APPENDIX: Abstracts

KEYNOTE ADDRESSES

Paul CHILTON

Professor emeritus in Linguistics,
University of Lancaster, UK

Saturday, November 12
10:00—11:00
Room 213, Teaching Building 7

Title: Still Something Missing in CDA?
Cognition, Language and Values in
Discourse Analysis

The critical analysis of discourse has been developing as domain of academic research and exploration over the past thirty to forty years. It continues to draw on many different theoretical and methodological frameworks. At the same time it continues to extend its reach in terms of the critical issues, societies, and cultures, with which it engages. In this talk I will address one relatively recent development that has been influenced by parallel developments in Linguistics – namely the 'cognitive turn' towards the broader workings of the human mind in the study of semantics and grammar. In addition I shall consider recent arguments that have been made in favour of a 'cognitive turn' in CDA in the global scholarly context in which it now finds itself. This will lead me to focus on some neglected questions in CDA: the *values* that underpin critique and the *analysis* of values. By looking at some examples I will consider how values are communicated by texts. Even though in many cases values are not expressed in lexical and grammatical structure at all, they are nonetheless present in the minds of communicators.

Theo van LEEUWEN

Dean & Professor of Media and Communication
Faculty of Arts and Social Sciences,
University of Technology, Sydney

Saturday, November 13
14:00—15:00
Room 213, Teaching Building 7

Title: The New Writing

In this talk I will discuss some of the characteristics of what I call 'the new writing'.

I will argue that the 'new writing' is characterized by multimodality and by the use of decorative and conceptual rather than illustrative and documentary images. While still relying on language for lexis, it is rapidly developing new visual syntactic and cohesive resources, and it is designed for participatory forms of reading. It also leads to new forms of public speech, for instance in PowerPoint presentations, and is learnt and socially regulated in new ways, in which software design plays an increasingly important role.

As examples I will use bureaucratic documents, web pages and PowerPoint presentations.

In my conclusion I will relate my observations to a broader, social semiotic framework, and discuss the gains and the losses of the transition to the 'new writing' in various domains of private and public life.

SHI-xu

Changjiang Distinguished Professor
Zhejiang University

Saturday, November 12
11:00—12:00
Room 213, Teaching Building 7

Title: Why Do Cultural Discourse Studies？
Towards multiculturality of discourse research

This paper argues for a culturally-oriented approach to discourse studies, beyond its taken-for- granted multi-disciplinarity, moral stances and monologue, with a view to facilitating genuine research innovation and cultural co-existence and prosperity. First, it will highlight the oft obscured cultural nature of discourse scholarship, the cultural divisiveness and diversity of human discourses, as well as the cultural-intellectual resources for the construction of Cultural Discourse Studies. Next, to illustrate a particular cultural approach, the paper describes a recent study of the Chinese discourse of human rights conducted from a Chinese-historical-and- intercultural perspective. In conclusion, it suggests action strategies for the construction and practice of a culturally-conscious mode of discourse research.

WU Zongjie

Professor
School of International Studies,
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Saturday, November 13
15:00—16:00
Room 213, Teaching Building 7

Title: Vernacular Heritage, Fragments and
Confucian Historical Narrative: Towards
Transdisciplinary Vision of Critical Discourse
Studies

This paper is to explore an alternative discourse approach to the study of Chinese heritage by presenting a case of heritage recovering project in China.   Specifically I will demonstrate how a critical perspective could be operated to incorporate Confucian narrative strategy into the meaning-making process of heritage practice.   Such a cross-cultural discourse approach assists in acquiring a dialogical sense of history, place identity and value of cultural heritage that is usually discarded by the Authorised Heritage Discourse as "mundane", "inauthentic" and in a state of flux. By doing so an alternative way of heritage practice is sought to care for the past while actively embracing the present. I believe this to be particularly important for developing Chinese perspective in heritage and the diverse ways of using it for facilitating multicultural dynamics.

Meanwhile, the paper is also aimed at moving Critical Discourse Analysis beyond the dichotomic analysis of various discourse positions theoretically, to embrace holistically the narrative of cultural life in a subtle and critical way. This may help open up transdisciplinary space to engage with different ways of thinking and valuing   about discourse   in social life.

PARALLEL PRESENTATIONS

Parallel Session 1
An Overview of Studies on CDA: From Theory to Techniques

What Is New of Discourses in China? Reflections on the Functionality of Discourse

TIAN Hailong

Talking about new discourses in contemporary China (NDCC), I would like to start with the question "what is new of discourses in China?" I raise this question because I see the present Chinese society as one in which language is used in a complex connection with new media, and further, with power behind these media. When I observe some recent events, such as the fuss of the ingredient of Shanxi vinegar, the blogs about the Yao Jiaxin's family background, I see the effect of discourse. Let me explain this a little more.

In the case of Shanxi vinegar, an official first pointed out that most of the Shanxi vinegar is produced in a way known as *goudui*, which suggests a bad reputation for this industry. Later on, the Shanxi vinegar association made a statement, saying that this is not true and eventually making this speaker removed from his position. People do not know what is true of the way in which the Shanxi vinegar is produced, but what is known is that truth about the Shanxi vinegar is constructed by discourse of those who are in dominant position.

In the case of Yao Jiaxin, much information about his family background was circulated by his opponent on the internet before he was sentenced to death. Now his father brings this case in court, accusing this opponent of spreading rumors against him. If the accusation holds water (and most possibly does), then did the rumor interfere, via the consensus of the netizens, with the judgment of the judges in the sentence? As discourse analysts, we are interested in observing whether the discourse has a role to play in this case, and in what way.

To examine these two cases we actually touched the issue of discourse functionality. I see this as new of discourses in China. It is new not that it has not occurred till recently, but that it becomes more salient in the current society where the new technology of Web 2.0 opens new ways for people to make their voices heard. This new situation of social life raises a number of issues for discourse analysts, and one is how discourse works in the complex of power, institution, and ideology. To answer this question by observing the discourse aspect of social events, this paper discusses the constitutive nature of discourse, which may bring new light to the observation of new discourses in contemporary China.

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Institution of Language Teaching/Learning or Organ for Political Propaganda: Confucius Institute and British Council Constructed in *Wikipedia*

YOU Zeshun

Confucius Institute and British Council seem to be similar organizations devoted largely to language teaching and learning for people outside the native countries. As a result, they are expected to be attached with similar values, relevant to education, in *Wikipedia* which are web-based and free-content encyclopedia based on an openly editable model. To test the viewpoint, the article carries out a critical comparative analysis of the two articles which define respectively Confucius Institute and British Council so as to see what values they have been attached to, what the similarities and differences between their values are, how they are constructed, and why they are so constructed. The whole article consists of six parts. Part I gives a brief introduction of the rationale of the research; Part II reviews the previous critical studies in educational fields and sketches out the approach that will be used in the present research; Part III offers some background information on Confucius Institute, British Council, and Wikipedia to work as social context for the analysis; Part IV gives a detailed analysis of the linguistic and non-linguistic strategies used in the two texts to show the values attached to the institutions, their similarities and differences, and the ways of construction; Part V relates the remote cultural and historical context to the analytical results so as to reveal why similar (different) values are attached to the two institutions and how they are constructed in similar (different) ways; Part VI is a conclusion which summarizes the main findings.
Key words: *CDA; Confucius Institute; British Council; Wikipedia; (non-) linguistic strategies; context*

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Variations of criticality presentation in Doctoral Dissertation Literature Review:
A perspective from cross-linguistic discourse communities

ZHONG Hong

The present study examines the variations of criticality presentation in doctoral dissertation literature review (DDLR). The data comes from two different language-mediated discourse communities (one is Chinese, the other English) in the discipline of linguistics and applied linguistics. Criticality presentation in this study refers to present difference of opinions in reporting earlier studies. A qualitative analysis of DDLR sections indicates that DDLR written in Chinese tend to use a particular group of reporting verbs and evaluative expressions which focuses around the criteria of comprehensiveness whereas DDLR written in English tend to use reporting verbs and evaluative expressions to formulate a continuum from less endorsing to neutral to more endorsing. The weight of the continuum falls on the less endorsing end. These variations will be interpreted by the theory of collective intention proposed by John Searle.

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'Technologization' of Discourse

XU Tao

Adopting a dialectical view of discourse and a critical method of doing discourse analysis, the paper sets out to elucidate the dynamic interrelationship between social transformation of contemporary Chinese society and discourse change by way of conducting a comparative case study based on Chinese university's prospectus. 'Discourse' is interpreted in the paper as language use relative to social, historical and cultural formations. It is language both reflecting social reality and language shaping social reality, and shaping social agents' interaction with society. It is due to the socially constitutive nature of discourse that the conscious 'intervention' by social agents on discourse in accordance with institutional objectives becomes one of the important instruments for them to bring about social change through discursive practices in the new social climate.

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Western Representation of China and the Recontextualization of Related Discourses in Chinese Media: A Case Study of Categorization in Translated Reports on the 2008 Lhasa Riots

PAN Li

China, a country beyond the Western world, has long been prevailingly represented as a cultural and ideological "other" in Western media, as revealed in much of the previous work on news discourse related to China. It would thus be interesting to investigate how the Chinese government or more specifically, the Chinese Communist Part that rules the country is represented in the Western news discourse; more essentially, how a major Chinese news organization handles such representations in translating those reports for the Chinese reader. Representation is a key concept in both critical and non-critical discourse analysis (Halliday 1979, Fowler 1991, Fairclough 1995), in which categorization is recognized as a major way of realizing various representations of the same events or social reality. In Fairclough's words, (1995: 114), "there are always alternative ways of wording any (aspect of a) social practice, that alternative wording may correspond to different categorizations, and that such alternative wordings and categorizations often realize different discourses". Drawing on Fairclough's notion of

representation and his three-dimensional framework of Critical Discourse Analysis (1995), the study will examine how categorization is resorted to in identifying the Chinese authorities and other major news actors in the original and the translated news reports on the riots happened in March 2008 in Lhasa, the capital city of Tibet. The data consist of the translated reports published in *The Reference News* (hereafter *RN*, Chinese《参考消息》, in Pinyin, *Cankao Xiaoxi*), the most authoritative newspaper in China that commits almost solely to translating news and their corresponding English original reports disseminated by *The Associated Press*, *New York Times*, and *Reuters*, the three major international news organizations headquartered in America and Britain. Altogether 28 Chinese translated and 51 English original reports are collected, which were published within a period of about two months, starting from the first translated reports on Lhasa riots published in the Chinese newspaper and lasting till the end of May. Both quantitative and qualitative approaches are deployed in describing and examining the lexical choices for categorization of the major news actors in relation to the popular representations of China. The study aims to find out whether the representations in the original reports are reproduced in the target language or recontextualized in some ways for the domestic reader in China and discuss the cultural and ideological factors possibly responsible for the actual renderings. It is also aimed to test the applicability of CDA to the study of news translation, with a hope to shed some light for future studies in this regard.

Key words: *Representation of China, recontextualization, news translation, Lhasa riots, categorization*

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Corpus-based Critical Discourse Analysis

GUO Song

The qualitative approach has generally been characteristic of critical discourse analysis (CDA) which emphasizes the important role that context plays in the production, distribution and consumption of discourse, thus often limiting itself to the analysis of single texts or text fragments. Stubbs criticizes that in CDA there is very little discussion of whether it is adequate to restrict analysis to short fragments of data, how data should be sampled, and whether the sample is representative. As a response, scholars begin to incorporate corpus techniques into CDA framework. Based on a study of a corpus of lectures on energy by BP executives, the paper demonstrates that the quantitative study of corpus linguistics can be combined with the qualitative study of CDA effectively, which provides a solid empirical foundation for the research and helps to reduce researchers' bias. We find that in the corpus the most frequent three-word cluster is "in/at BP we", which is then followed by positive words and phrases like "work hard", "take significant action", "reducing emissions", "prepare", etc. In addition, all the collocates of "environment" are positive including "protect", "no damage", "benefit", "positive", "clean", "less harmful", "respect". Therefore, the lectures just emphasize what BP contributes to the world while ignoring completely the bad effects that it exerts on the environment. It is obviously a

greenwashing strategy and highly ideological.

Meanwhile, cautions should be mentioned. First, data tells us nothing until it is interpreted by human beings. Thus, we can find that nearly every step in corpus analysis involves much human choice. Second, corpora are collections of texts (finished products of discourse) which only contain explicit information. But from a CDA perspective, implicit information such as presupposition is equally important. Third, frequency which is a key factor in corpus-based discourse analysis should also be treated carefully. Generally speaking, in a corpus the more frequent a linguistic unit is, the more important it is. But remember that a president's speech could be more important than millions of words by common people. Therefore, quantitative analysis can not work independently of the more traditional qualitative method in CDA. Though revealing, a corpus-based discourse analysis is only one possible analysis out of many and needs the support from other approaches.

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A Cultural Perspective on Iran Nuclear Crisis

Babak Ghasemi

Looking at culture is growing to be a dominant strategy in every field which a conflict or dispute potentially exists (Avruch, 1998; Cohen, 1993; Zartman, 1993; Weiss, 2003). In political domain also scholars believe considering culture in solving conflict and dispute will reveal more optimal and cheaper solutions (Faget, 2011; Funk & Said 2004; Blank, 1993; Foster&Rubinstein, 1986) than other options e.g. wars and sanctions. These days almost everyone has heard of Iran nuclear program. There has been a nuclear negotiation between Iran and some other countries since 2003, within these disputes; both sides have announced their speculations and guesses which some of them have been formally declared via mass media channels. There is a study (Differential US Media Focus on Ten Nuclear Programs for the Seven-Year Period 2003 to 2009) by NY Times, which shows the focus of US news wires on a specific topic. Within ten countries nuclear program the one of Iran is very important for US news wires but what is matter is not just frequency of headline occurrences, but the depiction quality. A history of Iran nuclear 50 years program is all around Internet and there is a nuclear negotiation with the policy of "carrot or stick" (if we don't claim the longest and most complicated in history of IAEA), Iran in one side and some other countries at other side and nothing clear happen except some economic sanctions against Iranian economy. As became clear a serious conflict has been started and been studied in some aspects e.g. taking more strict sanctions or even military actions and also CDA (SELJAN, 2010; Van Kemenade, 2010; Cain, 2002; Izadi & Saghaye-Biria, 2007; Rahmani, 2010; Kulifay, 2007; Soltani & Shaghasemi, 2010; Safari, 2006), but not "*culture*".

It seems what has been neglected missed linkage in this studies and actions is "considering Iranian culture to solve the problem", then this study is an effort to explore new methods in solving an international conflict. , "too often culture is assigned a marginal rather than a central position in mediation and negotiation practices used by Western people" (Marsella, 2005), then such studies hope there would be some solutions which have been neglected.

Though it is not the first in its case, Marsella (2005) is an effort to show how important is "culture" in shaping our realities and also how international conflicts can be and would better be solved considering culture, also Shi_xu (2010) is same study propose considering Chinese "culture" over trade disputes between china and EU, Kraus (2007) is also Chinese-EU study in general term of negotiation with help of introducing Chinese culture.

Key words: *conflict resolution, culture, and economic sanctions.*

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Parallel Session 2
Discourses of Forensic Studies

A Study on Social Construction of Equal Discursive Space: From the Perspective of Forensic Linguistics

DU Jinbang

Equal discursive space includes not only the basic conditions of equal discursive interaction, but also optimal environment of interaction created ad hoc by participants. Social construction of equal discursive space consists of legal construction, everyday construction and participants' interactive construction. The first two provide basic conditions of equal discursive space, while the third on the basis of such conditions, regulate various factors involved in the discursive act. This study by adopting theories of discourse analysis and sociology, analyzes the process of equal discursive space construction, relevant factors and the acts and strategies of the participants, and illustrates that equal discursive space construction can help guarantee citizens' discursive rights. The analysis first focuses on the essential features of the construction, then the general considerations of the process, the legal construction, everyday construction and interactive construction. Legal construction comprises legislative construction, judicial construction, legal cultural construction. Everyday construction concerns such factors as social framework and communicative constraints. Interactive construction includes social exchange, regulation of interrelations and the congruence of recognition. The results show that though disparity of power and inequality may be predominant in social life, equal discursive space can still be successfully constructed, which can motivate participants for active social interaction.

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Frame Conflicts in Criminal Courts: from the Perspective of Discourse Information

CHEN Jinshi

Due to the limited judicial resources in China, it has practical significance to explore how frame conflicts in criminal courts are resolved efficiently, effectively and impartially. This paper conducts a discursive study applied to this topic since it has so far remained fairly insufficient. To accomplish the research objective, three questions will be answered: 1) what frame conflicts are categorized in the criminal courtroom? 2) how those frame conflicts arise? and 3) how are those frame conflicts negotiated and resolved through specific discursive devices. An Information-based Multi-dimensional Frame Analysis is formulated for the description, analysis and interpretation of judges' discourse. Based on frame theory (Goffman 1974, 1981; van Dijk 1977; Gamson & Modigliani 1989; Tannen 1993) integrated with Tree Information Structure of Legal Discourse (TISLD) (Du 2007), the framework involves constituents of frame analysis such as interactive frames, framing and frame shifts. All these constituents are investigated mainly through qualitative analysis of data from the Corpus for the Legal Information Processing System (CLIPS) along linguistic dimension, social dimension and cognitive dimension (Fairclough 1992; van Dijk 1997, 2001; Alvesson & Karreman 2000).

According to TISLD, the information structure in a discourse is hierarchical, like a tree, which comprises a kernel proposition and its subordinate information units at different levels. The information units are classified into 15 types, each of which is in fact a proposition expressing the content of information such as What Fact (WF), What Basis (WB), When (WN). The model also deals with information levels, information elements and knowledge categories. Judges' discourse processing refers to judges' reception and production of discourse information to manipulate courtroom interactions.

Data analysis shows that frame conflicts include presenting evidence vs. challenging evidence; guilt presumption vs. innocence defense; professional frames vs. local frames; interrogation vs. reply. The corresponding reasons are redundant information, inconsistency between information knots, insufficient information and transfer of information. In order to resolve such frame conflicts, judges may interrupt the litigants for the deletion of redundant information, reduce or add necessary information to reframe innocence presumption, add necessary information to explain a certain legal terms for the defendants' understanding, and alter knowledge categories to tackle the conflict.

The major contribution of the research lies in addressing judges' resolution to the frame conflicts via the Information-based Multi-dimensional Frame Analysis. The analytical framework brings forth some relevant discursive strategies with specific devices of discourse processing and provides a linguistic perspective on relevant legal issues for judicial justice.

It is hoped that the research can be of value to China's judicial reform, as it lays much emphasis on protecting and safeguarding defendants' legitimate rights and interests, reducing judicial resources and promoting judicial efficiency.

Key words: *frame, frame conflict, frame analysis, discourse information*

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Dynamic Changes of Discourse Information Knowledge Types in Court Conciliation and Its Persuasive Function

XU Youping

Court conciliation (CC) refers to an activity of dispute resolution conducted by the people's courts in civil cases, the success of which depends greatly upon the formation of parties' consensus. To date, most of the studies on CC are carried out by legal scholars who are only keen on the reform of CC as a legal system. Little attention has been paid to how parties' attitudes are changed and how they reach a consensus through language. This paper, based on the Tree Model (Du, 2007) which regards knowledge types as one of the prominent cognitive features of discourse information, intends to analyze the dynamic changes of knowledge types in the discourse of CC and explore its persuasive function in facilitating parties to resolve their disputes. In particular, this paper will explore how parties' state of knowledge is shaped, reinforced and modified through discourse information in CC and how it helps parties to have a meeting of minds. The data of this paper consist of 35 cases of CC conducted by judges in court in Chinese civil cases extracted from the Corpus for the Legal Information Processing System (CLIPS). Findings of this paper may reveal how knowledge is transferred among participants through discourse information in CC and how parties change their attitudes as a result of such a transfer. It may enrich studies on legal discourse and make linguistic contributions to the current reform of CC.

Key words: *court conciliation, discourse information, knowledge types, attitude change, persuasion*

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Law Discourse Tree Information Structure Analysis of Chinese Criminal Judicial Verdicts

ZHAN Xuemei & ZHANG Faxiang

Chinese criminal judicial verdicts, as a formal legal document, can be seen as one of the genres of written texts, with its special law discourse tree information structure. Based on Du Jinbang`s law discourse tree information structure, this paper mainly focuses on the proceedings of the first trial phase concerning written verdicts of Chinese criminal courts in Henan province and finds their tree information structure features, meanwhile, it finds that there existing some problems in law discourse tree information structure.

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A Study on the Functions of Courtroom Answering in Cognitive Context Construction and Communicative Objective Attainment of Respondents

GE Yun-feng & WANG Hong

In courtroom interaction the answering strategies of respondents are based on the realization of their communicative objectives, which depends on the construction of cognitive context. This paper, based on the relevant theories on cognitive context construction, by analyzing courtroom answering from a cognitive-pragmatic perspective, develops a linguistic model to explain the relation between cognitive context of courtroom interaction and communicative objective attainment of participants. The paper aims to reveal the functions of courtroom answering in cognitive context construction and how, by constructing cognitive context, respondents' communicative objectives are realized. Answering strategies of respondents are first classified and then the functions of courtroom answering in cognitive context construction are elaborated on from the aspects of 'knowledge script", "psychological schema" and "socio-psychological representation", and finally the relation between cognitive context construction and the realization of communicative objectives of respondents are illustrated. The findings indicate that respondents always select their answering strategies based on their communicative objectives, which are realized finally through cognitive context construction.

