

<<系统功能语言学视角下的互文性>>

图书基本信息

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作者：杨增成

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## <<系统功能语言学视角下的互文性>>

### 内容概要

《系统功能语言学视角下的互文性：书画广告语篇研究》是一项以书面广告语篇为语料，从系统功能语言学的视角对互文性进行研究的成果。

《系统功能语言学视角下的互文性：书画广告语篇研究》探讨了互文性与语境间的关系，从概念功能和人际功能的角度分析了语篇中各个声音间的关系，并且从功能语言学的角度研究了各个声音间的连接机制。

《系统功能语言学视角下的互文性：书画广告语篇研究》推动了互文性研究的发展，并能对广告语篇的创作有一定的启示意义。

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作者简介

杨增成，北京师范大学博士，澳大利亚弗林德斯大学访问学者，北京工商大学外国语学院副教授。

主要研究兴趣：功能语言学、语篇分析。

目前发表学术论文10余篇，主持教育部人文社会科学研究项目1项，主持北京市属高等学校人才强教计划资助项目1项。

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Acknowledgements

## 章节摘录

In a proposal , there are also two kinds of intermediate possibility between the positive and negative pole. The intermediate points for “ command ” represent degree of obligation , which can be expressed by allowed to supposed to and required to. The intermediate points for “ offer ” represent degrees of inclination , such as willing to , anxious to and determined to. Both obligation and inclination can be expressed through a finite modal operator or an expansion of predicator. The scale of obligation and inclination is referred to as modulation. A variable inherent in modality is the value attached to the modal judgment : high , median or low. All the categories of probability , usuality , obligation and inclination can be further classified according to value. According to Zhang Delu ( 2005 : 114-115 ) modality can index the social relationship , formality and power relationship. The modality of different values can convey different degrees of politeness. For example , the degrees of politeness conveyed by “ will ” , “ should ” and “ could ” are increasingly greater. In communication , the modality is closely related to the social relationship between the participants. Generally speaking , as the degrees of the politeness or formality increase , or as the power of the other part becomes higher , the value of the modality will become lower. Such a value can show the tentativeness , uncertainty and the reverence. ....

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### 编辑推荐

《系统功能语言学视角下的互文性--书面广告语篇研究(英文版)》由杨增成所著，本书选择书面广告语篇作为研究语料。

书面广告语篇中存在着比较丰富的互文现象，但是对这些互文现象的研究尚不是很丰富。

为了使语篇传递的内容更可信，广告语篇中经常插入一些证人的话语。

为了使广告语篇能较长地留在读者的记忆中，广告语篇经常仿拟一些名篇。

另外受社会文化语境的影响，广告语篇往往用双关的方式来表达一些信息。

这些原因导致了广告语篇中比较丰富的互文现象。

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