

<<批评性语篇分析的修辞维度研究>>

图书基本信息

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内容概要

《批评性语篇分析的修辞维度研究》采用定性的、阐释性的批评分析方法，通过汲取古典修辞学理论、美国新修辞学、传播研究和文化研究等相关学科的学术智慧，对修辞学视角对CDA的补充完善进行了尝试性探讨。

本研究的理论基础是将意识形态看作是传播和权力的概念联系，从而确立意识形态与意义的社会建构之间的内在联系：一方面我们引入霍尔的意识形态理论，因为该理论建构了语篇与意识形态之间的辩证关系；另一方面，受Bygrave对修辞与意识形态关系阐述的启发，我们将伯克的语言作为象征性行为与主体性概念联系起来以克服CDA的解构主义取向。

通过对修辞认知性的问题化，我们指出权力是意义建构的一个重要维度。

对修辞、权力和意识形态之间关系的深刻洞察构成本研究的前提。

通过对古典修辞学和当代修辞学中散见的对修辞“自我韬晦”的论述，明确了权力的修辞逻辑。

在对汤普森的意识形态运作方式进行分析的基础之上，本研究提出修辞既是意识形态的载体又是揭露意识形态的工具。

通过对修辞人格的解构，试图确立古典修辞学同批评性语篇分析的内在联系。

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章节摘录

6.1 Three Perspectives on the Relationship between Metaphor and "Reality" 6.1.1 Description-oriented View of Metaphor In Western thought, scrutiny of metaphor goes as far back as the Sophists, Plato and, most notably, Aristotle. Investigations persist today, with metaphor being a popular topic of inquiry in the natural and social sciences, in linguistics, psychology, philosophy and literary theory, amongst others.

Etymologically, "metaphor" derives from the Greek metaphora (meta - "over" and "phora" - "to carry") and generally denotes a process of creative comparisons or tropes of resemblance between different objects, contexts and/or experiences. Along these lines, Burke summarizes metaphor as "a device of seeing something in terms of something else" (A Grammar of Motives 503). Despite the varying emphasis of different theories of metaphor, they all generally consider metaphor to express the unfamiliar (and at times abstract) in terms of the familiar or to create novel expressions and understandings by comparing dissimilar objects and/or phenomena. The terminology may differ - "tenor" and "vehicle" : "focus" and "frame" or "target" and "source" domains - but there appears to be an underlying agreement that metaphors graft together different fields of meaning.

Despite this general agreement, the theoretical underpinning of major strands of thought on metaphor diverge considerably. A useful way to distinguish between them is by examining their views regarding the relationship between metaphor and "reality." This yields three broad, but not mutually exclusive, perspectives : 1) theories that focus on metaphors' power to describe reality; 2) theories that examine metaphors' capacity to constitute reality; and 3) theories that propose metaphors' potential as a means of criticizing and transforming reality. In this section, we briefly overview these perspectives and the relationships between them in order to lay the groundwork for metaphor's role in establishing, maintaining and modifying ideology which shall be studied and explored later.

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