Key words: *courtroom answering strategy; cognitive context; communicative objective*

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The Conflict and Control of Courtroom Interaction: the Prosecutor-Defendant Perspective

ZHANG Luping

Courtroom discourse is spoken and interactive. This paper examines courtroom cross-examination from the angle of adjacency pairs. In cross-examination, a counsel/prosecutor can challenge a witness/defendant's testimony; lead the witness/defendant to answer predesigned questions, or throw blame on him/her. Drew has given fruitful research in this field, but most of the research focuses on correction, repair or narrative. This author will choose the framework of adjacency pairs. Sacks, Schegloff and Pormerautz have proposed different properties about adjacency pairs. In this thesis, conditional relevance, relative ordering and prefence organization are combined into the theoretical framework, which are analytically reverted into three skills: overlaps, pauses and local management of action sequence.

The study may be of theoretical and practical significance. It may contribute, if any, to the development of forensic linguistics in China.

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The Roles and Verbal Strategies of Judges in Building Harmonious Courtroom
—From the Perspective of Discourse Information Analysis

GAO Lijuan

Judicial harmony and courtroom trial harmony, as very important parts of harmonious society, have been paid more and more attention by many scholars, especially by those who are dedicated to the researches of law and legal issues, e.g. *The Discursion on Judicial Harmony* by Wang Xigen(2006), *Adherence to the Judicial Harmony and Building a Harmonious Society* by Yin Zhongxian (2007), *The Internal Value of Judicial Harmony* by Xiong Kang (2010), mainly exploring the values of its subsidiary 3 parameters——judicial justice, judicial efficiency and judicial authority; *A Brief Analysis of Boundary of Judicial Harmony* by Li Guoqing(2010), *Study on the Relationships of Impartial Judicature and Justice Harmony* by Fang Qingxia(2009). However, the researches on these subjects from a linguistic perspective have been limited or even rare. Then this paper, from a perspective of discourse information analysis, tries to analyze the languages of judges and the dynamic courtroom discourses, aiming to explore the roles and verbal strategies of judges in building courtroom trial harmony. Based on the research, the paper concludes that, in civil trial (due to the space limitation, this paper only focuses on the civil trial cases and more further and extending study should be proceeded), the judge can conduct the distribution of his power in an active way, which can be listed in the following: a. the judge can contribute to a reconciled balance of power relations between the equal parties concerned, resolve the disputes and hence reach an agreement; b. the judge can properly employ the authoritative power to control the whole trial and safeguard the judicial procedures and fairness; c. the judge can appropriately empower the participants in the trial in order to guarantee the realization of their rights. In the linguistic realization of the above-mentioned processes, the judge applies some linguistic strategies. From a perspective of discourse information flow process, the judge can weaken the information flow, modulate the development of the main information flow and form information vortexes. Furthermore, the judge can use the refusal information and the repetition information. In addition, from a micro perspective of information element, the judge can change the 'entity' and 'process' elements, as well as maintaining their consistent unity of the two elements. Finally, the verbal interruptions are sometimes used to achieve the efficient process control of courtroom trial.

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A Study of Generic Module Structure Annotation on Academic Discourses in Legal English

YAN Chaoya

Legal discourse is a distinct kind of genre, and many excellent scholars have paid much attention to this area. While the study of generic module structure annotation on academic discourse in legal English is still uncommon. Therefore, this article attempts to study generic module structure annotation on academic genre of legal discourses, especially of research articles in legal English. In order to find a template for the writing of research articles in legal English, this study has explored a module structure annotation system of academic discourses in legal English based on actual annotating practice from the perspective of corpus annotation, since corpus annotation is currently a useful approach to study language in applied linguistics. The annotating

system is designed to explore the common structures, words and phrases as well as sentence structures of research articles in legal English so as to summarize common genre module structures and lexical phrases as well as sentence patterns in writing legal academic discourses. The annotating program has integrated the theory of Genre analysis, which is a classic theory to analyze the layout of academic discourses, and Transitivity System as well as Formulaic Sequences theory to annotate research articles in legal English from macro and micro levels. The implementation of this annotation mainly adopts the latest tagging format XML system, which is a common tagging language of modern corpus. What's more, computer-assisting annotation software is used here to assist the annotation. Through this annotation and analysis of the copra, the study is to address the following questions: 1) whether the research articles of this field all can be annotated by the theory of Genre Analysis? And can we test its rationality, and also find the limitations through the annotation? 2) Which words are the high frequent occurrences in legal research articles? 3) Can we explore the standard structures of generic module of legal research articles that can be applied to other disciplines? This study can helpfully provide some insights for EAP (English for Academic Purpose) teaching and writing. Firstly, it can definitely regulate the field of research article writing in legal English. Moreover, it will provide great convenience for those scientific and technological scholars who want to write high level of academic papers, and also university teachers as well as students who want to enhance their academic writing ability.

Key words: *generic module structure; annotation; legal discourse*

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Parallel Session 3
Construction of Social and Psychological Factors in Discourse Practice

A Discourse Analysis of Chinese and English Public Apology Letters of Organizations

YANG Wenhui

Public apology letter, as one of the important ways to make a public apology and a specific genre with particular purposes, may have its own text structure which is different from other writing discourse. From a cross-cultural perspective, twenty-five Chinese and English public apology letters of organizations (PALOs) are selected respectively for this research which aims at examining the discourse structure features of Chinese and English public apology letters of organizations, adopting Mann and Thompson's rhetorical structure theory (RST) as the analytic framework. Through the rhetorical structure analysis and the comparison between Chinese and English public apology letters, the author finds that the top five rhetorical relations being used most frequently in Chinese public apology letters (CPALs) and English public apology letters (EPALs) are quite similar although more ideational relations are found in Chinese letters to realize the subordinate goals, while more interpersonal relations are found in English letters. However, regarding to the functional categories of rhetorical relations and the allocations of thematic

sentences in the hierarchical rhetorical structure diagrams, the author finds that CPALs and EPALs show different preferences in the directness of expressing the overall writing intention and subordinate goals. These findings provide empirical evidences for cross-cultural crisis management of corporations, concerning different perception, ideology, cognition and corporate social responsibility.

Key words: *PALOs, RST, CPALs, EPALs, rhetorical structure*

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Nominalization in Medical Papers: A Comparative Study

GAO Wenyan

English has become the main language used in technical documentation throughout the world. The increasing demand for English to suit particular needs and interests has brought about the growth of ESP (English for Specific Purpose). There have been a number of attempts to draw up a classification for the different branches of ESP. EMP(English for Medical Purpose) is a major sub-genre of ESP and is a scientific register formed by medical professionals to meet the needs of transmitting information.

Medical writings are generally standardized in language and concentrated on highly technical terms ,but it can be difficult to understand due to its many forms and complexity as well.Based on Functional Grammar proposed by Halliday, the relevant concepts in grammatical metaphor, especially nominalization, are first discussed. And then this paper explores the functions of nominalization in English for Medical Purpose and difficulties in identifying nominalizations are also considered. Based on a corpus of Discussion Sections of 10 authentic medical papers by native English writers and 10 by Chinese academic writers drawn from very influential medical journals, a formal comparative analysis of three aspects: frequency of nominalization, lexical density and thematic progression was carried out. The results of the analysis show that Chinese writers have significantly insufficient use of nominalization in their medical papers.

This paper adopts Hallidayan Functional Gramamr to analyze nominalization in EMP and the role played by it. The analysis of nominalization with respect to the different aspects of ideational and textual metafunctions constitutes the main part of the thesis. We establish the concept of ideational metaphor in the form of nominalization by dissecting it at both the lexico-grammatical level and the discourse-semantic level and use Theme-Rheme construct as a tool in the textual metafunction when analyzing the thematic progression.

Firstly, what we have attempted in this paper is to convince the readers that nominalization is a most powerful device in English. We have touched upon the relevant aspects with regard to nominalization: its wide range of morphological types as well as its typical functions in constructing EMP. Nominalization makes the whole text a solid block of information. Hence, the messages transferred by EMP allow little doubt or argument. It is shown that the roles played by nominalization are in accordance with the special requirements of EMP.

Secondly, by identifying, analyzing and interpreting the nominalization in medical papers written by native English writers and Chinese writers from three aspects: the frequency of

nominalization, lexical density and thematic progression, we find that nominalization accounts for the higher percentage for native writers, which serve to organize texts and might be the reason for their fluency and coherence.

The paper suggests that nominalization plays a crucial role in building the logical structure of medical English papers and improving its formality. Accordingly, in teaching English academic writing to Chinese, attention should be paid to the application of nominalization. The author hopes that this paper will yield some insights and contribute to the studies of grammatical metaphor and the teaching of writing medical papers.

Key words: *grammatical metaphor, nominalization, English for Medical Purpose*

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A corpus-based study of self-repair markers by Chinese Learners of English

QUAN Lihong

During the last two decades, analyses of discourse markers have been considered from a variety of perspectives and approaches. They have been analyzed as a group and have been treated individually. There is a general agreement that discourse markers contribute to the pragmatic meaning of utterances and thus play an important role in the pragmatic competence of the speaker.   This article looks at how three commonly used discourse markers--I mean, well and maybe, are utilized in the repair process in English conversation. According to Schiffrin（1987），a certain discourse marker has its basic function, but in the utilization process they are multi-functional. In this study, we just aim to observe their functions as repair markers.

Repair is a speech activity during which speakers locate and replace a prior information unit. Although both repair initiation and completion can be performed by a listener, speakers have preference for self-repair (Schegloff, Jefferson and Sacks, 1977, etc.). By doing so, the speakers may use some discourse markers to indicate the initiation of completion of repair. These discourse markers are repair markers. According to Schiffrin（1987），a certain discourse marker has its basic function, but in the utilization process they are multi-functional. In this study, we just aim to observe their functions as repair markers.

Based on the previous studies, the current study will compare the different uses of three self-repair markers—*well*, *I mean* and *maybe* in speech between native speakers and L2 learners. The following research questions will be addressed:

(1)   In general, how do L2 learners and native English speakers use the three SRMs differently in terms of the frequency occurrences, forms as well as functions?

(2)   Under different sub-levels of SRMs, how do L2 learners and native English speakers use them differently in terms of the frequency occurrences, forms as well as functions?

In terms of the data, the Spoken English Corpus of Chinese Learners（SWECCL）(Wen Qiufang, etc. 2005) and some texts from the broadcast discussion of BNC are exploited. The data from both corpora have been selected randomly and both sub-corpora have appropriately the same amount of tokens—around 93,000 each. Considering the categories of self-repair, we follow

Levelt's model (1983) which is modified for the fulfillment of purpose of the present study. So the repair markers appeared thereafter also share the same categories with those of self-repair. A corpus tool AntConc 3.2.2 is used to count the frequencies of the categories. While doing so, we eliminate the other uses of the three words, like the use of "well" in "very well", and "maybe" used as an adverbial, etc.

To sum up, the current study has the following major findings: (1) In general, L2 learners and native speakers use the three self-repair markers significantly differently in terms of their frequencies. L2 learners tend to underuse *well* and *I mean* while overuse *maybe*; (2) Under those sub-levels, native speakers and learners have remarkable differences in the use of *well* and *maybe*, but no significant differences in the use of *I mean*; (3) In terms of the forms of functions of the three self-repair markers, the result shows that natives is more capable in making good use of *well* while the learners do not have a good command of it. And natives use *I mean* mainly for information supplement or replacement while learners use it to achieve different functions, either for self-repairing mistakes or for achieving appropriateness of the utterance. This may indicate that the learners are still incompetent in the use of *well* and *I mean* a self-repair marker. One more interesting finding is that the native speakers tend to use discourse marker+ maybe pattern while L2 learners tend to use maybe directly as self-repair markers.
We assume that pragmatic transfer and overgeneralization are the causes of learners' overuse or underuse of self-repair markers in the present study. And finally the pedagogical implications of the study are mentioned.

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Inclusive and Exclusive Pronouns in Teachers' Talk in A Military Academy Classroom

ZHANG Jing & ZHANG Jintao,

This paper is a qualitative study of how and for what purposes English teachers in military academy use personal pronouns *I* and inclusive and exclusive *we*. While inclusive *we* refers to the teacher and students together, exclusive we refers solely to the teacher. After reviewing some studies of *I* and *we*, I focus on what has been said about inclusive and exclusive pronouns in particular. I then offer my own analysis, describing a number of effects the pronouns help to create and illustrating these with some of the taped vedios. In my analysis, I reveal how *I* and *we* can help teachers create a sense of authority in the classroom, showing how teachers are aligning with the students. Inclusive pronouns can act as positive politeness devices by describing and /or correcting some mistakes stated by students, and elaborating the right answer. They can also organize the class for the students, and highlight the current subjects. Interestingly, I notice that in a military academy, inclusive pronouns also play a role in moral education, helping students to tell the right from wrong and ensuring that they hold a right attitude toward life and the world. I end with a section on the pedagogical implications of my findings.

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Cultural Appeal of Estate Advertisement from the Perspective of Critical Discourse Analysis

LI Ying

Critical discourse analysis, a brand-new approach to discourse study, is an instrument to reveal language, ideology and power relations embedded in discourse. What makes CDA work is that it takes from social methods of analysis, making it an interdisciplinary field, which separates it from other types of analysis. The purpose of critical discourse analysis is to focus on social problems, mainly those involving inequality and power dominance.

CDA was first developed by the Lancaster school of linguists of which Norman Fairclough was the most prominent figure. Based on Halliday's functional grammar, Fairclough developed a three-dimensional framework for studying discourse: analysis of language texts, analysis of discourse practice and analysis of discursive events as instances of sociocultural practice.

According to Kress, CDA treats language as a type of social practice among many used for representation and signification. The relations of participants in producing texts are not always equal: there will be a range from complete solidarity to complete inequality. In addition to language structure, ideology also has a role to play in CDA.

Advertising is an integral part of our social and economic system, which has become the spokesman for business, esp. in estate ads. The key words describing estate ads are "presentation" and "promotion". "Presentation" refers to an offering; "promotion" involves communication and persuasion; therefore, advertising language is designed to offer people ideas, goods, or services and persuade them of the benefits, utility, and desirability. So, there is a good link between advertising language, ideology and power.

This paper, based on the framework of Systematic Functional Linguistics, from transitivity system、mood-modality system and thematic system, analyzes 23 estate advertisements around China in this year, to find ideology sense hidden behind the advertising language. By doing this , the author finds the emotional appeal can be achieved from the perspective of different local regions culture; different human beings' basic need's culture; different social classes' culture; and some special alternative culture. This, finally, cultivates readers' critical language awareness, making customers to find language is selected in its purpose to achieve its power, and its reflected ideology. So, advertising language utilizes different cultural appeal to cater for customers' psychological identity.

Key words: *CDA；estate ads; systematic functional; ideology; cultural appeal*

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A Sequential Analysis of Caller's Information Elicitation Phase in Medical Encounters of Illegal Radio Phone-ins: a Conversation Analytic Approach

XU Huijuan

This paper will investigate a special medical encounter, which is disguised as the medical radio phone-in program to promote medicines or therapies for difficult diseases. Based on 50

recorded telephone conversations between callers and doctors collected from these programs, this paper will focus on the sequential organization of caller's information elicitation phase. It is noted that callers' information is elicited mainly by callers' description with doctors' minimal responses followed by doctors' formulation highlighting the promotion message or callers' difficulty. Doctors' formulation serves as a legitimate transition to the promotion sequence, which is the most important of all the sequences. The paper will also discuss the possible reasons for the sequential organization of this phase.

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Cross-cultural Variations in News Interviewing: The Chinese Case of Post-Question Elaboration

CHEN Tong & ZHU Hongqiang

The news interviews as a genre has undergone many changes in its historical development. Clayman and Heritage (2002) claim that the style of news interview both in America and Britain has changed from being deferential to being adversarial. By contrast, news interviewing on Chinese television appears to be quite different from the current western adversarial model familiar on UK and U.S. television. In this project, we will examine the news interview in the Chinese context and explore some particularities existing in the cross-cultural context, particularly focusing on question-design. Some examples of interviews with public figures in English on Chinese television will be analyzed. Based on our initial observation, the Chinese interviews feature a variant of what might be called 'mild questioning' in which the question itself is often buried within long, contextualizing prefaces. These prefaces would seem to be oriented to the broadcast audience rather than designed to 'close-down' (Montgomery, 2010) or engineer particular kinds of response, and are similar to the deferential model common in the late 1960s in the UK. Even so, the Chinese interview has its own culturally embedded differences.

Clayman and Heritage (2002) classify questions in news interviews as either simple question or complex - complex questions involve prefatory statements that lead up to the question itself. Nevertheless, it is not the whole scenario in the Chinese context. In our data, questions usually take   the prefaced form, but a more recognizable feature within a question is that there follow still more statements until a recognizable question is clearly produced. That is to say, the additional information is set after the main body of the question, which hereby we define as the Post-Question Elaboration (PQE). By combining Sinclair and Coulthard's analysis of IRF structure in classroom interaction (1992) with Clayman and Heritage's study of question design(2002), a new structure is identified in our data: a question consisting of the following moves: 1). address as signal, 2). prefatory statement, 3). question, and 4). post-question elaboration. The analytical focus will be channeled to investigate the relationship between post-question elaboration and the question itself.   Our finding shows that PQE functions to contextualize the question so that the audience has a better understanding of the situation under which the question is posed. Interestingly enough, the content that the PQE covers is to a large extent negatively associated.

By introducing a contrastive context to the question, the interviewer puts pressure on the interviewee to produce his preferred answer opposite to the negative connotation. However, even with the same negative constraints, the ways the interviewer responds to the PQE are strikingly different, thus accordingly altering the function of PQE in specific scenarios.

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A Pragmatic Study on Nagging in Traditional Chinese Rural Extended Families

WANG Rongbin

Nagging is a common occurrence in family interaction both in western and eastern countries. As a complex domestic speech act, nagging, however, has not been systematically studied neither in English-spoken families nor in Chinese ones. In China, few publications on this issue can be found up to now. Therefore, this research project devotes its effort to filling this gap. Different from a modern Chinese urban nuclear family where there are generally only three members, i.e. the couple and their only child, a traditional Chinese rural extended family consists of not only the couple and their child(ren), but also other family members such as grandparents, uncle(s), wife(s) of the uncle(s), child(ren) of the latter two, etc., all of whom, adopting the traditional Chinese family value and the residence notion of rural China, altogether live in the same large household like the Beijing quadrangle dwellings. Obviously, family interactions among members of extended families are more complicated and nagging is undoubtedly inevitable and ubiquitous, given the multi-level interactions among different family members. Unfortunately, nagging in this case has long since been left unexplored.

Nagging is different from complaining, criticizing and disapproval. Thereupon, firstly a distinction between nagging and the latter three will be made from a pragmatic perspective in the first place in order to specify that the research object is the nagging rather than conflict talks of other kinds. Secondly, as a special kind of speech act, nagging is strongly culturally specific. The overall cultural background in which nagging takes places has an indispensable influence on every aspect of nagging. Consequently, attention will be drawn to discuss how nagging initiates, develops and terminates in a specific situation, i.e. traditional Chinese rural extended families, endeavoring to shed light on further study on nagging in other cultural settings. Thirdly, hypothetically speaking, there may be a difference in the distribution of sentence categories in different periods of nagging in different languages, which is unclear yet. Besides, what pragmatic strategies of nagging management naggers employ on the one hand and what pragmatic strategies of response to nagging the naggeds adopt on the other hand are also worthy of attention. Fourthly, nagging is complicatedly influenced by many concrete factors. Factors of influence such as sense of family kinship between the nagger and the nagged, gender difference, content of the nagging and the respective attitude of the nagger and the nagged toward nagging, and the reaction toward the nagging of a third-party witness from the same household, etc. all need to be considered.

In a word, this research is intended to make a systemic pragmatic analysis of nagging in traditional Chinese rural extended families.

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Parallel Session 4
Intertextuality and Identity in Discourse Studies

AIDS/HIV in China and the Discursive Construction of Individual Identity: the Case of the First HIV College Girl

ZHANG Hongyan

HIV/AIDS is a social as much as a biomedical construct. Much research has already been done to assess the awareness of HIV/AIDS among different populations, including medical professionals and students (Anderson et al. 2003; Li et al. 1993). There is also a growing body of literature examining the behavior and attitude of groups thought to be particularly vulnerable to HIV/AIDS, such as intravenous drug users (IDUs) (Xia, Kreiss, and Holmes, 1994) and commercial sex workers (CSWs) (Futures Group, 2004). However, there is less written about the more social and political side of HIV/AIDS in China, let alone the discursive identity of HIV/AIDS people in China. This article focuses on the (re-)construction of individual identity in a hostile context: the case of a Chinese HIV college girl.. This study draws on the text of *The Diary of an AIDS Girl* published on the internet and written by a sufferer who uses the cognomen Zhu Liya. The method of analysis makes use of Halliday's theory of transitivity. This study aims not only to broaden the research field of identity, but also to raise awareness of the current state of HIV/AIDS people in China. Indeed, this case study indicates the emergence of a new discourse potential in contemporary China.
Key words: *HIV/AIDS, identity, construction, college girl, systemic-functional grammar*

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"Hybridity" Discourse and Its Cultural Meanings in the Field of Postcolonial Writing: Exemplified by Rushdie's, Ha Jin's and Archebe's Works

GUAN Jianming

In the field of postcolonial writing, different postcolonial writers hold different cultural stances and value orientations. One group argues for renunciating the use of suzerain English to adopt their national language for literary writing for they contend that language is innextricably bound up with culture, and that losing one's language is tantamout to losing his culture. As English plays an important part in forcing the colonizer's religion, tradition, values and narrative conventions on the colonized people in Western colonization, they fervently desire for "seeking their roots". The other group holds that adopting English in their writing may push postcolonial

texts to enter the colonizer's cultural system，consequently transforming the colonizer's language and culture into hydrid language and culture. This will disrupt or subvert the colonizer's cultural system by disintegrating the old European language system and creating a new one. Identifying with the latter group's viewpoint, based on the discourse analysis of literary works by Rushdie, Ha Jin and Chinua Archebe and adopting the semiotic borrowing and transformation in social linguistics and Homi Bhabha's Hybridity theory in postcolonialism, this paper aims to reveal that culturally situated in their "third space", these postcolonial writers have created a hybrid english in their literary creation, which implies that they have transcended the limits of both national language and standard English, interrogated and subverted the cultural hegemony in English while at the same time establishing a new lingua franka to introduce their own national culture and tradition.

