



全球话语学会首届年会暨国际学术研讨会

会议快讯

(01)

全球话语学会首届年会暨国际学术研讨会将于 2016 年 9 月 22 日-25 日在武汉市和十堰市召开。会议由全球话语学会、全球修辞学会主办，湖北工业大学和湖北汽车工业学院承办。会议主题为“全球话语体系建构：全球文化交流与融合的战略对策”。

来自南非、德国、美国、意大利、日本、英国以及中国大陆、香港、台湾等地的数十位专家学者将出席会议。陈汝东（北京大学）、Allen Amrollah Hemmat（美国，北京大学客座教授）、赵葵欣（日本，Fukuoka University）等教授将应邀分别发表题为“论中国的全球话语空间建构”、“Discourse Analysis: Critical and Positive: A Multidisciplinary Exploration”、“‘话语’理论在对日汉语教学中的运用”的主旨演讲。

近年来，全球格局不断裂变，新的世界秩序正在重构。中国的国家话语空间不断延伸，中国正逐渐成为全球话语体系建构的引领者。中国智慧不断展现出全球思维、全球布局态势。研究如何参与全球话语体系建构，不仅是一种全球学术课题，也是一种国际战略视野。本次会议将围绕全球话语体系、区域话语体系、国家话语体系建构所面临的新态势、新挑战、新战略，从微观和宏观、学术与实践、实体与虚拟、经济与文化等多重维度进行跨学科的深入研讨。

会议受到国内外学术界的关注，国际现代语言文学联盟对会议论文的征集、召开进行了报道。（<http://www.fillm.org/publications/newsletter/volume8.html>）。会议期间将召开全球修辞学会理事会。

全球修辞学会、全球话语学会 秘书处
2016 年 9 月 17 日

全球话语学会首届年会暨国际学术研讨会

摘要 (01)

论中国的全球话语空间建构

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近年来诸多的全球事件表明, 中国正在成为全球话语体系建构的引导者。中国需要全球思维, 需要全球布局。中国智慧正在成为人类共同发展思想生产的生力军。汉语全球化, 中华文化世界化。全球汉语叙事正在成为一种时尚。中国的经济、交通、金融、体育等方略逐渐为世界所接受, 实体媒介大大拓展着中国的全球话语空间。与此同时, 中国在政治和军事话语空间、在区域话语空间、虚拟话语空间中也面临着许多新的挑战, 国内话语空间紧缩, 社会话语活力不足。因此, 如何转变叙事方式, 实现国家价值的全球化, 如何释放国内话语空间, 促进国家话语体系在国际与国内、实体与虚拟、区域与全球等多重空间中的有机融合, 实现汉语的全球化叙事, 建构全球话语体系, 是十分迫切的学术命题。

Discourse Analysis: Critical and Positive

A Multidisciplinary Exploration

Allen Amrollah Hemmat

(Peking University , Peking , China)

Discourse in its broadest meaning encompasses various levels of communication, from interpersonal to international and even dialogue between civilizations. This paper is a search for philosophical and cultural assumptions that can lead to positive and constructive discourse. Post-structuralist approaches to communication have tended to see language either in terms of discourse, constituted by relations of domination, or in terms of a virtually unlimited ambiguity that offers opportunities to resist domination mainly through subversion of meaning. Hermeneutic approaches such as those offered by Gadamer and Habermas, on the other hand, offer paths to mutual understanding, consensus-building, and solidarity. A review of selected theoretical assumptions across various academic disciplines and their practical implications is expected to facilitate the development of a framework for discourse that is at once critical and positive.

“话语”理论在对日汉语教学中的运用

趙葵欣

(Fukuoka University, Japan)

在对日汉语教学 (Teaching Chinese as Foreign Language) 中, 常会遇到无法用句子对译解决的问题。比如日本人跟将要远行的朋友告别时, 常说“寂しいなあ”表达不舍之情, 这个句子对译为汉语就是“我很寂寞”。但是, 汉语里一般不会这样跟朋友告别。而说“你要走了, 真有些舍不得啊”则比较自然。可见翻译法解决不了很多实际的交际问题。因此, 本文主张引进话语语言学理论, 提出在设定的场面中、提供更大语境的基础上, 教授有实际交际能力的“话语”而不是单个的句子。

以下以日语中表达主观情感的“形容词独词句”和“偶然确定条件句”为例, 详细说明对日汉语教学中运用话语理论的必要性和具体操作办法。日语里表达主观情感的“形容词独词句”, 一般都无法直接翻译为合法的汉语句, 需要进行各种成分的补充, 可是究竟应该什么时候用什么样的表达, 只有一个个的句子是说不清的。所以这种形容词独词句难以教授。因此设定在一定的情境下直接学习相应的汉语表达则更方便实用, 也能避免学生受母语干扰造成偏误。另一种日语的偶然确定条件句“~ならば、~がある・いる”, 常用来说明存在或指示位置。但汉语在这样的情况下, 不需要使用条件句, 而用一般的知觉动词; 说明道路指示位置则多用“往……走/拐就是……”。这也可以通过设计谈论旅游、问路指路等交际场景, 让学生避开母语干扰, 更顺利地学到自然的汉语表达。

但是话语理论运用在日本汉语教学中也遇到一些困难, 比如日本学生不喜欢课堂交际活动, 而倾向于独自学习。因此在设计练习时, 应该注意顾及到他们的这一特征, 力求创造一些独自一人也能完成的模拟交际场面, 帮助学生适应话语教学方法。毕竟, 只有学生接受且喜欢的教学方法, 才是好的且有效的。

综上所述, 本文认为在没有目的语环境的日本, 汉语教学更应该以“话语”为中心, 让学生在话语中理解语言点, 并学会自己重构话语, 输出既符合语法、又能起到交际作用的合适的句子。

The Challenge of Media-based Communication: Paradigmatic Changes in Rhetorical Communication

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(Maintal, Germany)

The very interplay between audiences, rhetorical authorship and rhetorical discourse has become much more complex than is conceived within the now usual and dominant sender-channel-receiver-feedback communication modes.

