

<<基于目的论的语类分析模式>>

图书基本信息

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内容概要

语类在语言学界一直受到广泛关注，因为语类是人类语言活动的一个核心概念，语类的研究具有重大的理论意义和实践意义。

从理论上来说，语类就是人类语言文化活动的模式，语类研究对于研究语篇结构生成、语篇动态性、文化系统、文化模式等具有重大意义。

在实践上，语类研究对于课程教学、文化传承等应用领域具有重大的指导意义。

近二十多年来，语类研究主要关注具体语类的语言特征，而语类基础理论和分析模式的研究进展不大。

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章节摘录

It can be seen from the analysis that the deployment of the appraisal meanings in Text 10 shows the following features. First, like Text 9, the whole text is a monogloss. This means that all the ideational and interpersonal meanings are voices of the author. Moreover, the description of the company is presented in the form of bare assertions, which makes it look impartial and factual. In this way, the author manipulates the description and covers the promotional intention. Second, there are a few graduation resources in Text 10. Most of them are of the quantification type, specifying the extent (" worldwide ") of the processes concerned. There are no intensification resources. As a whole, the description of Acer is expressed in a relatively mild tone rather than in an exaggerative way. Such a tone is harmonious with the author's effort to establish Acer's identity as a world-renowned IT company in a relatively impartial way. This is also similar to Text 9. Third, the author employs many inscribed appraisal resources to promote the company. Unlike Text 9 where the company (Motorola) functions as the trigger/target in most cases, in Text 10, most of the triggers/targets of the inscribed appraisal resources are factors involved in the commercial operation of Acer. As a result, while judgment accounts for the major part of the appraisal meanings in Text 9, in Text 10, the major type of appraisal meanings is appreciation. The affect to the company (Acer) is inscribed only once in the text. Thus, the author of Text 10 focuses on the positive appreciation of the products, multi-brand approach, business model, supply chain and service/sales network of Acer rather than the direct judgment of Acer's behavior. In other words, while the author of Text 9 promotes Motorola by directly judging Motorola's performance, the author of Text 10, promotes Acer in a more indirect way, mainly by positively evaluating the products, services and business models of the company. Fourth, like Text 9, Text 10 also has many resources that can evoke appraisal meanings. In fact, almost all the messages in the text can evoke specific appraisal meanings that are different from the inscribed ones. Interestingly, while the inscribed resources of the text mainly express appreciation meanings as described above, the evoked appraisal meanings are mainly positive judgment of the company, particularly the judgment of the social esteem (capacity) of Acer. The targets of the invoked appreciation meanings are its products and business modes, which is consistent with the inscribed appreciation resources. In addition, unlike Text 9 which lacks appraisal meanings about social sanction, the propriety of Acer's performance is also evoked, mainly by the description of its green products and supply chain and the description of its people-oriented long-term mission. In summary, interpersonally, the author of Text 10 promotes the company mainly in two ways, by explicitly appreciating Acer's business modes (including its products, multi-brand approach, business model, supply chain and service/sails network), and by implicitly evaluating the propriety of the performance of Acer. In Text 9, on the other hand, the author promotes Motorola mainly by evaluating the performance (especially the capacity) of Motorola both explicitly and implicitly. While Text 9 construes Motorola more as a promising person of high status, with powerful capacity and full of creative spirit, Acer in this text is described as a capable and responsible company with well-designed business modes.

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