Key Words: *Postcolonial Writing, Hybridty, Discourse, Bhabha, Rushdie*

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Intertextuality as a Strategy in the Discursive Construction of Identity

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This paper studies intertextuality in 20 Policy Addresses of the Hong Kong Governments (the British Colonial Hong Kong Government and the Hong Kong Special Administrative Region Government)—10 before the 1997 Transition of sovereignty and 10 after. Intertextuality relates to the sourcing of propositions or claims. While introducing the voice of others, the writer of a text "is simultaneously required to take up a speaking/writing position, to comment on, evaluate, and position themselves in relation to those words" (Baynham, 1999: 486), so as to justify mentioning the other. That is, the writer has to choose what to cite and what position to take to the introduced voice. In this sense, two groups of voices are involved in intertextuality: the writer voice and the quoted voice (Bakhtin, 1978:180). As is further stated by Bazerman (2004:94), "intertextuality is not just a matter of which other texts you refer to, but how you use them, what you use them for, and ultimately how you position yourself as a writer to them to make your own statement". Intertextuality, then, offers a bridge or interface between the context and the text. The present study compares the Policy Addresses before and after the 1997 Hong Kong Transition and studies intertextuality employed in the two groups of Policy Addresses. Results show that the sourcing voices of intertextuality in the Policy Addresses before and after the Transition differ. The sourcing voice of intertextuality in the Policy Addresses before the Transition tends to alienate Hong Kong from mainland China, while the sourcing voice of intertextuality in the Policy Addresses after the Transition tends to align Hong Kong with China, which explicitly signals the different attitudes of the Hong Kong Governments before and after the Transition. With alignment or alienation of Hong Kong with or from China, the Hong Kong Governments discursively constructed different identities of the Hong Kong people. Therefore, the present study proposes that intertextuality is a strategy in the discursive construction of an identity.

Key words: *intertextuality, identity, discursive construction, Hong Kong, Policy Address*

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Redeeming the Woman from Maoist China in *China Cry: A True Story*

YANG Jing

The U.S. desire to contain the ideological other often manifested itself in cinematic narratives of redeeming other women from their native land. In the 1950s and 1960s, filmic tales sometimes described Soviet or Chinese women who left their homeland because they had U.S. lovers, or because they suffered dreadful persecution, or because they came to have another vision of life, often through Christian conversion. The cultural assimilation found in narratives about such women effectively assuaged Western anxiety at the height of the Cold War confrontation.

At the global decline of Communism in the 1990s, the redemption narrative recurred with some variation in an independent movie made for a Christian broadcasting network, Trinity (TBN). This was China Cry: A True Story (1990, henceforth China Cry), adapted from a dissident's memoir China Cry: The Nora Lam Story (1980) that was written about a woman's flight from China in the 1950s, before the launching of the Cultural Revolution (1966-1976). The film version of China Cry was produced and released in the revival of U.S. Cold War memories of China's evil regime triggered by the Tian'anmen tragedy. Both the memoir and the film China Cry detail Sung Nengyi's disillusionment with the tyrannical government and her miraculous escape, and the film features her suffering in Maoist China and eventual redemption in the West, rather than the narrative of her individual accomplishment in the U.S. which the memoir also traces. For its endeavor to probe into the rather serious subject at the risk of box-office failure, China Cry deserves critical attention. In addition, because it continues a long tradition of acceptable narratives about oppressed Christians, it has had a particular long life through Christian media outlets in the U.S.

I argue that *China Cry* exemplifies residual Cold War thinking through the narrative's symbolic redemption of the Chinese woman. Traumatized by the Chinese social system, Sung gets rehabilitated in the script through her conversion to Christianity. The description of Sung's evolvement from a blind follower of Communism to a Christian believer in the memoir echoes the redemption narrative traceable to the Cold War era, such as Whittaker Chambers' *Witness* (1952) which detailed his period as a Communist agent, his gradual disillusionment with the Communist doctrines and eventual commitment to God and freedom. By situating the film and the book within the framework of the ever-popular redemption narrative and its specific relation to the U.S. discourses of Communist China, I will explore the importance of the way the filmic narrative deals with Sung Nengyi's transformation.

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A Tentative Analysis of Chinese Minority Nationality Students' Ethnicity from the Perspective of Discourse

CAO Yanping & Linda TSUNG

China is a country rich in colorful races and cultural diversities. Besides Han majority people, there are 55 legally recognized minority nationalities. In order to enable the minority nationalities to achieve full development in the society Chinese government conducts bilingual education among the minority nationalities, that is, in the schools minority nationality students should learn Chinese as a second language besides their mother tongue (minzu dialects). The teaching of Chinese aims to enable minority nationality students to be literate in Chinese. Traditionally literacy means the ability to read and write. However, from a critical point of view learners will form certain ideology in the process of learning to read and write.

This papers aims to investigate how the learning of Chinese influences minority nationality students' ideology of ethnic identity/ethnicity through the analysis of discourse in the field of education. Ideology, ethnicity and discourse are related to one another. In one sense, ideology refers to individuals' worldview or common sense which can be judged as normal or abnormal in certain society. When ideology is connected with politics it takes the form of '-ism', so in the second sense ideology refers to "the (concealed) views of particular social groups who frequently manage to promote, naturalize and reproduce their ideological positions through their social power (Pennycook, 2001)". Discourse is "a stretch of language larger than a single sentence or utterance, such as a written paragraph or a spoken dialogue" (Swann *et al*, 2004:83). Discourse can be further divided into small d discourse and big D Discourses. Big d Discourses can be divided into primary Discourses and secondary Discourses. Both primary Discourses and secondary Discourses involve "a set of values and viewpoints about the relationships between people and distribution social goods" (Gee, 1990:143). Ethnic identity/ethnicity is a sense of belongings, in Oakes' words (2001: 9), "a sense of groupness". Fought (2006:16-17) thinks that the process of constructing and reproducing identities within a particular community is a process interwoven with social, historical, ideological, and biological factors. Ethnicity/ethnic identity is type of identity, and identity is "a composite of words, actions and (implied) beliefs, values and attitudes" (Gee, 1990: 140). Based on the above theoretical frame of ideology, ethnicity，Discourses， and discourse, two research questions are put forward. They are: (1) What Discourses (worldview about ethnicity) do the minority undergraduates' discourses (in forms of self-recommendation letters) reveal? (2) How secondary Discourses (the mainstream ideology about ethnicity) influence minority undergraduates' view about ethnicity in the educational context?

Critical discourse analysis whose purpose is to reveal the relationship of power and to uncover the ideology is used in this research, and the tools of SFL (systematic functional linguistics) analysis is applied in this research. Three types of discourse will be analyzed. The first type of discourse is the texts of Chinese lessons in primary and secondary schools. The second type of discourse is the introduction of *minzu* universities. The third type of discourse is the media discourse, namely the popular folk song. The fourth type of discourse is minority students' self-recommendation letters. The first three types of discourse are institutional discourse and the analysis of them can reveal the ideology embodied in the secondary Discourses. The analysis of the fourth type of discourse can reveal the ideology embodied in primary Discourses. These four

types of discourse are discourses of education, and the analysis of them can reveal how education influences minority nationality students' identity.

The research will reveal the present situation of Chinese minority students' views about their identities. Individuals in the post-modern society are bound to construct multiple identities, namely, ethnic identity, national identity and global identity. This research will arouse language educators' awareness to cultivate students' ability of transcending the boundaries of the identities by forming different sets of ideology and doing things according to different ideology in different cultural contexts. In a word, language education should cultivate students' abilities of "cultural identification, national identification and global identification" (Banks, 2005: 210). Further research need to be carried out to investigate how the learning of English influences minority students' ethnicity and how educators prepare students to construct global identification through the learning of English from the critical discourse analysis.

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A Study of Intertextuality in the Discursive Construction of Teacher-Student Relationship: The Case with the Forum of China Youth Daily

JIA Suqing

In the contemporary Chinese society, great changes have taken place since its opening up in 1979. These changes are not only seen in the field of economy, but also in other walks of life, such as education. One example of such changes is that of the views of the teacher and student (T-S) relations. The traditional relationship between teacher and student, that is, the dominance of the teacher over the student, is challenged and is no longer the only mode of T-S relations. New and multiple T-S relations are constructed and experienced by teachers and students. The author of this thesis is interested in investigating the newly appearing T-S relations and, by examining a forum organized in *China Youth Daily*, this thesis attempts to investigate how these T-S relations are discursively constructed. This paper, from the linguistic perspective, uses critical discourse analysis and the theory of intertextuality, analyses four typical articles from the forum, to explore discourse strategies of building the relationship between teachers and students.

Different scholars have different perspectives on discourse. We overview the mainstream linguistic notion of discourse, the notion of discourse developed from social sciences and CDA's view of discourse. In this paper, following CDA's perspective on discourse, we consider discourse as social practice. That is, discourse is socially constitutive as well as socially conditioned.

In this paper, we carry out the manifest intertextual analysis and the constitutive intertextual analysis of the samples. Through the analysis, we find that the forum held by *China Youth Daily* not only reveals the social reality but tries to construct it. Through discussing teacher-student relationship, they intend to build democratic, equal and operative relationship between them. And the strategies of intertextuality make the discursive construction of T-S relation possible.

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The ethical, lingui-philosophical, political, cultural and historical construction of special interest groups' implicit hegemonic discourse in contemporary China

HAN Jiuquan

Recent hegemonic discourses, especially those implicit, in contemporary China have been growing much broader, deeper and far more frequent than ever, which is pernicious to the construction of harmonious discourses and doomed to cast a heavy shadow over the future of Chinese civilization. In order to dissolve it in an effective way, the author tries to take a global insight into the ethical, lingui-philosophical, political, cultural and historical construction of special interest groups' implicit hegemonic discourses (IHD) with a reference to Chomsky's idealization method. That is to say, various IHDs can still be regarded as a whole discourse of an idealized speaker even if they are made by a certain spokesman or many of mighty groups on different occasions.

By this method, the author discusses five categories of implicit hegemonic discourses in terms of discursive modes and discursive potential differences (DPD) arising from social advantages and disadvantages of opposite participants, by which the implicit hegemonic discourse maker(IHDM) is adroit in handling various discursive potential differences. Based on different space, time and opponents, the IHDM adeptly maximizes his own interests with a precise pre-judgment of contents and modes and a mature discursive performance, which, sociologically, is doomed to lead to violence, mistrust and destruction.

The author studies the developing bases from the following aspects:

1) Ethically, the IHDM adopts extreme hypothetical imperatives and become faithful disciples to Machiavellism in the West or Thick (face) and Black (heart) Theory in China. He takes a self-oriented lingui-philosophical thinking mode and construct a self-centered power value system catalyzed and transformed socio-culturally.

2) Lingui-philosophically, the IHDM directly or indirectly practices functionalism or individualism prevalent in the western world. Such a lingui-philosophical thinking runs counter to Chinese philosophy of language, which upholds language as a tool to build social and natural harmony.

3) Corresponding to the lingui-philosophical thinking, politically, the IHDM erects a power system —an iron triangle—composed of officials, businessman and lettermen, which serves their own interests.

4) Culturally, the monoply of administration and economy, to the extramalization and malformation of political power, consequently, bring forth malformed "power-worshipping" culture. The Chinese character"霸"（ba）,which use to be derogative before 1990s, now has been warmly welcome in contemporary China.

5) The contemporary IHD, historically, finds its origin from the historical intextuality in which demoralization threads historical and contemporary hegemonic discourses in spite of their specific contexts.

Through the analysis above, the author reaches a conclusion that the sharp aggregation and extension of IHD should and could be dissolved by strengthening the voice of justice, namely, by erecting a new trinity of ethi-culture, power system and social system in which dignity and equality are highly respected.

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Dare to Take a Stance or Not? Exploring Cultural Differences in Stance in English Research Articles between Authors from Anglo-American International and Chinese Local Academic Communities

LIANG Fengjuan

As academic research is at the forefront of an ever-increasing trend of globalization, scholars around the world are now under increasing pressure to publish in English (Lillis & Curry 2006, 2010). Previous studies exploring the difficulties Non-English native scholars encountered in getting their research published in international journals mainly focused on their insufficient English language proficiency, and few attend to the underlying cultural differences between the international and local academic communities.

This dissertation is an attempt to explore the cultural differences between the Anglo-American international and Chinese local academic communities by focusing on the linguistic phenomenon of stance in research articles written by scholars from the two communities. To answer the research question, "discourse system" (Scollon & Scollon 2001) is adopted as the theoretical framework, with a focus on the face systems and forms of discourse. Based on Du Bois' (2007) Stance Triangle and Hyland's (2005b) Model of Interaction in Academic Discourse, we develop a functional categorization of stance: stance as evaluation, stance as self-positioning and stance as writer-reader interaction. A corpus that consists of the excerpts of the conclusion part of 140 English research articles collected from two journals within the discipline of applied linguistics (*TESOL Quarterly* for the American dataset and *Chinese Journal of Applied Linguistics* for the Chinese dataset) published during the year from 2006 to 2010 is compiled. The data are then analyzed following the analytical framework, and differences in stance use between the two datasets are discussed in relation to the respective cultural assumptions and values embedded in the two academic communities.

The study yields the following findings: first, Anglo-American international scholars display a stronger preference for stance markers in their academic writing than their Chinese local counterparts, demonstrated by the overall higher frequency of stance markers and the higher mean score measuring stance use of the texts in the American dataset. Second, the authorial self assumed by the Anglo-American international writers is more individualistic and independent. To be more specific, author presence is more prominent and explicit in the American dataset. This group of writers are more willing to involve in direct arguments with the readers for the sake of individual welfare, and to openly and explicitly express their personal judgments, feelings and emotions. On the contrary, the authorial self assumed by the Chinese local academic writers is more collectivistic, interdependent and relational. The individual voice of the writer is collectivized and minimized by means of exclusive first person plural pronouns and possessive adjective, inanimate nouns as the grammatical subject, or passive voice. The Chinese local writers

display strong unwillingness to engage in direct arguments, demonstrating their emphasis on group harmony over individual welfare. Explicit and overt expression of personal judgments, feelings and emotions are deliberately avoided. Third, writer-reader relationships in the Anglo-American international academic culture are egalitarian and negotiable. Involvement stance markers are more frequently used by the Anglo-American international scholars as linguistic politeness strategies of involvement to engage readers in the text and build up group solidarity. On the contrary, writer-reader relationships in the Chinese academic culture are hierarchical and given, demonstrated by the low frequency of involvement stance markers and the remarkably heavy use of deontic modals to claim superiority and distance in writer-reader interaction.

These findings lead us to the conclusion that academic writing in the Anglo-American international and Chinese local academic communities represents two different discourse systems: the egalitarian discourse system and the hierarchical discourse system respectively. Communications between the two academic cultures, e.g. local scholars getting one's research published in international journals, can be regarded as interdiscourse communications. The study points to the importance of the awareness and knowledge of the social, cultural and ideological implications of getting one's research accepted by another academic community governed by a different set of cultural values and assumptions.

Keywords: *stance, academic writing, authorial self, writer-reader relationships, discourse systems*

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Parallel Session 5
Discourse in Gender

On Conflict Talks and the Corresponding Responding Strategies in Personnel Communication Discourse in Chinese Universities

Li Ping

From a cross-discipline research perspective of Communication and Socio-pragmatics, we have come to find that speech communication in personnel communication is an interactive process in which a complicated cross-culture communication is made between members from different speech communities. The so called "conflict talk " refers to the conflict-arousing utterance that very often leads to a breakdown to the harmonious balance in a on-going smooth information flow in the communication discourse between the two parties. A conflict talk includes mainly four possibilities in its performance：retorts, opposals, arguments, and abuses. A conflict talk very often demonstrates a collision in speeches, a big difference in cognition, a non-unidirectional thinking, a mismatch of pace in the speaker's giving the message and the hearer's understanding the message as it is wished. It is often accompanied by other related arguments, apparent tone change markers and corresponding body languages. The appearance

of a conflict talk marks the rejection or stop of the information flow in the communication.

Personnel communication discourse is a kind of special discourse in which the two parties in the communication, coming from the personnel division and other departments or divisions respectively, negotiate upon something they have not yet reached an agreement or so far have held an opposite views. Compared with other discourses, a personnel communication discourse faces a bigger risk of running into a conflict talk, for the two parties in the communication very often have quite different communication goals to reach and cognitive orientations they stick to because of the different personal or group interests they represent. Moreover, the two parties may have rather a big information gap between them because of their different job positions, and very often one party may hold a more dominate power of speech.

Based on the naturally occurring conflict talk data in personnel communications in Human Resource Divisions in universities in Sichuan, an illustration is done here to give a description to the conflict talk phenomenon that is popularly existed on university campuses today. Then, an analysis is made upon the main pragmatic features of a conflict talk and the major causes of the talk. Then, the paper shows its focus on its exploration on the responding strategies to the conflict talks and the corresponding effects.

The paper divides the responding strategies to the talks into two main categories，namely: conflicting strategy and conforming strategy. The latter includes largely six sub-strategies, namely adjustment strategy, round-about-way strategy, context-rely-on strategy, clever turn-taking strategy, fuzzy reference strategy and positive body language strategy. It is desired that the introduction of these strategies can attract more researches from different perspectives in the personnel communication discourse research area and can also help participants in personnel communications establish a more harmonious communication atmosphere， be able to settle a better balance between different interests groups and achieve a better   communication effect.
Key words: *conflict talk; responding strategy; personnel communication*

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"女性"与"女权"
——文化话语研究下的性别话语整合

杨娜

本文主要针对福柯权力话语理论下的女性主义，反思话语理论对女性主义的影响，并试图在纯西方式、一维、单一化权力话语观的基础上，重新建立一种中西对话式、多维度、双向化的开放性别话语模式。性别在复杂的中华文化背景下，不是简单父权制社会权力关系的表象反应，权力不是掌控社会性别分工的唯一工具，对性别话语的研究已经迫在眉睫需要我们切入一种全新的文化、历史的视角来重新审视中国女性的特殊性。本文借助对《中国妇女》海外版的语料分析，将创刊初期 1956－1966 和改革开放时期 1978－1988 进行横向和纵向的比较，涉及语料除报刊文本以外，还包括上述两段时期的政策、法律法规、公开发表的声明等，作者将使用文化话语分析的方法来对性别话语做动态的分析。从话语的角度来认识中国女性的发展不能只是静态单一的观察和分析男女语言的差异，因为性别话语本身不仅指和性别有关的信念、观点、态度等，宏观上更与性别社会的建构、社会发展的变迁有着必然的

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Who should I blame: agency construction in the narratives of Chinese gay men

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The present study explores the discursive realization of agency in the coming out narratives of Chinese homosexual individuals. The purpose of it is to offer an insight into how these individuals, whose sexualities are problamatized by the heterosexual society, construct their agency discursively and make sense of their selves in the stories, arguing their normalcy in the life stories. Then the present research is going to address two research questions: (1) How do the homosexuals position themselves when making sense of their sexualities?(2) What forms do agency takes in the homosexual narratives at the linguistic level? 14 self-claimed Chinese homosexuals from Guangzhou, China were interviewed face to face. The interviews are based on a semi-structured interview and center on stories of how they recognize and accept their sexuality and how their sexuality affects their life. With Labov's "minimally two complicated events" criteria (Labov, 1972a;Labov & Waletzky, 1967), 73 narratives in my data are identified. Based on Cass Model of sexuality development (1984), I propose a provisional four-stage story structure for the present research purpose, which could in some way represent the trajectory of their identity developmental process of my data, namely, pre-awareness, awareness, acceptance, coming-out. Ergative analysis proposed by Halliday (1987) is drawn on to investigate the linguistic realization of agency in the narratives. To be more specific, the ergative analysis was done at the two different levels of telling –reporting of the story world which the past self emerges and accounting in the interactional world where the present self surface.

The changes in different agentive positioning between the two levels surface from the analysis, a patterned change across the four stages instead of random one. In the pre-awareness stories, the agency of past self is negated or denied by the present reflexive self who is assumed to be more knowledgeable. The awareness stories present a struggling past self who suffered or confused from the dilemma between the orthodoxical heterosexuality and his own sexuality. In acceptance stories, the past self begins to fight back, voices his dilemma and challenges the exiting social values. But the acceptance stories are also featured with some softening strategies, such as the personal pronoun shift or direct reported speech, to mitigate the agentive stance of the self. In the coming out stories, the past self in the story world is being questioned, which actually indicates a possibility of a low agentive stance. However the narrators ascribe highly volitional acts on the homosexual self, suppress the voices of the heterosexual others and develop another storyline with the agentive self to reverse the low agentive self in the story. The agentive stance in the coming out stories, thus, is positioned in the high end in the agency continuum.

By differentiating the story world and the interpersonal world, it is found that the evaluation from the accounting part in the interpersonal world from the present perspective become part of

the discoursal method to moderate the agency construction. It denies the volition in the first phase, and articulates the restraining forces for the agentive self in the second phase and softens the agency in the third phase and then fading out in the last phase.The tension between the subject positions assigned by the social structure and the individual will to choose perceived by the individuals resonants with the linguistic choices, which in turn, reinforce his agentive position.