The rhetorical and multimedia-based message is to be regarded as an integrative movement, a FLOW of distinctively heterogeneous elements, textual matrices, issues, visuals and sounds. The mediated rhetoric consists principally in three different dimensions of image, look, voice and the narrative which is structuring the separate dimensions into the coherence of a message as a whole. Media research has identified distinctive symbolic formations of the meaning making process: the discursive, the presentational and commodity form of symbolism and the symbolism of repetition characterizing the communicative process. Especially presentational symbolism covering and representing the aesthetics of visual imagery comprising the effects of lightening, camera angles etc. Such depictions, arrangements and impressions function independently of the usual persuasive intentionality. This favors of a new type of subliminal emotional appeal and manipulation.

Media rhetoric is not based on print literacy but relies on a non-literate tradition of oral modes of communication. It is important to realize that in the digital writing space words will no longer have their own way. They have to compete with moving images. Richard Nixon is reported to have said: "I paid too much attention to what I was going to say and too little how I would look."

BRICS strategic communication: A template for research

Klaus Kotzé

(Centre for Rhetoric Studies, University of Cape Town, South Africa)

This paper will present the template for research of my PhD project *The BRICS: Strategies of Persuasion*. The study focuses on the strategic communication of the BRICS (Brazil, Russia, India, China, South Africa) bloc in its pursuit to actualise global reorder; a movement away from the present Western hegemony, towards a multi-polar system, in which the BRICS would play a leading role. The paper will introduce my ongoing research of how the BRICS are utilising strategic communication to both motivate as well as actualise global power reform. Through strategic forms of communication the BRICS nations are establishing influence internally as well as externally. The paper will discuss the lay-out and significance of this study, detailing a contextualising literature review; in order locate the strategies of the BRICS in the changing global power relations.

Prosodic modification in speech directed to less-proficient language users: A social universal strategy facilitating communication?

Aike Li , Brechtje Post

(Communication University of China, University of Cambridge)

In this paper, empirical evidence is provided and discussed to support the view that speakers use similar prosodic modification methods in their speech directed to less proficient language users such as children and foreigners, and this could be a social universal strategy facilitating communication.

Traditional studies on speech rhythm have classified languages into two rhythm classes (Abercrombie, 1967), i.e. even-timing languages (in which there is little durational distinction between stressed and unstressed vowels/syllables) and uneven-timing languages (in which there is significant durational difference between stressed and unstressed vowels/syllables).

Li & Post (2014) found that in L2 English speech produced by learners of different L1s, durational distinction between stressed and unstressed vowels/syllables was significantly less than native speech, irrespective of the learners' L1s. This could be explained if we assume that even-timing is a general L2 speech feature, which could result from the input that the learners receive, i.e. L2 learners tend to be exposed to hyperarticulated English in which there is less differentiation between stressed and unstressed vowels/syllables than normal English speech.

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中印主流媒体对第二十一届联合国气候变化大会的新闻报道对比分析

刘友道

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中国和印度同为发展中国家, 强烈希望发展社会经济, 增强国家综合实力。社会经济的发展必然产生能源消耗, 能源消耗不可避免地会对环境造成污染, 而环境问题已经跨越国界成为世界性问题。2015年11月30日至12月11日在法国巴黎召开的第二十一届联合国气候变化大会(COP21)举世瞩目。一方面, 节能减排已经成为世界各国共识; 另一方面, 世界各国在承担减排责任上意见不一。以中国和印度为代表的发展中国家是否应该像欧美发达国家一样承担“无区别的减排责任”成为气候谈判的焦点。中印等发展中国家在气候变化协议谈判期间曾一度被发达国家所孤立, 承受国际社会的巨大压力。本文研究中印两国主流媒体对COP21展开的报道, 分析两国主流媒体对该国际事件的关注议题异同, 基本立场异同, 考查中印两国媒体如何打造公共舆论, 影响政府对外决策。

基于推特语料库的美国军事话语研究

焦新平

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推特作为美国社交媒体的重要代表, 具有较高的舆论影响力。美国军事机构在推特平台开设账号进行传播的时间已有7年了。如何借助推特平台进行军事话语实践活动, 塑造美军形象, 提升其影响力, 是美国军方开展军事传播的重要实践课题。本研究首先利用数据挖掘工具下载目标用户的推特博文, 将语料转换为txt格式的文本, 剔除无关信息, 建立一个涵盖机构和个人推特用户的军事话语语料库。其次利用语料库检索软件Wordsmith, 借助语言学和传播学等理论, 对推特军事话语语料从语言特点、情感资源、社会文化等多个方面进行质化和量化分析, 以揭示推特平台军事话语的规律和特点, 进而为改进和提升我国新媒体军事话语影响力提供借鉴。