et al. 1994/2008). According to Martin and White (2005), evaluative language in news, explicit or implicit, whether indicating an attitude towards a person, an object or a situation, is a socially significant speech act. Taking a stance and negotiating alignment or non-alignment is a crucial aspect of interaction between individuals. As the linguistic study moves away from truth-value and towards a focus on the interactive use of language, the importance of evaluation has become more apparent (Hunston 2010).

As one type of journalistic writing, personality feature stories or profiles are prevalent and important in press media. People, according to Harold Evans, former editor of *The Times* and *The Sunday Times*, are news (Joseph & Keeble 2015). Ricketson (2004) listed the overwhelming sources of profile portraits that prevail in our media of all kinds to show that we are all living in the Age of the Profile.

To analyze profiles, Appraisal Theory is a powerful analytical tool, which is designed to integrate the study of emotions, attitudes, beliefs and values, as part of the interpersonal meaning. Appraisal theory has gained prominence as an effective framework in the news discourse analysis referring to the works of White (2006, 2009), Idema (1994/2008) and other researches of this field. Appraisal theory is clearly social constructionist rather than universalist (Martin & White 2005), and therefore, it has its advantage in analyzing discourse of a specific

genre across languages and cultures.

Second, it is recognized that news discourse is not a faithful account of the events. The way media use language is also ideological (Fairclough 2014), in the sense that it is a site of struggle in which a nexus of discourses and ideologies competing and struggling for dominance (Jones & Norris 2005). Fowler (1991) made a statement about the nature of news discourse that the contents of newspapers are not facts about the world, but in a very general sense, ideas, more appropriately, beliefs, values, theories, propositions and ideology. He holds that language in the news is not neutral, but a "highly constructive mediator" (Flower 1991: 1). Feature stories are also not value-free, especially when personality feature writing is oriented with a purpose of presenting the model or prototype of specific roles of a person in a society. In this regard, contrastive study of personality features across languages might offer us new visions and deeper understandings of different practices in constructing social values.

Third, the findings in the contrastive study may also shed lights on translation practice and news writing. In 2012, Xinhua News Agency published a series of personality profiles of Chinese new leaders in Chinese, English and other five languages. Hu Chuangwei (2014), one of the main writers from Xinhua News Agency, said that translating the profiles of new Chinese leaders in seven languages and getting the messages across to different cultures was a significant event of cross-cultural communication. One important aspect of this cross-cultural communication hinges on the nuances of language use in evaluating people.

Finally, since the interpretations of the functioning of language choices in the data are made with reference to the theory, an application of Appraisal Theory to the study of journalistic discourse involves a simultaneous interrogation of the theory itself, especially in different languages and contexts. In this sense, the research is an expansion of application of Appraisal Theory to this specific register of journalistic profiles. While examining the discursive realizations of journalistic stance in news texts, it is also to inform the mechanism of stance taking practices in Chinese and English contexts of news production.

This study attempts to broaden the scope of previous studies of journalistic discourse by bringing personality prefiles to the realm of journalistic discourse studies and examine in what ways the news writers in American and Chinese newspapers construe the image of scientists by enacting diverse types of appraisal resources.

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