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An Analysis of Gendered Subjectivity of Contemporary Chinese Women

KE Xiaoling

This paper explores the contemporary Chinese women's understanding of the social discourse of gender equality and how they construct their gendered subjectivity both within and against the discourse of gender equality.

China is traditionally a patriarchal society, especially when the dominant gender discourse has been influenced by the Confucianist teaching of men superior and women inferior for centuries. With the process of modernization in China, gender equality gradually became to come to the fore in Chinese society, and women's liberation movement came to culmination after the People's Republic of China was founded in 1949. Women began to enter all aspects of social life and strive to gain equal status with men. The discourse of gender equality has been endowed with different meanings at different period in China. The Maoist discourse of gender equality that"women holding up half the sky" advocates the sameness between men and women and construct women as "iron girl" that can achieve the same as men. In the Post-Mao era, the discourse of gender equality first advocates "women returing to their domestic sphere", and then "equal employment opportunity".

Concerning these domiant social discourses of gender equality, how Chinese women construct their female subjectivity become a key step toward achieving gender equality since understandings of subjectivity are inextricably linked to conceptualizations of agency and strategies for social change (Allan, 2010, p. 19). This paper will explore how three Chinese academic women construct their female subjectivity both within and against the dominant discourse of gender equality. To serve this purpose, this paper employs the poststructuralist theories on language, discourse and subjectivity. Foucault (1972) defines discouse as "a body of anonymous historical rules, always determined in the time and space that have defined a given period, and for a given social, economic, geographical or linguistic area, the conditions of operation of the enunciative function" (p. 171), thus are powerful when it is sanctioned by institutions. In the meanwhile, language reflects larger social and cultural discourses and is a source of tension and a constant power struggle over the individual and must be viewed in light of competing social, cultural, and historical discoureses (Weedon, 1987). Furthermore, poststructuralism denies the humanist notion of a unitary, fixed and coherent self that has a stable and essential core. Rather, they understand subjectivity as multiple, fluid, and contradictory, and constructed in "a whole range of discursive practice-economic, social, and political-the manings of which are a constant site of struggle over power" (Weedon, 1987, p. 21),

therefore discourse plays a key role in hte subjectivity construction process.

Bearing in mind the inextricable relations between language, discourse and subjectivity, this study interviews three Chinese academic women about their understanding of being a woman academic, and explore how they construct their female subjectivity. The data will be analyzed with Derrida's (1974) tool of deconstruction, with a focus on analyzing the contradictions, silence, ambiguity, and disruptions in the three women academics' language. The significance of the study is that it can shed new lights on envisioning Chinese women's efforts for gaining equality.

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Net Utopianism? Blog discourse study from the perspective of gender study

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Internet is a household word in modern society, among which blogs are the most attractive new things. It can be easily accessed by every person who can be on line. Everyone can write as free as possible in blogs on Internet to express their own opinions. After the appearance of Internet, feminists has been hoping to shape a real equal culture between male and female on such a tolerant platform. They can be called "cyberfeminism". Cyber feminism can be categorized as liberal, avant-garde (hard) cyberfeminism and conventional (soft) cyberfeminism, of which the former can be defined as the optimists of cyberfeminism and the latter, pessimists. For the former, the optimistic expectation mainly derives from the change of conventional gender concepts in virtual space. In anonymous space, people can change traditional gender concept by using multiple status. It is hard to identify and judge one's gender and status. Therefore, they maintain that Internet as a new technology can empower women all possibilities to escape from the patriarchal society. On the other hand, the latter maintains that the Internet are never "new" technology , as a kind of culturally gendered technology, which can not facilitate the emancipation of women.   The conventional gendered stereotypes and gendered rules are still existing. Therefore, the Internet is far from being a net utopianism in gender study.

Being interested in the blogs and linguistic gender studies, the author carried out a research into gender-language relationship in the chinese weblog context. Data included 37 relevant blogs selected from sohu.com ,renren and sina.com during July 23 to 21 August of 2011 on the Wenzhou bullet train crash. The analysis was a combination of quantitative word frequency analysis and qualitative discourse analysis. First, two computer programs ICTCLAS and NoteTab Pro helped me elaborate lists of words based on the selected number of texts and group the words by frequency order. In this way, the most frequently used words in men's and women's blogs has been found out. Then the original texts in which the most frequently occurring words appeared were examined qualitatively. As a result, both gender similarities and differences were discovered. On the other hand, men and women were different from point of view and style. Men seemed to be more likely to look at a problem from the perspective of society, raise questions, offer suggestions and find solutions. While women tended to approach an event from the angle of human relationships, show understanding and sympathy by sharing personal experience. Moreover, men used more coarse words whereas women used more intensifiers and

personal pronouns. On the other hand, both men and women were found to be constrained by some cultural factors when writing blogs. The study reveals that although weblog is a theoretically free area, bloggers are still restricted by their language habits formed in the specific culture in which they grow up. Therefore, it can be said that there is no net utopianism for feminists.

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Gender and identity in Chinese blogosphere

XU Siqun

The research on gender and identity in Mandarin Chinese CMC sphere has been less explored from a sociolinguistic point of view, which motivates me to do some relevant studies to shed light on the issues of gender difference and online identity in Mandarin Chinese blogosphere. In this project, both post-modern view of gender and post-structural perspective on language and identity were employed as theoretical basis. Chinese bloggers' gender differences and identities were examined from two main aspects: topic selections and specific features. Each aspect consists of five concrete and purposely-selected dependent variables, all of which were quantitatively analysed with individual qualitative explanation.

The statistical results suggest on one hand that no reliable gender differences appear in Mandarin Chinese blogosphere by analysing specific features, such as Chinese sentence final particles, figures of speech and so on. On the other hand, significant gender differences appeared in most of the sub type topics. That is, both genders in modern China begin to construct their discursive online identities by employing different strategies in particular context. Finally, my analysis suggests that diversity of gender differences and online identities construction does not allow us to jump to the conclusion that there is or is not gender difference in Mandarin Chinese blogosphere, which depends on the particular context that online identities locate in and concrete variables that we use to measure. As far as the specific features are concerned, I could suggest that gender neutralization has been a trend in Mandarin Chinese blogosphere.

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How is the Glass Ceiling for Women Constructed?
------A Case Study of CDA and Gender Discrimination in China's Job Market

YU Jincao

Introduction and background: CDA and gender discrimination in China's job market

Critical discourse analysis (CDA) has chosen "the perspective of those who suffer most"(van Djik, cited by Wodak, 2001, p1) and pays specific attention to social problems, such as gender (Talbot, 1996 & Caldas-Coulthard 1996) and racism (van Dijk, 1993).

It is reported that the employment ratio of Chinese women has dropped more drastically than that of men (China Daily, 2004), and female college graduates suffer from the gender discrimination in job market. To discover how Chinese media responds to this problem, two newspapers reports (Bao, 2002 & Jin, 2003) from *China Education On-line* (www.cer.net) will be analyzed with the help of Van Dijk's framework (1993) and Fairclough's approach (1989).

CDA in two newspaper articles about gender discrimination in the job market:

It is found that similar language strategies have been chosen by both reports not coincidentally.

1.The titles: The use of questions

In title 1, the rhetoric question and the following yes-no question shows that female students' difficulty in finding a job shouldn't be contributed to gender. Title 2 adopts a yes-no question to deny the existence of gender discrimination directly.

2. Strategy of the Quotation: who are qualified to speak

In report 1, female students, the subjects of gender discrimination, were totally absent. This imbalance in quotation makes the debate about the gender discrimination is largely about women instead of with them. The three quotation-givers in report 2 are all from the fields which are considered suitable for women in Chinese society.

3. Negative women presentations

Both reports resort to the semantic move of comparison. In Report 1it is between the female students' failure before reducing self-evaluation and their final success, implying that the unrealistic self-evaluation is one of the main reasons for women students' failure. Report 2 compares women post-graduates with their male peer and such a comparison move reminds us the "reversal or blaming the victim" move in the elite discourse about racism in van Dijk's analysis (1993).

4. Difference instead of discrimination

The ideology of gender difference has been resorted to by both reports while explicitly denying gender discrimination. Also, difficulty in finding jobs has been described by as common experience for both males and females, therefore it implicitly denies the causal relationship between gender and discrimination.

5. Experiential Value in vocabulary and grammar

Many words are found to have experiential value (Fariclough 1989), including the use of quotation mark to suggest a negative or even derisive attitude towards gender discrimination, and the adoption of some colloquial words equip gravity of the social problem with an informal style.

Conclusion:

The study has found that women students' difficulty in job-hunting is denied or at least reduced by the two reports. It is emphasized that media plays the role of manager of public opinion, shaping and changing social minds, and contributes to constructing the glass ceiling in the job market for Chinese female students. Actually the two reports have helped to strengthen the male-dominant Chinese society structure by muffling the voice from female victims.

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从关联理论角度认识性别语言交际

刘建立

　　性别语言一直是社会语言学和语义学界关注的重点,但文献回顾鲜见从语用角度的探讨。从语用学角度探讨性别语言交际时一种比较新的角度，因为语用学关注动态语境，关注语言的交际目的，对性别语言交际研究更加深入与开放。本文主要以当今性别语言差异为切入点,从关联的角度去认识社会中存在的性别因素差异导致的语言交际不同(交谈差异)和不同的语用效果并提供相关语用策略。

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A Study on the Social-Cultural Factors of the Transition of the New Discourses from Noncategorization to Categorization

Jianli CUI

　　In daily communications, people sometimes use some entities which lose their own distinctive features in order to express their ideas succinctly and correctly. This is the process from the noncategorization to the categorization of the new discourses. The process of the noncategorization indicates the one in which the words/entities lose their original categories. In the process, because of certain social and cultural factors, new meanings emerge from the words/entities. The study of the transition of the new discourses can help us find the social and cultural factors and expose the relationship between language and cognition so that we can improve the inferences of the discourses and linguistic communication.
Key words: *new discourses; noncategorization; categorization; social-cultural factors*

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Compliments in Televised Talk--- Forms and Functions: A Chinese Case

ZHU Hongqiang

　　By taking an empirical approach, this paper addresses the compliment-responses in Chinese televised talk and attempts to find out the different functions realized by the different linguistic forms in such a context.
　　Firstly, adopting the distinction between 'reference form' and 'reference position' made by Schegloff (1996) and drawing upon data from four episodes of *A Date with Lu Yu*, a popular talk show aired in China, compliment-responses are closely examined and syntactically identified as of

four kinds: 1) locally initial reference forms in locally initial position; 2) locally initial reference forms in locally subsequent position; 3) locally subsequent forms in locally subsequent position and 4) locally subsequent form+ locally initial form in locally initial position.

And then, this paper looks further into the taxonomy of compliments-responses in the context of sequence organization and discovers four kinds: 1) explicit compliments in an adjacency pair; 2) compliment as a component in a question turn; 3) compliment as a question turn; 4) implicit compliment realized through attribution and categorization which functions to be rather morally evaluative.

Chen (1993) claims that Chinese responses could fall into five strategies: 1) disagreeing and denigrating; 2) expressing embarrassment; 3) explaining; 4) thanking and denigrating; 5) thanking only. Comparably differentiated from C-R in naturally-occurring context (Chen 1993, and Golato 2004), compliments in televised talk are found to have fewer response types. However, it is interesting to note that responses by recipient could usually adopt the strategy of "ignoring" in televised context.

Thus, this paper suggests that recipients prefer giving more information to respond the "simulated compliment" because of "double articulation" (Scannell 1991) in broadcast talk.

In addition, this paper will also show that compliments in televised talk can also perform the function of questioning and suggest that special attention should be given to the compliments which are implicitly given by the process of attribution or categorization.

Key words: *compliment-response; televised talk; Chinese context; speech acts*

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A Contrastive Analysis of International Function
Between Chinese and English Lonely-Hearts Advertisements

LIAO Donghong

Lonely-hearts ad, as a more specific form of advertising, has the basic characteristics of the ad-providing information, and what's more, it provides specific information to a specific group who are seeking for marriage by making friends. Lonely-hearts ads vary in forms, not only appear in traditional newspaper, with the development of media technology, but also on TV, telephone, internet and others.

Interpersonal function is one of the three metafunctions of language., this paper, based on Halliday's systemic functional grammar and Martin's Appraisal Theory, tries to make a contrastive study on the interpersonal meanings in Chinese and English Longly-hearts advertising discourses from mood, modality, person and appraise respectively, which includes 40 typical Chinese and English Longly-hearts advertising discourses from newspaper, magazine and internet.

The results are the followings, firstly Chinese Lonely-hearts ads use more indicative mood in order to chiefly introduce the relevant information about marriage seeker, but lack of direct verbal stimulation in arousing the audience's interest and urging both sides to contact with each other. Secondly, modal components in English lonely-hearts Ads are used more than in Chinese,

but both has similar pragmatic purposes- to hypothesis, highlight advantages, express wishes or give wide publicity, whether in Chinese or English, the low value of the modal words are accounted for most, indicating that advertisers try to establish a moderate tone and friendly interaction with readers. Thirdly, the density of personal pronouns in English lonely-hearts ads is greater than in Chinese,and more the third persons are to be used in Chinese while the first person in English. Fourthly, the words in Chinese lonely-hearts ads reflecting appraise are ambiguous to some extent, which means that Chinese people, disseminated by the Confucian culture, always try to be objective and avoid subjectivity so as to avoid resentment. In contrast, The words reflecting appraise in English lonely-hearts ads are clear and direct.

These results claim that the distribution of mood,modality,person pronouns and appraise has close link with the interpersonal meaning in lonely-heart ads. So it can help readers recognize how marriage seekers sell themselves effectively, and how to use the interpersonal function of language to affect the readers' attitudes and build relationships with potential readers, finally achieve a good interaction.

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Promotion or Seeking Advice: Critical Discourse Analysis of an Advice-Seeking Draft

LAN Fangfang

Since China began its reform and opening up, people become more enthusiastic to participate in social affairs, and to meet their needs, more opportunities are open for people to make their voices, including press conferences, public hearings, forums, and the advice-seeking practice. This paper considers a particular form of these, namely, the advice-seeking draft, and discusses how it works in the dialogue between the public and the government.

Advice-seeking draft is an official document delivered by the government to the public, certain departments, groups and persons, before laws, regulations and other documents are officially determined or proposed for approval. It is related to the government's administrative concept of human-centeredness and the creation of a harmonious society. The particular draft taken as data for analysis in this study is involved in the recent medical care reform in China.

Medical care program is an issue of primary concern for people's welfare and the deepening of the medical care system reform attracts much attention both from the public and the academia. Many studies of the advice-seeking draft discuss particular articles/items in the draft; some are about the possible impact if the draft comes into force; others are reports about it. Very few (if not none) are concerned with the language of advice-seeking drafts. Therefore, there is much room for linguistic studies to explore in this field. This paper is to analyze the draft from the perspective of critical discourse analysis, and see in what way it communicates with the public.

The draft concerned in this study was issued on October 14th, 2008, by National Development and Reform Commission of China (NDRC). This advice-seeking draft is composed of six parts: 1) the importance, necessity of the reform; 2) the guiding ideas, principles and overall objectives of the reform; 3) the specific content of the reform; 4) the key aspects of the reform;

and 5) the ways to accelerate the reform steadily.

Applying Fairclough's discursive practice approach and Hallyday's systemic functional linguistics, this paper discusses the production of the draft in terms of "order of discourse" and "genre chain", it also investigates the ideational, interpersonal and textual functions by examining transitivity, mood structure and theme structure. The paper tentatively concludes that this particular advice-seeking draft is a one-way rather than a two-way communication and hence dominated by promotion. This analysis will contribute to our better understanding of government's ideologies and a critical language awareness of political discourses. Further, it also points to that CDA can contribute to social reforms by providing effective ways of encouraging public participation.

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A Study on Judges' Information Processing Mechanism in Trials
-- Based on the Blending theory from the Perspectives of Cognition and Pragmatics

LIU Juan

Information integration, although existing in Chinese judges' cognition and working throughout the whole trial process, has not been paid enough attention up to now, not to say been systematically studied. This paper aims to parse the judges' mechanism of information integration from the perceptions of cognitive linguistics and pragmatics. Developed on the basis of Fauconnier & Turner's conceptual blending theory, Du Jinbang's tree model and pragmatic inference theory, an AIC model, namely Activation – Inference – Confirmation Model, was constructed to describe, analyze and interpret the mechanism in judges' information integration. In this model, the process of judges' information integration is divided into three phases – activation, inference and confirmation. Certain information knots from the inputs are activated via various devices and thus become elements of inference with some current information knots; after that confirmation is frequently necessary for the judges to insure the correctness of the required information for the construction of the final legal truth to the greatest extent. In addition to parse the working of every phase, the coherence of the three phases is to be probed into from different levels. In this study two research questions are to be answered: 1) What kind of information knots are mostly activated? 2) How is an inference made in judges' mind from pragmatic perspective? 3) How can the coherence of the three phases be achieved? Hopefully this study would facilitate judges' information processing in the trials and deepen our perception of the information processing mechanism of our minds.

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Sino-Anglo Code-mixing in Chinese Newspaper Advertising: A Sociolinguistic Perspective

CHEN Lidan

Code-mixing is a common phenomenon in bilingual and multilingual communities. It also occurs in some monolingual communities like China. With China's reform and opening up, Sino-Anglo code-mixing, i.e., mixing of English and Chinese, has become a common occurrence in our daily life. This paper sets out to investigate Sino-Anglo code-mixing in Chinese newspaper advertising from a sociolinguistic perspective. The author holds that code-mixing can not be adequately analyzed with only one approach. So the author constructs a comprehensive framework to analyze Sino-Anglo code-mixing in Chinese newspaper advertising, which highlights sociolinguistic and media contextual factors that are closely related to the effects of code-mixing with respect to persuasiveness of advertising language.

Based on a small corpus formed of 603 advertisements from three newspapers in Guangdong province, the author describes the patterns of Sino-Anglo code-mixing based on Muysken's model for typology and explores the functions of this phenomenon by Markedness Theory proposed by Myers-Scotton. After this, the author tentatively explains why English is chosen as the mixed foreign code using code choice theory, and why certain type of Sino-Anglo code-mixing occurs most frequently in Chinese advertising based on Kachru's World Englishes model. All the theories concerned are used complementarily to describe and explain this linguistic phenomenon from a comprehensive sociolinguistic perspective.

Through this research, it is found that: (1) in terms of linguistic structure, Sino-Anglo code-mixing in Chinese advertising could be categorized into insertional one and alternational one. The former includes letter insertion, word and phrase insertion, clause insertion, and discourse insertion. And alternational code-mixing is further classified into balanced one and unbalanced one. (2) In terms of functional analysis, mixing English in Chinese advertising works as a verbal strategy for persuasiveness of advertising language. It could be further exposited by Markedness Theory from two aspects —— paralinguistic and linguistic aspect, and extra-linguistic one. Paralinguistic and linguistic functions include graphological and prosodic, rhetoric, and semantic functions; extralinguistic functions consist of construction of identity and negotiation of the relationship between advertisers and consumers.

To study Sino-Anglo code-mixing can shed light on the understanding of dynamic state of language situation in China and the relationship between language and society. Since Sino-Anglo code-mixing in advertising is loaded with abundant sociolinguistic significance, it is revealing to explore it as a way to transmit social and cultural meaning as well as messages through choice of code. And the author also hopes that could guide in the copywriting, in regard of how to use code-mixing as an efficient verbal strategy.

Key words: *code-mixing; advertising; patterns; functions; persuasiveness*

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A Critical Analysis of Periodic Sentences

SHEN Wenjing

Periodic sentence is abnormally designed and ingeniously conceived, and therefore is particularly expressive and highlighted. English literature reaches its glorious culmination due to Samuel Johnson's periodic sentence, which is the outcome of ideological climate in the eighteenth century, the emblem of a balanced mood, a thoughtful way of thinking, and a civilized society underlying.

The present study takes theme system, information structure and functional stylistics within Functional Linguistics as our theoretical framework to look into periodic sentences used in English prose, not only from syntax but also text: foregrounding in style. All data are selected from Dr Johnson's prose The History of Rasselas, Prince of Abyssinia.

With respect to syntactic features, periodic sentences are unfolded characterized by "Theme+Rheme" pattern, in which Theme is heavier than Rheme in the syntactic layout because more constituents are accumulated alongside Theme. Information distribution in periodic sentences follows "the Given+the New", with the culmination and focus of the new information put at the end. Combining with Communicative Dynamism, it is the final parts of periodic sentences that push the communication forward and load with the highest degree of Communicative Dynamism.

As for textual features, anticipatory constituents of periodic sentences make the main clause held in suspension. Readers are impelled to bear the winding unconstrained plots into mind and left in anticipation of the final outcomes, being satisfied or disappointed. Thus foregrounding stylistic effects such as emphasis and irony can be created. Deflection of periodic sentences in The History of Rasselas, Prince of Abyssinia constructs various suspensions and makes periodic style full of loftiness and grandeur.

English prose culminates one kind of perfectness in the eighteenth century for essence of reason is underlay in sentence structures characterized by balance and symmetry. Harmonious coexistence between end weight in meaning and front weight in form of periodic sentences can be viewed as the foregrounded features of proportion, balance and symmetry. The Influence of neoclassicism to Dr Johnson has been reflected by his periodic style: on the one hand revolting against dissymmetry of Baroque and Rococo, and on the other hand revival of arts in ancient Greece and Roman. To conclude, periodic sentence is the motivated choice of Dr Johnson in language to use and it can also be viewed as the reflection of cultural evolution of society.

Key words: *Periodic sentence, theme, information, Communicative Dynamism，foregrounding, functional stylistics*

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Functional Discourse Analysis on James Baldwin's *The Discovery of What It Means To Be An American* Based on Constructive Theory

TANG Jie

Halliday's constructive functional grammar is a theory more suitable to discourse analysis than any other theories. It provides us with a precise theoretical frame, which is operational and applicable. Based on this theory, discourse analysis is mainly divided into three aspects: context of culture, context of situation and language. The utter aim of discourse analysis is to assess the discourse, mainly focus on whether the discourse has generated its functions on situational communication. In order to reach this aim, this paper analyzes the adapted text *The Discovery of What It Means To Be An American* from Advanced English, and attempts not only to analyze the discourse itself, but also to analyze its cultural context, situational context and the relationship between the discourse and the contexts.

By discourse analysis, we can see the change of the author's thoughts. As an American Negro writer, the author James Baldwin felt ashamed of being an American Negro, and he hated America. However, ten years' sojourn in Europe exerted a great impact on him. He began to realize his fault, his identity and his value. Eventually, Baldwin realized he and other American black have not any difference with American white, they both share the patriotic feeling. Living in a foreign country also reminded that in this imperfect world, there is no untroubled country. As a conclusion, we can see the author had a positive attitude, as he said, "It was borne in on me – and it did not make me feel melancholy – that this sky had been there before I was born and would be there when I was dead. And it was up to me, therefore, to make of my brief opportunity the most that could be made."This OPPORTUNITY means the opportunity to develop, which was in the author's hands, to change the hidden rules of American society, and to unite the vision between the Europe and the America.

Equipped with Constructive Theory, our knowledge of the above discourse is built on the understanding of its background information in context of culture, context of situation and its language use.

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Parallel Session 7
Image Construction and Crisis Management

The Image of China and Chinese in Western People
---An Analysis of Western Media Coverage of World Expo Shanghai

CHEN Lijiang

The purpose of this research is to concern images and interpretations of China and the Chinese projected in western medias. That is, we aim to examine the ways in which the western media represents China and the Chinese people via the coverage of World Expo Shanghai 2010. The overall research questions are:

1. What are some of perceived characteristics of contemporary China and the Chinese in the western media?

2. How are these characteristics related to socio-political development in China and to the changing nature of international relations?

The focus of this research is on the ways language is employed by different sectors of the media in reporting and presenting Shanghai Expo 2010. In order to do this, a text corpus will be constructed consisting of news articles concerning Shanghai Expo 2010, drawn from New York Times, The Times, over the period 2005-2011. The number of articles within these 6 years is sampled using both qualitative and qualitative techniques in term of year of publication. More specifically,

1. A content analysis of news articles about Shanghai Expo 2010 in New York Times and the Times from 2005 to 2011;

2. An analysis of the visuals/images used in articles about Shanghai Expo 2010 in New York Times and the Times from 2005 to 2011;

3. A series of case studies of news stories about Shanghai Expo 2010 in New York Times and the Times from 2005 to 2011

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A Deconstructive Reading of Two Western Media Reports: A Dramatistic Perspective

DENG Zhiyong & WANG Lingling

On July 5, 2009, mobsters and bandits of separatists, with the vicious motive of disrupting peace and stability and separating the country, waged a series of rampageous criminal activities, such as beating, looting, burning and killing, in Urumuqi, the capital city of Xinjiang Uighur Autonomous region, leaving many people dead, residential houses burned down, shops robbed, to the shock of the entire world. No sooner had this riot occurred than news media from home and abroad rushed to the scene to report on the incident. To the indignation of the Chinese people, some Western news media presented rather distorted reports of the incident, misleading the general public and consequently tarnishing the international image of China.

Against this backdrop, we intend to critique in this paper, from the perspective of Burke's dramatism, reports of the 7.5 Urumuqi riot respectively by American *Time* and British *Guardian*, two very influential journals in the West. As a critical approach, Burke's dramatistic criticism is one of the most important critical paradigms in the field of American rhetorical criticism. To yield more revealing and convincing data, we also use Martin's appraisal theory to complement Burke's pentad analysis.

Our dramatistic analysis reveals that the two reports by *Time* and *Guardian*, which drastically deviate from the reality, set Scene as the dominant dramatistic element and therefore constructs a rather biased scenario of some Uighurs struggling for "freedom." This finding is further corroborated by the findings resulting from our complementary appraisal analysis of these reports, which brings to light the fact that the report by *Time* adopts engagement resources, not from the locals who actually witnessed the riot, but mainly from representatives of the World Uighur Conference (世维会),which actually played a behind-the-scene role in the riot, and from a handful foreign so-called professors researching on Xinjiang problems; and that the report by *Guardian* employs attitude and graduation resources mostly to convey a negative

evaluation of Chinese government for the purpose of defaming it.

Our dramatistic analysis, coupled with an appraisal scrutiny, leads to the conclusion that the two reports are unfair and biased.

Therefore, to safeguard our national interests and to carve a good image in a world undergoing rapid globalization, we Chinese must be able to deconstruct the rhetorical operation of Western media reports and keep a watchful eye on the prejudice embodied therein, and map out appropriate publicity strategies to make known to the world community what actually happen in our country. Only can we do this, will we be able to obtain discourse power in the international community, which we are entitled to as a great and prosperous nation.

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Multimodal Construction of Expo Discourse
-- A Case Study of National Pavilions of 2010 Shanghai World Expo

QIN Bailan

To tackle the problem of how Expo Discourse as a new discourse is constructed, we review the new discourse construction process based on Foucault's view on discourse construction, while discuss and analyze the multimodal qualities of national pavilions in Shanghai World Expo. In the grouped-case analysis process, five modals are applied to explain how Expo Discourse is typically constructed in the view of Foucault's discursive construction practice. As the article finally points out, multimodal discourse analysis in the national pavilions not only exhibits national culture and expo theme, but guarantees the unavoidable access to the Expo Discourse studies.
Key words: *Expo discourse, new discourse construction, multimodal discourse, national pavilions*

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Song lyrics for the 2008 Beijing Olympics: Code-switching, crossing and language ideology

Brian Hok-Shing CHAN

There has been a growing interest in the language of song lyrics, in particular, the forms and functions of bilingual or multilingual code-switching in these texts (Bentahila and Davis 2002, Davis and Bentahila 2006, 2008, Lee 2004, 2006, Pennycook 2003) A number of recent works have addressed pop songs in the Chinese context, more precisely, pop songs in Hong Kong Cantopop (Chan 2009, 2010, Chik 2010, Lin 2009, 2010), but little seems to be known about pop songs in mainland China where code-switching seems to start becoming more widespread in all domains. The general picture which emerges from these works is that code-switching is multi-functional but its role in identity-construction is quite complex. The languages involved in code-switching do not necessarily evoke certain identities (Kachru 2006), but when they do, a

language often does not signal an identity readily associated with prevalent language attitude (e.g. English does not convey a "Westerner" or "Anglicized" identity---Chan 2009, Pennycook 2003). Alternatively, the mixed code itself rather than the separate languages may convey a hybrid, youth identity (Sarker 2009, Sarker and Winer 2006, Sarker and Allen 2007). In this light, the lyrics of songs performed in the 2008 Olympics are very interesting in that conveyance of identities and ideologies seem to be the predominent function of code-switching. In some songs English comes to symbolize a global identity which includes the Chinese and other nationalities (parallel found in Lee 2006 and similar patterns found in some Cantopop---Chan 2010). In others, English comes to represent the West whereas Chinese comes to represent the East, and crossing (Rampton 1995, etc.) between East and West is accomplished quintessentially by performance; that is, the "Western" singer picks up the Chinese verses and the "Chinese" singer picks up the English ones. Crossing also takes place when there is no code-switching. That is, there are songs in Putonghua only, but they are performed by singers from Taiwan, Hong Kong and South Korea (e.g. Rain) who do not come from Putonghua-dominant regions. Notwithstanding the utopian ideals portrayed in these songs which are fitting for the Olympic games, traits of linguistic imperialism and hegemony can be detected in the language ideologies underlying these texts; the most salient ones being that English stands for the West and the world, and Putonghua stands for the East. Diversity (linguistic, cultural, ethnic, etc.) under the East and the West (and more specifically China) is largely suppressed and under-represented.

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Dominant Ideology Behind News Reports by *China Daily*
--A case study of news reports of Tibetan riot in 2008 and London riot in 2011

XU Mianjun

In 2008 and 2011 two social unrests borke out in Tibet and London respectively. The two incidents bore some similarities,e.g.,   both were triggered by dissactisfaction with the police, led to large scale turmoil in the society and were finaly surpressed by the government. But they were distinctly different in other aspects, e.g., the Tibetan riot involved separatist attempt and foreign support to split the country while the London riot did not. Interestingly, China Daily treats these two incidents very differently. In the Tibetan case, China Daily mainly has little coverage of the rioting scenes, but a lot of reports on the achievements in Tibet in the past decades since Titbet's liberation. It tries to give readers the impression that the incident is nothing of importance to the doninance of the Chinese government and can be easily pacified. On the other hand, *China Daily* has very detailed reports of the London riot in August 2011. By analyzing the number of news items involved, the nature of the reports and the specific technques in reporting, this paper tries to analyze the dominant ideology behind the news reports, i.e. the leadership of the CPC is unshakable despite skepticisms from the west which has even worse social unrests than those in China.

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A Comparative Study of Mediated Sports-Idol-Making Discourse in China and America: From the Perspective of Appraisal System

ZHAO Mengjiao

High-profile sports stars and their sparkle and glamour life have constantly been produced and presented by the mass media to take on the functions of role-models. A detailed analysis of mediated idol-making discourse concerning the basketball star Yao Ming, from his being selected by the Houston Rockets as the first overall pick in the 2002 NBA Draft, being named to the All-NBA Team five times, helping raise millions of dollars for disaster relief after the 2008 earthquake in Wenchuan of Southern China, and missing significant time due to injury in each of the past six seasons, etc., has shown that the media has had no shortage of events to cover. It is suggested that the positive evaluative items in media discourses have an important impact on moulding audience's attitude and in constructing sports stars' profiles as role-models; it is therefore crucial to analyze this kind of evaluative language in order to interpret the mediated sports-idol-making discourse. Relevant studies (such as Biskrup & Pfister, 1999[*]; Rowe, 2000[,]) have shown that sporting texts are designed to prioritize, personalize and sensationalize characters in an attempt to capture audience attention and sports stars are held up as role models by young audiences. However, there seems to be few studies to date that examine the way how sports stars are portrayed in the evaluative media discourses and how the overall value of the sports idols are construed. In line with Martin's Appraisal Theory, the present study thus seeks to view sports stars and their celebrity status in the public eyes and to examine the evaluative language resources in mediated discourses which are used to construct sports idols, by analyzing the media coverage of Yao Ming in China and America during his initial years and injury-plagued seasons in NBA career as well as international career, with an aim to render a better understanding of the evaluation patterns and the idol-making mechanism in mediated discourse.

The material that will be used in this study consists of 24 media reports concerning about Yao Ming. The reports are released by 8 mainstream media agencies in China and America including newspaper, TV, magazine and website, each set of three reports by an agency. On the basis not only of the available literature but also on the results of a preliminary study, this study aims to address the following research questions: (i) What are the distributions of the three subsystems of attitude resource in the mediated idol-construction discourse at different periods of Yao's career? (ii) Are there any differences in the distributions of attitude resource between China's and American mediated discourses? And why? (iii) What are the patterns of evaluation in media's constructing sports idols? How do these patterns shape the public opinion? By answering these questions, this study will simultaneously conclude the evaluation patterns and the idol-making mechanism in mediated discourse, hoping to bring about new findings in the study of evaluation in idol-making language.

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Discursive Modeling of National Images: From the Perspective of Social Psychological Pragmatics

TIAN Liyu

This paper aims to probe into the role of language use and social psychology in the discursive modeling of national images based on the Politeness Principle, Face Theory and Speech Accommodation Theory, which can be collectively treated as the theories in the domain of social psychological pragmatics. The paper embarks with a brief introduction of the concepts of national images and social psychological pragmatics, followed by an analysis on how to use euphemism, code-switching and speech content to construct or maintain national images, and concludes with a diagram to demonstrate the relationship between language use and national image modeling.
Key words: *national image modeling, social psychological pragmatics, Politeness Principle, Face Theory, Speech Accommodation Theory*

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An Constrictive Study on Politeness Strategies between Men and Women in Chinese Talk-shows

ZHANG Chao

Politeness, as a universal cultural phenomenon, is an important field of study in pragmatics. From the previous studies, women tend to be more linguistically polite than men. However, most studies on politeness strategies abroad were based on the white of the middle class; while most studies in China were based on English or English and Chinese. In addition, a lot of Chinese studies focus their study on literary works. This study chooses *Artistic Life* from CCTV and *A Date with Luyu* from Phoenix TV as the research corpus, and questioning strategies, answers and turn-taking system as the variables, tends to investigate the politeness strategies difference between men and women in the light of Brown and Levinson's politeness theories.

In examining the questioning strategies, the degree of politeness is judged from supportive, facilitative, and critical to antagonistic questioning strategies based on Holmes's (1992) method. All the questions in the talk-shows will be categorized into the above 4 kinds, and the contrast among men to men, men to women, women to men and women to men shall be made to show their distinctive degree of politeness.

In regarding the answers, direct, indirect and challenging answers are taken as the judging variables. And the direct answers can be divided into positive response and negative response. The turn-taking system is from discourse analysis. And interruptions, simultaneous talk, overlaps and minimal responses shall be investigated in analyzing turn-taking system.

The results of each variable's analysis will be demonstrated in form of percentage. The comparison will be made categorized into the above 4 kinds: men to men, men to women, women to men and women to men. In this way, the degree of being polite and the gender difference could be made clear.'
Keywords: *gender, politeness strategies, talk-show, discourse analysis*

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To Read or to Report: the Structure of CCTV News Simulcast

FENG Debing

The coherence and intelligibility of broadcast news rely largely on the well-formedness of the construction of the news discourse, which is usually achieved on the basis of two tiers of discourse structure: the overall structure of the specific news programme and the structure of individual news items (Montgomery, 2007). They in turn shape and are shaped by the news values (Galtung and Ruge, 1965; Bell, 1991; Montgomery, 2007), audience-engagement and the visual-verbal co-reference during news broadcasting.

According to this classification of broadcast discourse, we selected two original programmes, one from CCTV News Simulcast and the other from BBC World News, as sample studies for analysis and comparison. Our analysis shows that CCTV attaches great importance to studio-based news presentation, that is, newsreading within the studio, mostly in the form of voice-overs by the presenters, accompanying pre-recorded field-footage as the visual track.

As a consequence, the correspondents' original field report has been down-sized with the result that there is very little live field reporting in the programme. Audience-engagement is substantially impaired and the visual-verbal coherence is affected.

By contrast, BBC World News values highly news reports delivered directly from the field while allowing sufficient room for studio-based news presentation. In field reports, immediacy has been achieved by means of such news genres as phone-ins, live two-ways, on-site reports, interviews with experts and officials, etc. In addition, making significant use of field reports, even pre-recorded ones, as long as they are reported directly from the field, guarantees the co-reference of the visual and the verbal.

This sharp contrast between the two programmes reflects the differing discursive strategies they employ to combine and connect, in terms of coherence and intelligibility, all the news elements: the opening and closing of the programme, the headline structures, the transitions between news items and the headlines, and so on. Compared with CCTV News Simulcast, BBC World News pays more attention to the opening and sign-off of the news items, to the engagement of the audience, and to the visual-verbal co-reference, hence exhibiting a more coherent and intelligible discursive structure of the enterprise at work.

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Parallel Session 8
Discursive Construction of Social Changes

A Diachronic Critical discourse Analysis of Reports on UN Climate Change Conferences

XU Liqin & CHEN Ping

Human activity produces excessive greenhouse gases, which deteriorates global climate and threatens the human sustainable development. Climate change is evolving into a highly controversial international political and economic issue. Reports on UN Climate Change Conferences in "The New York Times" (NYT), influence readers imperceptibly, reflecting the relationships among language, power and ideology, which is very suitable for Critical Discourse Analysis (CDA).

The present study conducts a qualitative and quantitative analysis on News Reports on UN Climate Change Conferences in NYT by classification, transitivity, intertextuality, to explore the nature and reasons of the use of language in news evolving with power and ideology, from a diachronic perspective.

The results are summarized below by the diachronic analysis of the data.

(1) By classification analysis, it shows that NYT often uses the commendatory words to describe the U.S. Democratic Party and the European Union, who actively promote the emissions reduction, and the description contents are mostly positive. On the other hand, it often uses the derogatory words to describe the U.S. Republican Party who firmly resists the emissions reduction and the developing countries who safeguard their legitimate rights, and the description contents are usually negative. This is because NYT is in the camp of the Democratic Party who takes a positive position on emissions reduction.

(2) By transitivity analysis, we can see that the eight years' average percentage of verbal process exceeds 50% in the six kinds of processes and fluctuates in a small range, because UN Climate Change Conferences is mainly composed of a lot of negotiations. Material process is the second most frequently used，which makes the reports appear more objective.

(3) For ideological manipulation, NYT cites specific sources most frequently in the news sources, and gradually increases its proportion, so as to make the reports appear objective and impartial. The proportion of quotation from U.S. is the highest in order to cater on American readers. The American government has a higher proportion among the sources from the United States, because the government is always dominant in foreign policy. NYT gradually increases the proportion of other sources that is in agreement with its own opinion, in order to manipulate the readers' thinking.

(4) As for reporting form, ID accounts for the vast majority, for the purpose of convincing readers. However, the overall percentage of ID is in a downward trend, for the purpose of avoiding questioning of its objectivity. The sum of the percentages of DD and DDS rises in general, so as to enhance readers' trust.

Key words: *Critical Discourse Analysis; Diachronic; Reports on UN climate conference; The New York Times*

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Relationship between Hot Words in Network and Changes of our society

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This paper is concentrated on the way how hot words in network record the traits and the change processes of our new world mainly with Systemic Functional Grammar (SFG) according to Halliday. It is reported that these hot words in network are created firstly by the wide use of cyber citizens in the internet and then voted according to the view frequency and the rate of repair data about the same word and formed last at the end of the year.

Because these words are so popular and frequently used, according to data from the *General Administration of Press and Publication* in the past year 2010 as "gelivable", "microblog", "Individuals with exaggerated qualifications from Pacific Western University",   "Wikileaks", "Corrupt Chinese FA officials",   "Widespread price inflation",   "The abuse of family privilege", "The battle between QQ and Qihoo360"，this paper shows on one hand that the Internet has become an indispensable and effective means for mess to exchange their ideas. On the other hand it indicates that with the development of the high technique, the interaction relationship between words and world becomes clearer, that is words change our life and our life influences words. Just image if we haven't know and seen these perfect invitations, computer, for example, how can these words be created and based on what can them be accepted? One professor has told me that "you cannot communicate and will not be understood at all by anyone in cyber if you don't know the new created web words." The following example will show briefly how these hot words are born in network and how do they rapidly accepted and widely used between cyber citizens.

"Ungelivable" seems to be Standard English meaning awesome or brilliant and cool; in fact, it is formed by both Chinese characters and English words because it composed of the prefix "un-" meaning "no" and the suffix "-able" giving an addictive form in English and adding the *pinyin* "geili" in Chinese characters. Being a title of a headline November 2010 in People's Daily that represents the First Official Media, Ungelivable/Gelivable explains that government has been concerned with netizens and listened to public opinions.

The wide linking of the Internet has made the world smaller and smaller. No wonder some comments that "a little step of the web hot words makes a big step in Chinese language". The reason for this high prize to them may be due to their high generation and vivid creation of "fresh words" that deeply discussed and widely spread to the developing and changing society.

However, some believe that these wide-used substandard words will not only deeply ruin the purity and the standardability of Chinese but also damage the humorous language environments, while others argue that these words will promote the intercommunication in the world further.

The reason for the vanishing of these temporary hot words in network mirroring the unique social phenomena in the same year in about 30% (according to the survey of the General

Administration of Press and Publication)every year is perhaps the high development of language and the constantly emerge of new words in the updating world. Therefore, they will inevitably be forgotten and abandoned with the change wave of the society.

The conclusion for this research may tell us that language is not always fixed and internal but changeable with the development of every condition, which may stay for several periods but eventually disappear. However, if "hot words" tent to be "hot words in network", they have to reflect certain condition of every change in the society.

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新时期军营文化心理认同及对吸纳社会流行用语的态度和影响

李咸菊

关于论文的几点思考：某一社会主体的文化认同必定会影响到他们的语言认同、语言行为及语码选择等等。基于此，本文探讨了新时期军营这一相对封闭独立的社区的文化特征和军人的文化认同，并考察他们的文化认同及社会心理对他们在语言使用中吸呐社会流行用语的影响。

军营是个相对封闭或独立的社区，它不轻易地对外开放，在社会人的心目中它是一个特殊的场所；军营又是军队的驻地，而军队是武装集团，具有高度集中的特性；军营的主体是军人，由于军人职业的特殊性，在作战、训练和日常生活中，每一个军人必须具有整齐划一的思想观念，具有一种团队精神和团队文化特征。军营具有有独特的文化内涵，这种文化内涵集中体现在军人们所使用的语言（或者方言，或者说是语言变体）承载的价值观之中。

军营文化便是从军队特点出发，在军营内部形成的要求军人共同遵循的价值准则、道德规范、政治信念和发展目标，以及反映这些文化特质的规章制度、组织结构和物质实体。这一文化实质上是军人集体在军营生活中形成的一种团队文化,它在是长期训练和作战等军事实践活动和接受外界影响中，在共同目标的导向、凝聚和激励下，不断调整自己的思想和行为而最终形成的一种精神文化。军营文化有自身的特点。

时下的很多流行语出自流行文化，从某种意义上说，流行语的流行是大众趣味日益时尚化的结果，身处社会现代社会，流行文化作为极具社会影响力的因素成为越来越多的人关注和追逐的焦点。我们知道，语言成分的流行离不开使用和接受他们的群体，流行语也是特定的阶层、行业、集团用语，如前所述当前流行语滋生和生长的领域是政治、经济、科技、媒体、广告、网络等，那么作为军事领域，怎么样对待社会流行语呢？军事领域在文化认同方面的独特会对其吸纳社会流行语时有怎样的影响和持有怎样的态度呢？

军人是个特殊的社会群体，每一个群体都有自己的知觉和认识，这就称之为群体意识，有些流行语从心理上给军人一种认同感，因此很容易形成一种默契而被接受。

网络时代的风靡和流行文化的冲击，使得新时期的军人在社会世俗化进程加速，流行文化显现强发展之势的今天，网络文化无孔不入地也进入到军事领域。

对国家对社会的关注和思考，始终是流行语产生或吸纳流行语的重要源泉

关注世界的全球意识

由于全球化的影响力，整个世界范围内每个国家和地区的社会生活都跨越了原来的时间和空间，作为当代中国的军人，越来越把自己和整个世界的和平与发展联系起来，军营里经常流行"伊拉克战争、反恐"等国际性问题的用语，表明了新时期军人的心理空间关注着整个

世界。

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Discourse Analysis of the Reports on the Work of Government by the State Council of China

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The reports on the work of government by the State Council of China is one style of discourse. This paper takes the report in 2010 for example , from the perspective of the three elements of context of situational in systemic functional grammar ---field of discourse, tenor of discourse and mode of discourse to analyze it . Separately, the perspective of field of discourse is mainly from the subject matter and setting in discourse; the perspective of tenor of discourse is mainly from the role in discourse and the changing role in discourse; the perspective of mode of discourse is mainly from the specific applications in discourse.
Key words: *the report on the work of government by the State Council of China; discourse analysis；filed of discourse ；tenor of discourse；mode of discourse*

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A Comparative Study on Western and Eastern Social Values By Analyzing News Titles of Mine Disaster Reports

WU Hui

The differences between western and eastern world are widely known, particularly in respect of social values. Such differences arise mostly from varied political systems, legal systems, citizens' human right awareness as well as their characters, or the nature of the community as a whole, to put it in another word. To understand these differences can shed new light on western and eastern sociology studies by helping us better comprehend their thinking patterns and behaviors. This thesis attempts to make a comparative study on the social values of westerners and Chinese from the perspective of news discourse. The angle is chosen because news, as the name suggests, represents the most updated discourse usage methods and furthermore, reveals present public opinions and media attitudes. The focus will be put on news titles as headline is an epitomical carrier for the content of the whole article yet are precise and concise with salient features. The news selected is organized centering on the controversial topic of "mine disaster" and to be specific, West Virginia mine explosion in the USA and Wangjialing coal mine flood in China. Taking place in almost the same period in 2010 and both ranking one of the most catastrophic mine disasters in the two countries, they are by all means representative. Out of the 100 news titles, 50 come from New York Times and the other half originate from Xinhua News Agency---two mainstream media in western and eastern world respectively. Taking into account the semantic connotation of the words, phrases and sentences as well as the syntactic

significance of sentences in the news titles and aided by discourse analysis, a linguistic approach is adopted to study the lexical meaning, property and emotional coloring of the words, structures, patterns, constituents and meanings of the sentences. Through linguistic study of the news titles, conclusions are made that western and eastern social values are totally distinct. Though both the westerners and Chinese people heed tremendously to humanism, the ways in which they present their humanitarian care are obviously distinct. The western core concept of humanism can be best expressed by the term "human right', which has been advocated for decades in contrast with the "be empathetic with the sufferers" principle in China. The emphasis of the former is on the equal rights of citizens and thus is built on legal and rational basis; the latter, however, is largely based on spiritual levels and tends to be more emotional. Besides, the responses of the western people and Chinese to emergencies are different as well. In western cultures, prompt initiatives are always taken soon after accidents, followed closely by reflections on causes and investigation on the liable staff. The Chinese, on the other hand, lack such consciousness to a large extent. Moreover, the two groups of people tend to show different attitudes facing disasters due to their inborn characters. The western people never fear in showing their indignation while the Chinese forever appear optimistic.

The significance of the thesis lies in that news discourse remains the leading edge scope in discourse linguistics due to its timeliness and preciseness. To connect news discourse analysis with study on social values is a new approach that will enable us to see cultural differences through media language.

Key words: *western and eastern social values; news titles; mine disaster; linguistics; discourse analysis; news discourse*

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Discursive Construction of China Food Safety: Cases on China Food Safety Forums, 2009-2010

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With the implementation of the reform and opening-up policy, the economic growth of China has set a torrid pace, and to various extents, people's living standard has improved a lot. However, the phenomena of passing off fish eyes as pearls in food market has still increasingly appeared in an endless stream, such as Shuanghui Lean Meat Powder incident, poisoned garlic chives, poisoned bean sprout, Chicken MaNuggets incident, tainted hub, plasticizer and pearl bubble tea incident, etc. As a consequence, food safety has increasingly been of catholic concern in our daily lives, and the construction of China food safety turns into the top priority of the Chinese government.

It is known that discourse is the semiotic way of construing aspects of the world which can generally be identified with different positions or perspectives of different groups of social actors (Wodak & Meyer, 2009: 164), as a moment of social practice (Wodak & Meyer, 2001:122), discourse on food safety has its own semiotic features to direct our concerns towards a discursive way to the construction. In consideration of the studies that have existed for the time being, a series of works (articles) have been concerned about food safety, even so, almost all of them are

confined within the specialized field of food safety. By means of ethnomethodological conversation analysis, discourse historical approach and other approaches attaching to discourse analysis, such as genre chain analysis, move analysis, etc., the paper intends to explore the discursive influencing factors in constructing China food safety by the government, so that we could have a completely new understanding of China food safety construction.

For the present study, the data from food safety law (2009), two China food safety forums (2009-2010) and report on 2011 main arrangement for food safety security work will be purported to be of great value. Moreover, these kinds of direct and indirect data are collected from some public channels of communication, web publications as well as news websites. On the basis of the mainly collected data from two China food safety forums from 2009 to 2010, the paper tries to explore how China food safety is constructed discursively by the two forums and its constructive effects. Owing to the typical social effects of two forums, the paper also intends to analyze some pieces of talk show, so as to present a clear picture of the construction of food safety with the help of various kinds of discourses. In addition, we'll get a further detailed elaboration of the data to investigate how discourses construe the social relationship among government, food enterprises, media and the public; how the orders of discourse manifest the discursive formation of a series of ordered discourses so as to balance the social structure; how genre chains explore the social structure; how the discourses and genres are connected together to produce the texts; and the relationship between discourses and texts, etc.

All in all, the comprehensive interpretation of the above-mentioned data provides us with a new understanding of the way to the construction of China food safety. In a nutshell, to a certain degree, China food safety is partially constructed by discourse. With the improvement of the public consciousness of food safety, a good social order of the food industry will make a great contribution to the construction of a harmonious society.

Key words: *discourse, discourse analysis, China food safety construction*

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A Study of the War Metaphor in Contemporary Chinese News Media

DONG Fangfeng

Use of the war metaphor is a common phenomenon in contemporary Chinese news media (especially in the mainland). Through a successive observation of 10 "main-stream" Chinese newspaper/magazine in one month, and random retrieval (on the internet and in existing corpora) of key words referring to war, we find the metaphorical structure "X is war" commonly used in different fields. For example, in politics, there is the "Administration is war" conceptual metaphor; in economy, there is the "Business is war" conceptual metaphor; in sports, the overwhelming metaphor is "Game is war"; in medicine, "Treating illness is war" is also widely referred to. Description of the frameworks of the source domain (war) and the target domains reveals a close correspondence between them. That is to say, the military discourse is heavily relied on in the overall social discourse.

Recent studies in China have shown that war is one of the most important source domains of

metaphor. But in very few other cultures is war described as a common source domain (see Deignan, 2001; Kovecses, 2002) although the war metaphor has always been a topic of interest (see Lakoff, 1980). The present study intends to find out whether the universality of the war metaphor in mass media discourse is unique to China or not on the basis of corpora observation.

The reasons of the reliance on the war metaphor in contemporary Chinese media discourse are analyzed from three perspectives. Firstly, the war discourse is more prominent cognitively, and is in nature suitable for metaphorical reference. Secondly, in the rhetorical perspective, war terms are visually and acoustically more attractive, and more economical in expression. Thirdly, the historical-cultural factors should be taken into consideration. The war discourse has been an important part of the whole culture in China throughout the history, and the society, especially the present government, has not yet been exempted from the military thinking pattern.

The overuse of the war metaphor in mass media has brought about influences in two directions. Linguistically and aesthetically, the war metaphor can be economical, exciting, inspiring, and attractive in many cases. But in another direction, the war metaphor, especially the dead war metaphors (dead because of too frequent use), can conceal and simplify the complex real-life experiences, and may bring about undesired consequences. Reference to some recent government-citizen conflicts (and riots) in China shows how the military ideology and the military discourse pattern can guide government officials to simplify complex situations and behave brutally.

Thus we propose that the mass media should take the war metaphor more seriously and use military discourse more cautiously, for their work sets the agenda of public opinion and more or less influences the default ideology of people from different fields. The whole society should also review their military discourse and the militarized ideology behind it, and check their behavior accordingly.

Key words: *war; military; mass media; the war metaphor; discourse; ideology;*

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Parallel Session 9
Discursive Construction of Network Community

外语专业硕士研究生网络语言使用情况调查

李美霞

随着科学技术（主要是电子技术、信息技术）的迅猛发展，一系列简洁、新颖的网络语言应运而生。网络语言顾名思义是指一种在网络上使用的语言。于根元说（2001:24）：网络语言是指"网上通用的语言，相对于日常的交际语言。是一种新的媒体语言，是一种新的语体。网络语言起初多指网络的计算机语言，也指网络上使用的有自己特点的自然语言。现在一般指后者。网络语言随着时代的变化应运而生，广义的网络语言是指网络时代出现的跟网络有关的语言。狭义的网络语言是指自称网民、他称网虫的语言。英文为 Net-Speak。也说'网络语言'"。周洪波在《中国网络语言词典》序中将网络语言归为三大类："一是与网络

有关的专业术语，如'鼠标、硬件、软件、病毒、宽带、登陆、在线、聊天室、局域网、防火墙、浏览器'等。二是与网络有关的特别用语，如'网民、网吧、触网、黑客、短信息、第四媒体、基准网民、电子商务、政府上网、虚拟空间、注意力经济、中国概念股、信息高速公路'等。三是网民在聊天室和 BBS 上常用的词语，如'美眉、大虾、斑竹、恐龙、菜鸟、酒屋、东东、酱紫、瘟都死'。"可以说，网络语言就是指在网络上流行的，有其独有的词汇语法表述形式，且它的生成和理解都要依赖于特定的社会心理环境的一种语言。

自从网络语言兴起至今，网络语言已经成为语言研究的另一个热点。研究者们从不同的方面对网络语言进行了探索，概括起来涵盖以下三个方面：i. 网络语言形成的背景分析；ii. 网络语言构成成分分析；iii. 网络语言词汇、句法结构特点分析。这些研究揭示了网络语言产生、发展的缘由，同时也剖析了网络语言在词汇、语法及语义上所具有的独特性。但是，这些研究主要是从语言本体出发，还没有以更高、更广的视野来审视这一语言现象。近年来许多研究者（如刘郁 2009，何琼&吴爱华 2011，等）也将研究目光投向了网络语言及社会心理环境这一话题上。然而，已有的研究主要针对的是中学生和大学生。本文以外语专业硕士研究生为研究对象，从社会心理视角出发，通过问卷、访谈等形式得到数据，根据数据对外语专业硕士研究生使用网络语言的现状、特点及动机进行了定量与定性分析。其目的在于：（一）调查外语专业硕士研究生使用网络语言的真实情况；（二）发现外语专业硕士研究生网络语言使用的社会心理动机。

关键词：外语专业硕士研究生，网络语言，动机，社会心理视角

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Semiotic and Cognitive Semantic Study on Word with Old Form but New Meaning in the Web Language

ZHAO Yurong

Word with old form but new meaning is a hot topic in the research of Neologism. The present study takes 125 typical examples of this kind of new words from chat rooms, BBS and Baidu news and makes a preliminary analysis of these words from the perspectives of semiotics and cognitive semantics.

As Saussure argues, a linguistic sign is a two-facet psychological entity of the signifier and the signified. Examining the relationship between the signifiers and the signified of the words with old forms but new meanings from the perspective of semiotics, we observe that these words demonstrate the following characteristics: the signifiers of these words are completely identical with the old words; the new signifieds are related to the old signifiers in different degrees in different dimensions. Some are the generalizations of professional words, some are the alternative use of the old ones due to phonetic similarities; once the relationship between the old signifier and the new signified is set up, the old and the new signified enter into a state of competitive use. In semantics terms, when the new meanings come into use, the new signified and old signified fall into polysemy or homonymy relationship.

A further analysis of the mechanism of the generation of this kind of words shows: First, the sociality of linguistic signs function as the external drive for the generation of new signified meanings. As the studies of functionalists and social semiologists reveal, the linguistic signs are in

a dynamic interaction with the society. When the physical entities of the old signifiers change, the signified meaning can be enhanced naturally; and when new things come into life, we may have to name them, but due to the Economy Principle, the best way tends to be the addition of new signified meanings to old signifiers. Second, the phenomenon of word with old form but new meaning reflect certain cognition mechanism of human beings: that is, our cognition of the physical or mental entities in life is a dynamic construction process, and thus denotation of words signifying them have relatively clear nucleus but vague boundaries, so the relationship between the signifieds and signifiers of linguistic signs are stable and fluid at the same time. The conflicts between the stability and fluidity of word meanings constitute the internal drive for the generation of word with old form but new meaning.

Specifically, the link between the old signifier and new signified meaning is set up through profiling certain element in the semantic frame, metaphor or metonymy mechanism, or conceptual integration mechanism.

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从"途观"上市的车评看汽车市场的网络语言环境

沈三山

本研究以上海大众新车"途观"上市以及上市前后的汽车评介文章为例，运用语篇分析理论，尤其是批评性话语分析理论中互文性，语义和语用操作，语言立场，体裁等概念，对汽车市场网络语言环境的进行了分析和解读。观察表明：此类文章的主要功能是针对特定的市场，为满足客户购买前的产品信息和认知需求，提供并解读产品的规格、配置、功能、价格和相应的社会价值。文章的作者享有产品信息优势，负责解释和宣传，常常和生产商保持统一的口径和立场。分析发现：此类文章程度不同地使用了不规范的商业性语言操作，或错漏信息，或滥用比较，或混淆视听，或借助政治意识和立场，或炒作价格。正因为如此，本文的结论是,目前国内汽车市场的网络语言环境里,汽车评介文章没有明确的体裁差异和分工,专业车评，广告性车评以及车托掮客的"真迹"杂陈其间。从权利，信息不对称，因而利益也不对称的角度来说，这些需要规范的商业语言操作是不利于汽车市场以科学,和谐和可持续方式发展的。对社会而言，这只会引起不宜察觉的"环境"般的公害，代价高昂，甚至不可逆。

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Discussion to Formation Mechanism of Internet Popular Words Characterized by Collective Behavior

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With its emergence, Internet narrows the distance of communication between people. All the time, a myriad of words emerge and repeat in Internet, but most of them are submerged in the vast word sea, and only the individual emerged as yearly Internet popular words, favored by the public. In 2007, the "personhood must be sincere"(做人要厚道) was selected as one of the

yearly Internet popular words, and among the best.，engendered from an actor's line of "A World Without Thieves", a movie directed by Feng XiaoGang. In 2008, because of the exposure of online or offline events again and again, "Get some soy sauce"(打酱油), "House woman"(宅女), "Otaku"(宅男), "Shocking"(雷人), "Copycatting"(山寨) and other words circulated among the Internet users. In 2009, "Hide and Seek,"(躲猫猫) " Push-ups,"(俯卧撑) "Jia JunPeng, your mom is calling you home for dinner"(贾君鹏你妈妈喊你回家吃饭)，the words come in different forms became a hot topic on the network and the folk oral, and quickly turned a popular sentence which crazily applied by people. In 2010, "Brilliant"(给力), "My dad is LiGang"(我爸是李刚) and "All things are of no consequence just like floating clouds"(神马都是浮云) and other buzzwords push Internet popular words to a new altitude. Although these words are born from its lightning emergence and rapidly spread in all directions as quickly as light, but the environment, being able to cultivate "the myth", is in no way on first casts. In this article, unifying the reality and the social environment, the author discusses and analyzes the deeper level social problems behind these events; considering the collective behavior characteristics of Internet popular words, launches the research from their formation, performance and control and other aspects. How does "the constitutive encouragement" impel the spread of Internet popular words; How does "the constitutive intense" trigger "the nerve which the social public most ties tight"; How does "the conceptualized information" cause the populace to spontaneously participate "collective actions" of their own social level; How does "the catalyzing factor " urge to expand small behaviors to great actions; How does "the motion mobilization" be facilitated, in the situation when the core person of collective appears, and who encourages other people to take part in actions, or in the situation when the exterior medium adds fuel to the flames; How does "the reasonable social control mechanism" be established to control the network collective behaviors. The author takes the above several " How " as breakthrough points to discuss the formation mechanism of Internet popular words, in order to grasp its development rule, guide its development direction. From this kind of phenomenon, the author hopes to find some social influence factors need to pay attention.

Key words: *Formation Mechanism; Internet; Popular Words; Collective Behavior*

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Analysis of the Determinant Factors on Network Language's Surviving

ZHANG Meixiu

The popularization of internet contributes greatly to the development of network language. And network language, as a linguistic outgrowth, has become a valuable topic for research. Many studies have paid attention to the classification of network language, the characteristics and grammatical features of network language. Based on the past theories and findings, this paper aims to analyze the determinant factors for the surviving of network language from a sociolinguistic perspective. The author tries to answer why some network languages are capable of surviving for a long period of time; while some others die out soon... To better understand the network language, the author presents different definitions of the concept

"network language". Since the features of network language is closely related to the register. The author analyzes the register of the network first based on Halliday's register theory before jumping to its characteristics. And according to the author, network language is characteristic of conciseness，creativeness，vividness and casualness. As to the determinant factors for the surviving of network language, there are mainly two types of factors. The first type refers to factors of language itself, which includes the generation rules and the principle of economy. Whether the network comply with the norms of language generation is critical in deciding whether the new coinage will survive. And network lexis which is economical is prone to function better, thus less possible to die out soon. In addition to the factors related to language itself, there are two other factors affect the fate of network language: context dependency and relevance of daily life. The context dependency factor refers to when a new network work is too much dependent on specific context, the new network work gets more difficult to spread and survive. Besides, the new network words relevant to people's daily life are more possible to get publicity. Last but not least, the author illustrates the relation between network language regulation and language deviation.

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From "GEILI" to "TUCAO"—A Social Psychological Interpretation of
Recent Network Catchwords in Chinese

XIN Dan

Network, as one of the symbols in the Information Age, has openness and freedom as its distinguishing features, which provides a platform for people to express their psychological demands. Netizens, who have been active on this platform, have created the network language, in which the network catchwords are quite influential with their rich expressiveness. Some linguists did not pay much attention to network catchwords for quite some time, due to their different understandings towards the nature of network catchwords. However, the linguistic value and social cultural value of network catchwords should not be neglected. As a very fresh and versatile language phenomenon, they could be viewed as a unique and interesting perspective to hold the pulse of present era and analyze the mass psychology. Network catchwords could be considered as a slice to record the changes in Chinese people's life and ideology. As a language variant, they are now one of the research subjects of Social-Psycholinguistics. By way of analyzing people's attitudes and comments on using network catchwords, the various underlying social psychological factors could be dug out from the social psychological perspective.

The research subject in this paper is the network catchwords which have exerted great influence in society in the recent two years in China. After searching in the search engine Baidu, the query results are sorted and classified. According to their freshness, influence, and frequency of use, the following expressions are sorted out: "GEILI" (work well), "TUCAO" (talk back, twit, complain), "MENG" (new, young, small, cute), "SHANGBUQI" (fragile, unable to endure), "Believe it or not, I'm sure anyway", etc. Moreover, questionnaires are given to the netizens aged from 20

to 35 who often surf the Internet (more than 10 hours per week). Analysis and statistics are drawn from the questionnaires. Furthermore, case interviews are sometimes taken to cut down the incompleteness of information.

With the analysis of Chinese network catchwords individually and collectively, the social psychological factors reflected from recent network catchwords are concluded. They are four couples of unities of contradiction: cathartic and foolish happy; conformed and rebellious; concise and tactful; humorous and serious. The first couple, cathartic and foolish happy, means that some netizens use network catchwords to outcry their dissatisfaction, while some others just seem like happy all the time out of frustration or ignorance. The second unity of contradiction, conformed and rebellious, indicates that some people want to conform to others using the catchwords as a fashion, while some others just want to be away from the standardized language and to pursue novelty. The third pair, concise and tactful, refers to the intentions of being simple and brief in some occasions while being euphemistic and skillful in some others. The fourth unity, humorous and serious, reflects different attitudes and reaction under different circumstances, either humorous on some light topics or serious on some weighty topics. In short, the network catchwords clearly mirror the contradictory psychology of many Chinese people and some contradictions in society contemporarily.

Network catchwords have proved that only by continuous enrichment and regeneration could language meet the needs of communication in different contexts. Language is a dynamic system, the development of which is influenced by society, and at the same time reflects the changes in society.

Key words: Social Psychological Interpretation, Recent Network Catchwords, Chinese

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On the All-round Popularity of the Network Catchword Geili

HUANG Yilei

One of the greatest phenomena of the year 2010 is the rapid spread of buzzwords via the Internet and the huge popularity they have achieved among netizens as well as common people. The word geili epitomizes such an interesting trend in the contemporary Chinese society. By means of online posts and e-chatting, the word became a favourite to express feelings and emotions, which was further strengthened by its appearance in a headline of the national party newspaper, People's Daily. Chinese netizens even translated it into foreign languages such as "gelivable", a combination of Chinese Pinyin and English grammar, which attained international coverage later last year. The paper will aim to argue the various reasons behind the word's accomplishment. After the introduction, Section 2 will focus on the whys and wherefores of the rise of internet vocabulary and Section 3 makes an exploration on the popularity of geili from a linguistic perspective. Section 4 tries to figure out its probable development and argues that the passion towards the word is likely to lose in the near future. In the end, the paper concludes with a summary of the use of geili and the experience people should learn from it.

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中英混杂的网络热词时效性之语用实证探微

王立河

　　网络的发展之迅速远超我们的想象，在这个日新月异的时代，令我们应接不暇。中国的网民已经超过 **3** 亿人，数字之庞大相当于整个美国全民皆网，甚至有过之而无不及。因此，我们在揭开网络这个神秘的面纱的同时，也应该对网络的特殊的文化、语言进行语言学的分析，研究。本文从语用学角度来分析语言随网络发展而发展的特殊性；主要从语言的时效性对网络热词的变迁进行语用分析，以帮助我们更好的对网络语言进行把握，做到与时俱进，把博大精深的中国文化和渊源久远的西方文化结合起来。研究证实，语言的时效性对网络发展同样起主导作用，且直接反映人们不同时段的道德、审美、心理等多方的需求。

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Discourse Analysis from an Interpersonal Perspective:
Interior Monologues in Chinese Dating Webs

LEI Pingli

According to Halliday (1994), language bears three metafunctions: Experiential Function, Interpersonal Function and Textual Function. Interpersonal Function, as an important aspect in Systemic-Functional Linguistics, aims to probe into the interpersonal relationship among people, especially between the speaker/writer and the listener/reader, which can be realized by many an approach, including Mood, Modality, Appraisal and Code-switching, which, from varying linguistic layers and aspects, constitute and realize interpersonal functions during people's communication.

The people seeking romance nowadays increasingly resort to the internet, especially to some specialized dating websites. Admitted to dating webs as members, they write their "interior monologues" to introduce themselves, to utter their understandings towards love, marriage and family, to declare their expectations and requirements on the mates and further to make promises what they will do for their shared future. Now "interior monologues" are endowed with unique linguistic characteristics, and worth studying with the approaches of discourse analysis.

This dissertation is the fruit out of a keen and long-lasting study on interior monologues from an interpersonal perspective in combination with the theory of discourse analysis, for which over 50 sampled discourses (or clauses/sentences) of interior monologues derived from five mostly influential websites in China and Chinese language have been analyzed and discussed as to Mood, Modality, Appraisal and Code-switching to identify the discourse characteristics of interior monologues and to explore the realization of various interpersonal meanings, and which

has offered the some findings: (1) Declarative mood is used to introduce the writers' personal information and to utter the writers' requirements on their expected mates, which can produce an atmosphere of softness and mildness, rather than being compelling. Besides, interrogative mood is sometimes used, but in metaphorical nature, inviting the readers' response. (2) The writers use high-valued positive Modality to utter their understanding towards their ideal love, marriage and family, while they use low-valued Modality to narrate their life. While both, as Modalization, have succeeded in acquainting the readers with themselves and intriguing the readers' sympathy and resonation. When writers declare how their mates should be and what they should be, they tend to use comparatively low-valued words, stating their open mind and generosity. On the other hand, when writers voice their yearn about marital life and make promises to their mates, positive high-valued Modality is in use, by which their expected readers may be encouraged to contact with them. (3) Abundant Appraisal resources are adopted. Wherein negative affect resources are to express the writers' current emotion situation, but positive affect serves their understanding toward romance and marital life that they desire. Both work to appeal to the readers' sympathy and response. Whereas, the writers assign high values to the languages by which writers judge their expected mates and themselves in terms of morals, but comparatively low values to the languages by which they judge the capability and usuality of the both parties. High-valued appreciation resources are assigned to their expected love, marriage and family. In Engagement, Heterologue is introduced for two purposes: to increase the credibility of their propositions and to decrease the danger and responsibility possibly produced by some uncertain propositions. (4) Using Code-switching is a very common phenomenon in these discourses, by which, the writers tactfully realize multifarious interpersonal functions.

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Parallel Session 10
Different Approaches to Discourse Analysis

The verbal and visual representations of *poverty* in Chinese news discourse

TANG Qingye

To this day poverty remains one of the main challenges facing the Chinese government. Mass media construct various images of poverty for the readers. This paper aims to explore the ways in which the poor people and poverty are represented in Chinese news discourse within the framework of Mediated Discourse Analysis and multimodal social semiotics. Verbally, both grammar and discourse can be served as an explanation for poverty. This study illustrates the lexicogrammatical pattern of poverty as shown in BNC and the discourse grammar as shown in the mass media representation of the poor vulnerable. Visually, the paper elaborates the visual grammar of the news report. Poverty is not just a matter of material existence for the poor people, it is also a symbolic state and human spirit that are embodied in its representations.
Key words: *poverty; the vulnerable group; multimodality; Mediated Discourse Analysis;*

representation

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The Super-infusion in Discourse Analysis

LI Li

In the exploration of function and forms, researchers in China mostly focus on some limited fields of critical discourse analysis, micro-segmental analysis primed by words, and the meta-function of systemic functional linguistics, with current transfer of interests in corpus linguistics and multi-modality studies. The orientation of these discourse studies shares some similar features: there exists a theoretical model around which motivations of such existences attempt to be justified, ideally to be applied in some instances. The problem lies not only in their research goals containing less heuristic elements, but also in their ignorance of the parallel other paradigms in discourse analysis in their proper sequence of occurrence, namely, the super-infusion; thus, researches of these kinds are not impeccable to some extent in research methods . This paper attempts to explore the super-infusion of discourse analysis in line of the work by Dutch linguist, professor Renkema in the respect of connectivity in sentences.van Dijk has been advocating the macro-discourse for years, negating the linear relationships between sentences in general. Thus, people at home set to highlight the relationship between discourse with that of cognition and society with the consequences of neglecting the other side of the story, which is the significance of locality, while van Dijk himself is unable to deny its weight, who（Xu，2005： 360）claims that，the function of local meaning is usually ignored or "degraded" to a secondary status of insignificance, even though the topic signifies local meaning, adjoining the integrity of the discourse, priming relevant knowledge and constructing   ultimate hierarchy. In fact, the local meaning (some message) also represents the content of ideology. Renkema reformulates the linear relationship between sentences whose work result in the modern text studies based on connectivity studies. Like Jespersen who integrated the linguistic ideas of Sweet, Renkema learned from many discourse researchers with selections , dealing them as a paradigm, such as the adoption of Hoey（2001），rather than Coulthard，though Coulthard is the initiator of interactive discourse analysis. This feature of Renkema makes himself independent,   while facing multiple subfields，with more originality to integrate the discourse analysis ideas. In addition, corpus linguistics is integrated into discourse analysis in regard to second language acquisition as a kind of infusion. For example, some Dutch linguists compared the representative competence between Dutch students and native ones in written English. In this respect, connectivity theory is able to provide the theoretical guide. Imagine that a new perspective will arise in the study of relationships of sentences if deeper integration is realized between text researches of connectivity with corpus linguistics. As Everaert（2010：10）put it，we all hope that we could bring an end to the separation status of linguistics, turning them into different subfields, making the cultivation of each other possible. As non-native speakers of English, the achievements by linguist from Holland amazed and surprised us by their super- infusion orientation, which can provide us with an observation point in the way they carry out their discourse analysis research, like that of

infusion.

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A Corpus-based Approach to Network Catchwords

LIU Xing

With easy access to computer and internet, network catchwords as a part of netspeak, become more and more widely spread among netizens. Being innovative and humorous, these words appear to be an indicator of fashion in modern society, thus they play an important role in changing the discourse in contemporary China. According to the statistics issued by CNNIC, there are 457 million netizens in China up to the end of 2010. It is estimated that the number of netizens will surpass 2 billion all over the world in 2011. Network catchwords are characterized by high frequency in use, novelty in meaning, and transience in existence. Therefore these network catchwords develop with unprecedented speed, enriching the everyday language of users of different social status. Internet catchwords are a social phenomenon and a language phenomenon as well, reflecting folk wisdom and lifestyles of the users. So far most of the researches on Chinese Internet catchwords focus on their description, categorization and standardization. Most researchers have adopted different perspectives to approach network catchwords, such as social, cultural or linguistic perspective. Yet less attention has been given to the frequency of network catchwords. This paper attempts to use a corpus-based approach combined with conceptual blending theory to study the characteristics of the most popular network catchwords in China. Conceptual blending theory is based on the mental space theory. Fauconnier and Turner formally put forward the cognitive operation model of human's mental space---conceptual blending. They argue that our ability to perform conceptual integration or blending may have been the key mechanism in facilitating the development of advanced human behaviors that rely on complex symbolic abilities. They emphasize that it is compression that enables the blending from input space to the blending space. The vital relationships in compression are mainly time, space, value, analogy and cause and effect. Furthermore, based on the research of 1998, Fauconnier and Turner put forward the types of conceptual blending networks, namely simplex networks, mirror networks, single-scope networks and double-scope networks. Meanwhile, conceptual blending can get rid of the restriction of the single network, since there can be more than one input space and the blending space of one network can also be the input space of another network. Conceptual blending combines the speech and action structure with dynamic features of metonymy and metaphor. While metonymy and metaphor project from source domain to the target domain which comes from the original structure in the source domain, the process of conceptual blending is dynamic, in which a new blending space and emergent structure will be established. This paper employ a corpus study to seek out where network catchwords lies in our everyday lives. By analyzing the corpus, we derive lists of the most popular network catchwords. We evaluate our corpus-based approach in a classification task. Having located network catchwords temporally and semantically within this corpus of everyday

life, the paper concludes by offering a corpus-inspired livable netspeak for netizens.

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Chinese-English CS in Online Discourse: An Adaptation Model Study

WANG Xueqing

The phenomenon of code switching has been attracting many linguistic researches, which , according to the difference of approach , can be grouped into sociolinguistics, psycholinguistics, grammatical analysis and conversational analysis. However, these approaches cannot explain CS mechanically and functionally. A relatively new pragmatic approach explore the structure , function and motion of CS comprehensively, so it is considered the most comprehensive and explanatory approach.

Based on the linguistic Adaptation Theory of Jef Verschueren, Yu Guodong presents the Adaptation Model in researching Chinese English code switching. Yu Guodong argues that CS is a realization of communicators' making linguistic adaptation and adaptation reveals the dynamics and functionality of CS. The Adaptation Principle accounts for the reasons of CS occurrence in terms of linguistic reality, social conventions, and psychological motivations.

Up till now, CS research has involved languages in many fields including Chinese English CS in media language. However, all these researches are restricted to traditional media and CS in online discourse4 remains a relatively new research topic. The present thesis applies the Adaptation Model to the Chinese English CS of Chinese netizens in online discourse. Based on the corpus of Chinese English CS in online discourse, the present thesis analyzes the CS's different forms, unique features and motivations of communications.

The results indicate the following:

In online discourse, netizens switch codes mostly in synchronous communication, then in BBS/discussio groups, then in emails and blogs. Netizens switch codes in online discourse mostly in the form of English letters,suffixes, words, phrases, mistures of letters and numbers, CS in forms of clauses and sentences is much less often. Nouns appear mostly in CS, and then come adjectives, verbs and adverbials. Netizens switch codes in online discourse for adaptation to linguistic reality, foradaptationto psychological motivations like showing off, expressing emphasis, creating sense of humor; and for adaptaion to social conventions.

Key Words: *code switching; adaptation model; online discourse*

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An Analysis on the Contextual Adaptability of Network Catchwords and Their Pragmatic Enrichment

YANG Qing

With the popularization of the Internet, network language plays an inevitable role in every conversation, among which network catchwords attract more and more people's attention and become a topic of much interest. They are not only a linguistic phenomenon but also a societal-pragmatic one. Since most of the studies on this topic which have been reviewed are found inadequate to reveal the dynamic features of network catchwords and explain the interpretation mechanism of this language phenomenon, the present paper attempts to study the Chinese network catchwords from cognitive pragmatic perspective. Based on the analysis of Chinese linguistic material from the Internet, it is concluded that the appearance of network catchwords is a realization of pragmatic adaptation and the employment of network catchwords is context-dependent, that is, the pragmatic motivation of network catchwords is the adaptation process of the communicational context which contains social, cultural and psychological contextual factors. It is also found in this study that the message conveyed by network catchwords is not only the superficial meaning of words themselves, but also influenced or directed by the specific contextual factors and pragmatic intention. Therefore, the interpretation of network catchwords cannot be considered as a simple decoding process but a dynamic process of pragmatic enrichment, exactly, the process of pragmatic broadening or narrowing of the prototypical meaning for their optimal relevance in context.

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On Functionality of Topic Continuity in Text Unfolding

ZHU Yucheng

The concept of topic and comment was first proposed by C.F. Hockett (1958). Then, Chao Yuanren (1968) introduced the concept into the study of Chinese. Henceforth, topic construction has been studied from the perspectives of functionalism (e.g. Li & Thompson, 1976, 1981; Chu, 1997; Shi Yuzhi, 2001), structuralism (Shi Youwei, 1995), and formalism (Huang, 1982; Huang & Li, 1996; Xu Liejiong & Liu Danqing, 1998). However, it is Charles N. Li and Sandra Thompson (1976) who first distinguishes topic-prominent languages, like Chinese, from subject-prominent languages, like English. They argue that topic-prominent languages have morphology or syntax that highlights the distinction between the topic and the comment (what is said about topic).

Chinese has been called a discourse-oriented language (Huang, 1984, 1989; Shi, 1989; Tsao, 1977) with a rule of Topic NP Deletion, "which operates across discourse to delete the topic of sentence under identity with a topic a preceding sentence. The result of such a deleting process is formally a Topic Chain" (Huang, 1984, p.549).

In Chinese, there can be some sentences expressed in the following way:

(1) 这个小孩，眼睛 大。

　　 zhege xiaohai, yanjing da.

This CL child eyes big

   *This child, eyes are big.

(2) 那本书很无聊，我不喜欢，也不想读。

   Naben shu henwuliao, wo buxihuanØ, ye buxiangduØ.

   That CL book very boring I not like also not want read

   *That book is very boring, I don't like Ø, and don't want to read Ø.

(3) This child has big eyes.

(4) That book is boring, I don't like it, and don't want to read it.

Sentences like the first two are very common in Chinese, which sound natural both orally and in a written form, whereas, in English, governed by its rigorous grammatical rules, the equivalent of the first sentence should follow the SVO structure, as in sentence (3).

And the structure of sentence (2) is a top chain, which is the main topic structure in Chinese. The topic in Chinese is different from the subject in English because it can extend its semantic influence to the subsequent sentences and dominate the omission of the elements in topic-chains, so zero anaphora (ZAs) are commonly used in Chinese structure. Different anaphoric devices are employed in different typological languages. As Chinese is topic-prominent, stressing semantic coherence rather than formal cohesion, zero anaphora is used far more frequently in Chinese. Whereas English is subject-prominent, the use of pronominal anaphora (as in sentence (4)) is much more common in English. (Xu, 1992). Jin Jiling (1991) and Yang Shiqiao (2002) have respectively identified six and four differences of the topic construction between Chinese and English, two similarities and five differences.

Previous researches focus on the form or structure of topic construction, but a significant feature of topic is that it doesn't just appear in a single sentence and always stretched it semantic meaning to a series of sentences (Tao, 2005). A text is constructed by paragraphs and a paragraph by sentences. They are formed in certain order with some coherent devices. When the lower strata makes up the upper strata, there are some gap between them. Thematic continuity, Action Continuity and Topics continuity are the three continuities which bridge the gap between the macro and micro organizational level of language. The functional domain of topic continuity is the most important. (Givón, 1983) In Chinese and English, topic constructions are different. This thesis will try to find out the differences between Chinese and English topics and the different role it plays in text unfolding.

In a topic-prominent language, like Chinese, topic plays an important role in text unfolding. This paper is an analysis of how topic continuity is functioned to combine sentences into a coherent paragraph and then paragraphs into a coherent text. The present author holds that topic continuity in a text is realized by different anaphoric devices, namely, zero anaphora, pronominal anaphora and definite nouns. And they may indicate that the author has some implications. Besides, some topics are marked to enhance coherence of the text.

Key words: *topic; topic continuity; text unfolding; coherence*

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新闻媒体中变异"被"字句的分析

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　　网络媒体异军突起，产生许多流行语，从 2009 年开始尤其以"被"字句为盛。从网络媒体渗透到报纸、杂志、手机报、电视等，"被"字句过于频繁使用并且语法使用上异常，这是语言变异现象。这里我们分析变异"被"字句的变式、语义及原因。

关键词：*"被"、"变异""网络"、"权势"*等

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English Teaching and Linguistics

CAI Ruifang

The attempt here made in this paper will not be considered unimportant, by those who have known the difficulties attending the study of language. If any course can be marked out to shorten the time tediously spent in the acquisition of what is rarely attained a thorough knowledge of language and a great benefit will result to the community. Children and students will save months and years to engage in other useful attainments, and the high aspirations of the mind for truth and knowledge will not be curbed in its first efforts to improve by a set of technical and arbitrary rules. These learners and teachers will acquire a habit of thinking, of deep reflection; and never adopt, for fact, what appears unreasonable or inconsistent, merely because great or good men have said it is so. They will feel an independence of their own, and adopt a course of investigation which cannot fail of the most important consequences. It is not the saving of time, however, for which one proposes a change in the system of teaching language. In this respect, it is the study of one's life. Parents are realizing this everyday and thus insisting that their children begin learning English earlier than before.　Even countries understand the full dynamics of the power of learning foreign languages and thereby adopting new guidelines, practices, and restructuring schools to include foreign language studies, especially revolving around English. Unknown facts are constantly developing themselves, fresh combinations of ideas and words are discovered, and new wondrous items are presented at every advancing step. It is to acquire certain knowledge of correct principles, to induce a habit of correct thinking, a freedom of investigation, and at that age when the character and language of life are forming. It is, in short, to exhibit before you truth of the greatest practical importance, not only to you, but to generations yet unborn, in the most essential affairs of human life, that teachers have broached the hated subject of teaching English to non-native speakers, and undertaken to reflect light upon this daunting task.　Most teachers assume this task, not for the money, or for fame, but because of passion.　They all posses a deep and rich fulfilling drive to share their knowledge and abilities with those who seek it and want to broaden their skills to make themselves a better student, learner, worker, or better yet; a greater person.　There are few jobs, tasks, or duties that outrank teaching and even so it is teachers that are usually overworked, underpaid, and most definitely under-appreciated in almost every culture, regardless of the language spoken. This is not only true in the "super power" nations, but very clear in almost every other civilization and society on

the planet.

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Parallel Session 11
Discourse and Public Sphere

Reading Television News: expressiveness versus neutralism

Martin MONTGOMERY & SHEN Jin

Newsreading, or television news presentation, is routinely performed in an institutional voice by means of which the newsreader disinterestedly 'animates' a text that has been scripted by the news team in advance of the broadcast itself (cf. Lindegren Lerman, 1985; Goffman, 1981; Montgomery, 2007, ch.4). In reading or 'animating' this text, however, the newsreader or presenter must achieve a balance between two conflicting requirements: (a) they must somehow engage both with the text and with the audience in an interested and interesting fashion; (b) but they must do so neutrally, without necessarily projecting a particular point of view or evaluative stance on the news material that they are presenting.

There are exceptional cases were these conflicting requirements pose very particular problems - especially when the news material might, for instance, more normally be associated with grief, with outrage, or with joy. (Cp. Goffman and 'flooding out'.) Everyday news items, however, depend on a modicum of expressiveness, which can normally be carried well enough by prosodic and kinesic features (rather than by the lexico-grammatical choices of the news item itself.)

Before the development of the autocue, these expressive behaviours were constrained by the necessity of the newsreader holding the actual newscript and reading from it, only occasionally looking up to camera and thereby to the audience. With the introduction of the autocue, however, newsreaders were liberated to some degree from the newscript: they could now look continuously to camera as if at the audience. On the one hand, this allowed newsreaders to give new emphasis to the audience. On the other hand, it encouraged forms of expressiveness focused on facial expression. Itself. Indeed, as Frosh argues, the newsreader, him or herself, became emblematic of the 'face of television'. (Frosh, 2010).

This paper will focus on 'the eyebrow flash' as a particular form of facial expression that was encouraged in newsreading by the invention of the autocue and which has become a standard communicative resource for newsreaders to draw upon in disinterestedly animating the news-script for the broadcast audience while avoiding too much emotional and personal commitment. Enabled by the autocue, and encouraged by the emphasis on the expressive modalities of the face, the paper will argue that the eyebrow flash offers a useful analytical index of expressiveness, one that is susceptible to historical change and cross-cultural variation. Starting with some observations on the changing face of the British newscaster, we will use the eyebrow flash to illustrate change at a particular moment in the development of a Chinese

bulletin news programme, CCTV's Xinwen Lianbo ("News Simulcast"). As the first nationwide bulletin news program and still the most influential news program today, Xinwen Lianbo has boasted from its inception the largest audience for broadcast news in China. Particularly after 2006, however, we can note some interesting changes in their way of reading the news, amongst which the deployment of the eyebrow flash plays an important role.

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Popular Parole's Symbol Essence and Signification Structure

LI Mingjie

The popular parole is valuable in every field of humanities and social sciences studies. That is the result of their special signification structure. As the symbols of popular culture, the popular parole is rich of perception, emotion and intention in its glosseme and connotation. This kind of signification structure leaves a huge space for fashion culture and public opinions. By using popular parole, people play a very important role in social and culture developing.
Key words: *popular parole, symbol essence, signification structure*

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Soft Power in Negotiating National Identities and Collective Identities of China and African Countries: A Critical Discourse Analysis of Collective Political Dialogue between Governments in Global Arena with Special Reference to Sino-African Relations in the Twenty-First Century

WEN Jing

There is now a growing body of research and publications on China's presence in Africa, as China's economic and political presence in Africa and its impact on Africa have grown rapidly in the last few years. Chinese engagement in Africa has been labelled a 'soft power' approach that provokes debate and criticism both in the West and in Africa. The term 'soft power' (Nye 1990, 2004 and 2008) in the field of International Relations (IR) describes the ability of a state or other political body to indirectly influence the behaviour or interests of other political bodies through intangible power resources such as values, culture and policies. 'Soft power' distinguishes the subtle effects of culture or ideological means from more direct means, such as the hard power of threats or payments. Although the wielding of soft power is largely realized through discourse, the connection between soft power and discourse has not been made explicit or discussed in detail in Nye's work. Also, there is no adequate study on 'soft power' in discourse analysis, especially in the context of contemporary Chinese foreign policy. Collective dialogue in diplomatic context is one of the essential means of wielding soft power.

Discursive construction of national identities and collective identities is at the centre of

dialogue and representation in international diplomatic context. In this paper I try to demonstrate how a collective identity of China and African countries is discursively constructed in the Chinese leadership speeches on Sino-African relations in order to establish political legitimacy and to wield soft power, and more importantly, how this collective identity constructed by Chinese leaders is negotiated through The Forum on China-Africa Cooperation (FOCAC), a collective diplomatic dialogue mechanism, in bilateral documents of China and African countries and in African leadership speeches. This paper highlights the centrality of dialogue and representation in political communication, especially the centrality of dialogue and representation between governments in global arena. This analysis, interdisciplinary in nature, is part of a PhD research project aiming to apply discourse analysis to International Relations and thus to strengthen the linkage between Critical Discourse Analysis and politics.

Key words: *Critical Discourse Analysis, collective identities, representation, soft power, leadership speeches*

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Discourse of China's soft power —From the Perspective of Academic Circle in China and U.S.

YANG Qiaoyan

In response to the "China threat" theory from Western world, China began to put forward political discourses, such as "peaceful rise", "peaceful development", "harmonious world", "stakeholder", from when China officially launched discourse construction of its soft power. China's soft power building can not be achieved without relevant discourse construction, because discourse is able to frame meaning, influence human cognition, and even change behaviors of nations. In international arena, discourse is an important weapon to gain influence for nations. Although most nations compete with each other in military and economic field, their competitions in the field of culture, especially discourse are even fiercer.

As a prestigious linguist, Fairclough pays much attention to the relations between discourse and social reality. He regards text as a form of material, and suggests examining various social relations hidden behind the text production process through a variety of intertextuality resources. He believes that genre is the most specific aspects of social interaction and discourse practices, and analysis of genre is able to reproduce or help to maintain a certain social context. Discourse is a way to represent the world, and analysis of the discourse could help to understand the relationship of different social position and identity. Style is the main form of constructing social and personal identity.

This paper is an initiatory interdisciplinary research of language and politics. Joseph Nye, an expert on soft power, pointed that culture, political values, and diplomacy is part of what makes a great power. He considered that success depends not only on whose army wins, but also on whose story wins. Using Nye's theory and Sino U.S. relation in certain period as background, I'll take the text of China's soft power in both China and the U.S. academic circle for study. For specific research, Faiclough's theory will be applied to analyze the relevant texts from the perspective of genre, style and discourse. My focus will be on the academic discourse on China's

soft power by scholars of the two countries. This research is a discourse analysis of both process and result. The public access makes it easy to derive texts from the professional database, like CNKI in China or Proquest in U.S., and the online website articles.

As for China's soft power, China and U.S hold quite different ideas. Overall, China lacks discourse initiative and sense of innovation, and often discusses the issue within the discourse frame of United States. Meanwhile, U.S. often evaluates China's soft power in a discourse with obvious implication of vigilance and exaggeration which lacks comprehensiveness and objectivity. To understand the discourse differences on China's soft power in China and the U.S. is conducive to the process of building China's soft power and the effective interaction and communication between China and U.S.

Key Words: *China's soft power, discourse, China, U.S. Fairclough, conclusion*

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A Comparative Analysis of Conceptual Metaphors in Chinese and English Economic News Headlines

CEN Yue

In a long period of time, metaphor has always been regarded as a rhetorical device that is exclusive for literary usage. However, the modern cognitive linguistic studies show that metaphor is a matter of thought and action. With the publication of *Metaphors We Lived By* co-authored by John Lakoff and Mark Johnson, people began to realize that metaphor is conceptual in nature. According to this book, the conceptualization of metaphor can be perceived in everyday life, not just in language but in thought and action (Lakoff, 1980:1) Lakoff and Johnson (1980) classified conceptual metaphors into three categories: ontological metaphor, structural metaphor and orientational metaphor.

When we read the English newspapers and magazines, some obscure places prevent us from understanding the meaning of the sentences and even the whole discourse. Actually, there are many complex concepts and terms in economics. The journalists and editors have to make business news exoteric and accessible to readers so that they can understand those obscure terms easily. Therefore, to explicate the complex concepts, metaphors are adopting in business news reports, especially in news' headline.

To figure out the similarities and differences of Conceptual Metaphors in Chinese and English Economic News Headlines and their reasons behind, this thesis categorizes the major economic metaphors and analyzes them with examples.

This paper aims to reveal how the conceptual metaphors work in both Chinese and English economic news headlines and how the source domain is mapping onto the target domain. The conceptual theory proposed by Lakoff and Johnson is applied to investigate the typical cases of conceptual metaphors in Chinese and English economy news headlines.

Adopting a qualitative approach, the author selects a large number of conceptual metaphor expressions from famous economic newspaper and magazines. The English expressions are from *ChinaDaily*，*Financial Times* and *The Economist*. The Chinese ones are from *21st Century*

Business Herald and *The Economic Observer.* These metaphors are classified into different categories according to the three perspectives respectively: orientational metaphors, structural metaphors and ontological metaphors. Each category is supported by a range of examples and provided with explicit explanations of how the conceptual metaphors work in comprehension of the abstract economic concepts and phenomena.

The study shows that conceptual metaphor is pervasive in the econmic news headlines. English and Chinese share some similarities in the economic metapors, such as MORE IS UP, LESS IS DOWN, ECONOMY IS WAR, ECONOMY IS JOURNEY. These similarities are attributed to the common human experience and cognitive basis. But because of the cultural factors, there are still many differences in the economic metaphors of the two languages, especially in the conceptual metaphors of ECONOMY IS AN ANIMAL.

The findings of the paper may help the readers understand the obscure economic terms in news headlines more easily and improve the cognitive ability of both Chinese and western culture.

Key words: *conceptual metaphors, economy news headlines, mapping process, source domain, target domain*

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Research into the Phenomenon of "Hanyu+ing"
--from the Perspectives of Sociolinguistics and Grammaticalization

CHU Jun

The proliferation of "Hanyu+ing" in the Internet communication reflects the young Internet users' social mentality of pursuing novelty, originality and creativity. From the sociolinguistic perspective, the phenomenon of "Hanyu+ing" can be regarded as "affix-borrowing" in "code-mixing" because the progressive aspectual suffix –ing in English is directly transplanted into the Chinese structure. The grammaticalization of "-ing" in the Chinese language, which is non-unidirectional, can be considered as a phenomenon of cross-language grammaticalization.
Key words: *"Hanyu+ing"；code-mixing；grammaticalization*

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美国总统演讲的概念框架

覃胜勇

政治与语言有着密切的关系。Chilton & Schaffner指出："一方面没有语言政治就无法实施，另一方面很可能由于语言的应用才产生广义的政治"。 Lakoff说得更直接："政治即使语言，同时语言也是政治"。语言与政治的密切关系可以从两个方面进行研究，一方面是研究语言的政治问题，一方面是研究政治的语言问题。

美国总统从二十世纪初的传统、行政和非修辞的职位转变为一个现代、扩张性和强烈修辞意识的职位。从总统就职演讲到国情咨文，到记者招待会，再到竞选会话（电影、电视、电台广告和辩论），再到汽车保险杠上的招贴，总统修辞开始受到学界的关注。现代美国总统修辞肇始于西奥多·罗斯福，伍德罗·威尔逊在位期间。随着民主政治的发展、治理理论的出现，美国总统修辞更加凸显，更加强调美国政治中总统动机的力量。1981年,James Caesar, Glen Thurow, Jeffrey Tulis,Joseph Bessette 首先使用"修辞总统"来指示总统会话的泛滥以及区分现代总统（西奥多 罗斯福，伍德罗威尔逊）和传统总统。与前任不一样，现代总统将修辞看做总统领导能力的重要工具。Caesar指出超越国会的官僚程序，直接诉诸于大众是总统修辞的精髓。最近十年来，美国总统修辞开始成为修辞学研究的一个热点。

"9•11"后，布什更加频繁地使用宗教修辞为其政策辩护。在2004年总统就职演说中，他从威尔逊的民主理想中获得启发，大谈民主改造战略，他认为中东的民主改选，国家重建是扩展自由，是"上帝赐予世界的礼物"， 马修·罗斯柴尔德将当代布什政府的外交政策称为弥赛亚军事主义，建立在弥赛亚军事主义基础上的保守主义联盟是布什的执政基础。

布什上台执政以来的言行表明，他是伍德罗·威尔逊之后最不隐讳自己宗教背景的美国总统。美国学者保罗·肯戈这样评价布什的基督教信仰："在这个政治家的信仰普遍受到怀疑的当代，可以毫不夸张地说，布什的信仰就是他的生命指北针。"

布什认为美国方式的民主是上帝赐予人类的礼物。2003年3月10日《新闻周刊》登载了《布什与上帝》一文，文章认为布什政府是当代最坚定的基于信仰的政府，是一个由上帝的精神力量所支持、建立并指导的政府。布什认为："神的召唤感在白宫无处不在"。

基督教福音主义与美利坚民族主义相融合形成了布什的世界观。布什在谈及其外交政策时经常出现三个相关概念，这些概念植根于美国的宗教传统和历史。

第一个重要概念是美国是上帝挑选的国家。布什认为："我们的国家由上帝挑选，由历史赋予成为世界公平的模范的任务。美国必须响应上帝的号召来将上帝自由的礼物带给世界上的每一个人。自由和恐惧、公平与残忍一直都是敌人，并且我们知道，上帝在两者之间并不是公平的，我们处在善恶对决的时代，我们必须诅咒邪恶，萨达姆·侯赛因就是邪恶的代表，我们必须摧毁他，即使以战争手段也在所不惜"。第二个重要概念是美国肩负使命来改造世界。2004年4月，布什宣布"作为世界上最伟大国家，我们有义务帮助传播自由……这是我们一直以来所响应的"。这一概念的宗教性源自17世纪从英国及荷兰带到美国的新教千年主义。 第三个重要概念是在完成使命的过程中，美国代表战胜邪恶的力量。在美国这样一个以新教为主流价值观的国家,上帝选民意识根深蒂固。既然美国是上帝选择的国度,美国就应该代表着善与正义,理应承担起扬善惩恶的道义责任,而恐怖主义自然就是邪恶势力的代表。9-11事件发生后,布什总统把反恐战争上升为一场正义与邪恶的较量, 2003年5月布什在西点军校宣布"我们处在善与恶对决的伟大时刻,美国将诅咒邪恶"。9-11事件之后,布什的最初演说稿中把伊拉克、伊朗、朝鲜等国家称为"仇恨轴心",但其演说稿撰稿人、福音派基督教徒迈克尔·格尔森建议将之改为"邪恶轴心",因为他认为这样更能够以神学的语言唤起民众支持。丹尼尔·杨基·洛维奇指出,布什政府把那些恐怖主义分子界定为邪恶势力,并指出美国政府要担当道德使命的领袖,他得到了那些宗教感强烈的民众的响应。"没人会认为美国发动对萨达姆·侯赛因的战争是出于宗教动机。确实,布什政府发动对伊拉克的战争是受到了新保守主义的影响。但是,布什自身正义与邪恶界限分明的基督教世界观对他发动对伊拉克的、旨在打击恐怖主义的战争也起到了渲染的作用"。

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房地产广告语篇中图像的互动意义的构建

刘昕

互动意义是多模态理论中的一个分析框架，和功能语法中的人际意义一样，体现了与交际对象的关系。广告语篇的图像为了提供更多信息并体现主题，大多采用远距离，表现了与观看者之间较疏远的社会关系；同时，为了塑造和观看者尽量平等的权势关系，图像多采用正面的视角和向下的视角；最后，为了描写更加真实的场景，图像多采用色彩饱满，高情态的颜色来吸引观看者，以建立与观看者之间的关系。

关键字：广告图像；多模态；互动意义

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Parallel Session 12
Discourse in Antilanguages and Cultural Representations

Antilanguage as Social Semiotic: The Social Interpretation of Marginalized Discourse

DING Jianxin

This paper is intended to analyze antilanguage from the perspective of social semiotics. The data of this analysis include the language of prisoners, mobspeak, pilot slang, CB radio language, college students in-group language, rap music and other antilanguages or semi-antilanguages. Antilanguage is a discursive practice of counterculture. It is a mode of resistance against the dominant language and culture. It is by nature parasite and metaphorical. Antisociety is generated by antilanguage. It is a conscious alternative to the mainstream society. Antilanguage is a crucial means of constructing social identity and 'significant others'. As a extreme form of marginalized language, antilanguage has very important social semiotic implications to the study of discourse and society.

Key words: *antilanguage, antisoceity, parasitic, metaphor, identity construction*

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Rectifying Names for Contemporary Chinese New Discourse: From the Perspective of the Pre-Qin Philosophy of Language

HUO Yongshou

To ensure that contemporary Chinese new discourse can operate its social and political functions and effectively serve the present development of Chinese society, a new rectification of

names is needed. Based on the Pre-Qin philosophy of language initiated by Confucius and furthered by Xun Zi, Mo Zi and Gongsun Long, this paper maintains that the rectification needs to be conducted in terms of names (ming), ci and shuo, three basic units of language use mainly defined by Mo Zi for social and argumentative purposes. Rectification, which traditionally implies some kind of criticism, starts therefore with a critical but constructive approach to the new type of discourse along the three dimensions.

Following the basic principles of the Pre-Qin philosophy of language, this paper argues that in terms of names (including nouns, verbs, adjectives and other units of language whose referents are concepts and objects in the real world), the rectification should first identify the mismatches found between names and what they are used to refer to, and then a match between the two is regained or established. While rectifying ci, a basic unit of language use formed by names organized and structured in a predicative way, a critical analysis of the structures like the bei structure is to be conducted to clarify the social and pragmatic motivations for the popular occurrence and use of structures of this kind in China today. In rectifying shuo, a unit of language use formed by ci but serving to work out the reason for a result, the author holds that a logical analysis of some discourse or parts of a discourse is required so as to elucidate why the logic or inference there does not work well.

Meanwhile, in this paper the author attempts to prove and evidence that the principles of name rectification proposed in the Pre-Qin philosophy of language could provide a philosophical foundation for a critical discourse analysis (CDA) approach to contemporary Chinese new discourse.

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Discourse Analysis and the Cross-cultural Reflections on Heritage:
A new exploration in critical discourse research

HOU Song & WU Zongjie

Heritage is a form of discursive construction. Confronting the heritage practices governed by "Authorized Heritage Discourse" (AHD) around the globe, we should call on more cultural reflections. In this respect, discourse analysis has an important role to play. In this paper, we attempt to explore a new cultural approach to critical discourse research on heritage with insights from traditional Chinese discourse wisdom, instead of following the established CDA framework. Based on a case analysis of the narratives of the Old Chengxi Tower as found in a Chinese local gazetteers, it reveals the differences between AHD and indigenous Chinese discourse and conceptualization about what we today call "heritage" so as to challenge the authority and truth-ness the former entails. Discourse critique as such is not only deconstructive, but also with a constructive force towards culturally diversified heritages. Furthermore, this article discusses some of the issues with regard to methods and methodologies for doing critical discourse research in the Chinese context in response to the cultural turn of discourse studies.
Key words: *heritage, cross-cultural reflections, discourse analysis, critical discourse research in China*

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Studies on Interdiscursivity

Jianguo WU

Interdiscursivity has been an important research topic in critical discourse analysis and stylistics. These two fields take diversified methodologies and discuss their respective research focuses. After years of research, rich literature on this topic has been accumulated. The present paper provides a clear working definition for interdiscursivity and differentiates this concept from other related notions, such as intertextuality, generic intertextuality, heteroglossia, and dialogicality. Based upon this, the paper gives a review of interdiscursivity studies in literary and non-literary fields. The contributions and limitations of the previous studies are also summarized with the purpose of presenting an objective picture of the research. It is hoped that this will shed some light on our understanding of interdiscursivity.
Keywords: interdiscursivity; terminological issue; stylistic approach; CDA approach

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A Functional perspective on Chinese-English Code-switch in China's Cyber Language

Li Chunneng

The present article mainly looks into the functions of code-switching phenomenon in China's cyber environment. Code switch is a newly developed trend on the Internet. Generally speaking, it refers to the combined use of two or more languages in the same text (As what is considered in present case, Chinese and English are used in the same text to make a complete meaning with Chinese as the only official language in China). Up to now, Code-switch has been studied mainly in the area of pragmatics, syntax, psycholinguistics and sociolinguistics. These researches provide foundations for the present research. As for the function of code switch, Gumperz can never be ignored. In his research, major functions of CS include: quotation, addressee specification，interjection，reiteration，message qualification and personification versus objectivization. But his research is unable to cover all the functions of the existing CS phenomenon.

Based on the previous studies, Systemic Functional Linguistics is applied as a theoretical framework in the present study to generalize the major functions of code switches in China's web pages. Systemic Functional Grammar founded its theory on a hypothesis that three metafunctions are represented in a language: ideational, interpersonal and textual functions. They are regarded as three basic functions of different languages. Ideational function can be divided into experiential and logical function. The former describes the experiences of people in

reality and mental world and the latter describes the logical relation between two or more meaning units. Interpersonal function is to establish and maintain social links between people. Textual function is a further development from the first two functions and helps unite different linguistic elements into a text by the devices of cohesion and coherence.

The present research attempts to employ the Functional Grammar as the theoretical framework. The primary linguistic data are collected from two university forums. Code switch occurs in present electronic texts covers the following functions. First, the experiential function is represented in：(1) fill the gap of two different systems of languages and cultures；(2)identify with a particular social group；(3) quote utterance; (4) emphasize the desired meaning. Second, the interpersonal function is represented in: (1) save face; (2) addressee specification. Third, the textual function is different from the first two metafunctions and is represented by a body of linguistic resources that help construct a meaningful text. In a text mainly in Chinese mixed with a few English words or expressions presents a typical discursive style. Code switch occurs as a marked choice of language so as to attract attention in the internet environment. The markedness declares language user's social identity.

The attempt made in the present research is a new path leading to the functional analysis of code switch. Further development in Functional Grammar will surely provides new ways of looking at the phenomenon.

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Examining Coherence in Cross-cultural Context

GAO Lianhong

This paper aims to study the construct of coherence in the research context of contrastive and intercultural rhetoric. According to the theory of contrastive rhetoric underpinned by the Whorfian hypothesis, people from different cultures think in different ways manifested in their spoken and written texts. This study was aimed at examining the consistency of this theory with empirical data from argumentative texts produced by Chinese and U.S. college students to see how different their thinking patterns might be when they argued about the same issue in their argumentative essays. The thinking patterns were measured by the construct of coherence, which was illustrated by a structural model. The cultural factors associated with the differences were probed with a mixed methods research design. By analyzing texts and interview data, a conceptual model was built, assessed and refined to demonstrate the relationship between culture and coherence on multiple levels.

The study found that certain linguistic, rhetorical and cultural (in the narrow sense) factors were associated with coherence patterns in Chinese and U.S. college student English writing. The originality of this study lies in the conceptualization of coherence by synthesizing 5 linguistic theories as well as the conceptualization of the association between culture and coherence.

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A Social Semiotic Analysis of Anti-language in Raps

LI Kunmei

This paper centers on a social semiotic analysis of anti-language in raps.

In the past decades, the term "semiotics" has increasingly been applied to all communicative behavior. The social semiotics that this study adopts is based on Halliday's systemic functional grammar. Halliday's social semiotics stresses the functions of the semiotic system. His social semiotic theory regards semiotics as a science that studies the life of social semiosis. It says that semiosis is a reasonable combination of the signifiant (the form) and the signifié (the meaning) and that the change of semiosis is related to its social context. Right now this theory has been widely applied in the studies of literature, music, visual image and so on. Rap, one member of the big "music" family and also the focus of this paper, is analyzed from the perspective of social semiotics.

The concept anti-language was studied by the linguist M. A. K. Halliday who used the term for the lingua franca of an anti-society which is set up consciously within another society and serves as an alternative to the established social structure and indicates linguistic accomplishments of the users. Anti-languages may be understood as extreme versions of social dialects used by minority speech communities. They tend to arise among subcultures and groups, like underworld.

Anti-language has very important social significance to the study of language and society. Anti-society, a conscious alternative to the mainstream society, is generated by anti-language. This study takes the anti-language in rap lyrics as an example to present from the social semiotic approach the anti-language and its related anti-society.

Key words: *anti-language; social-semiotcs; rap music*

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