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NEW
DISCOURSES
IN
CONTEMPORARY
CHINA



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Abstracts of presentations (in alphabetic order of presenters)

CAO Lidan

Tianjin University of Commerce, Tianjin, China

A Critical Study of the Net Catchwords in China

With the trends of globalization and computerization, internet provides a medium and arena for wide communication of all levels and all fields, hence the internet language is imbued with the information of the significant steps of the progress of China forward, especially the catchwords. This paper is then designed to investigate into the most well-known catchwords we saw these years. According to Halliday, a particular ideology can become set into the form of the language. And the purpose of Discourse Analysis is to study the relationship between language use and power inequality (Language and Power, Fairclough, p1). Political and national power can be reflected in the language and the language in turn can reinforce such power. (Thomas Bloor, p 233) This paper is to collect the widespread catchwords on the net and analyze their formation process employing transitivity, modality and transformation as its critical tool, so as to reveal the changes in the ideological and social forms of China over these years, the relations between different power groups and language communities.

CHANG Lei & ZHANG Hongyan

China University of Geosciences, Wuhan, China

**A Multimodal Interactive and Positive Discourse Analysis of CCTV9 Program of
“China Today 30 in 30”**

At present, our country is trying to construct and maintain a harmonious society and harmonious world. At the same time, the initiators of PDA (positive discourse analysis) are committed to the Peace linguistics with the aims of enact a solidary, aligned and harmonious world. Meanwhile, as Multimodal Discourse Analysis is the social semiotic approach of PDA anchored in Systemic-Functional Linguistics, the present study is to contribute to this relatively new field by proposing a model of Multimodal Interactive Discourse Analysis (MIDA) as the analytical tool in an attempt to provide a better understanding of the hidden ideology unveiled by TV program of "China Today 30 in 30" as multimodal discourse across a range of topics on

China—politics, society, culture and economy, and further to unravel the implications for the elaboration of multimodal research.

CHEN Xinren & YUAN Zhoumin

Nanjing University; Nanjing University of Post and Communication & Nanjing University

Identity expression in Chinese news headlines: Social-psychological pragmatic perspective

News discourse plays a key role in the construction of social reality. As one of the main components in news discourses, news headlines have arrested the attention of linguists from various lines. Previous studies of Chinese news discourse have mainly focused on their distinctive linguistic feature at lexical, syntactic, and rhetorical levels. This paper attempts to make a contrastive study of identity expressions used in Chinese news headlines from the perspective of social psychological pragmatics. The data will be collected from two elite newspapers in Nanjing, *Nanjing Daily* and *Jinling Evening News*. News headlines of each newspaper from 1st-5th, March, 1998 and 1st-5th, March, 2008 are to be compared. It is to be argued that the use of headlines in Chinese news discourse reflects the change in the socio-psychological state of the Chinese society across different periods of history. For that purpose, the study will summarize linguistic realizations of related identity discourse in a systematic way and investigate what mechanism underlies the production of identity expressions. The study will seek to reveal some extra-linguistic factors (social psychology, stereotype, etc.) involved in motivating the realizations of identity construction. Specifically, current news headlines reflect socio-cultural value orientations and the public's social psychological state and foreground the social identity of participators in news event in order to direct and attract readers, index news content and mirror the producer's attitude and stance.

CHENG Lingling

Tianjin University of Commerce, Tianjin, China

Value-Oriented Changes Constructed from Renmin Daily—A Critical Discourse Study about the Editorials on Tangshan and Wenchuan Earthquake

Discourse, as a social practice, embodies the ideology in society. Medial discourse, as an important text source for Critical Discourse Analysis, can better reveal different values existing in different periods because of its advantage of prescription. This thesis will focus on two editorials about Tangshan and Wenchuan earthquake published in Renmin Daily in 1976 and in 2008 respectively. The interval between the two big events is nearly 30 years, during which China has witnessed a huge change since the reform and opening up policy including language change. Fairclough believes that discourse is socially shaped while socially shaping. So based on Fairclough's theory of ideology and constitutive power of discourse, this thesis aims to show how media discourse reflects people's value-orientation change by analyzing the two typical editorials in terms of Critical Discourse Analysis, which in return help to prove the constitutive power of media discourse in the aspect of establishing people's value-orientation.

DI Yanhua

Northeast Normal University, Heilongjiang, China

The Construction of Political discourses of Chinese social identity ---on the discourses of 30 years of Reform&Opening up

Every instance of language use is a communicative and social event consistency. Political discourse is the symbol of power. Political discourse analysis can reflect social and political thought, features and changes related. Just as Fairclough (1992:64) pointed out, discourse contributes to the constitution of all those dimensions of social structure which directly or indirectly shape and constrain it: its own norms and conventions, as well as the relations, identities, and institutions which lie behind them. Discourse is a practice not just of representing the world, but of signifying the world, constituting and constructing the world in meaning. Discourse practice is constitutive in both conventional and creative ways: it contributes to reproducing society (social identities, social relationships, systems of knowledge and belief) as it is, yet also contributes to transforming society. Thus, this paper aims at investigating the construction of Chinese political discourses of Chinese social identity based on annual government reports including two sessions (NPC and CPPCC) as well. The approach to my discourse analysis attempts to integrate a variety of theoretical perspectives and methods into what is, I hope, a powerful resource for studying discursive dimensions of Chinese social and cultural change. I try to apply and combine aspects of Fairclough's Three-Dimensional Model, Foucaultian's view of discourse (the vital emphasis upon the socially constructive properties of discourse) and Social Theory of Discourse, which can provide necessary theoretical basis and analytical tools for analyzing and explaining the intricateness of social and discursive practices of political language. I also try to locate the dynamic view of discursive practice and of its social relationship with social practice combining social relevance and textual specificity in doing discourse analysis and to come to grips with change. This analysis will contribute to our better understanding of Chinese social development reflected on political discourses and a critical language awareness of social changes.

DING Suping

Tianjin University of Technology, Tianjin, China

The discourse framework and functions of the New Year Address

The New Year Address is a special genre. It is the annual address that a leader makes at the beginning of a new year. The Chinese New Year Address mainly expresses the key note of farewell to the old year and welcome to the new year as well as a good wish to all people concerned, playing a very important social role with its uniting people and inspiring morale. Moreover, the New Year Address is a kind of human behavior, sketching specific historical traits, social culture and image of a leader. This paper will study the last four years' New Year Addresses delivered by Hu Jintao, the Chairman of Chinese government. The study will cover the framework, optional items and their functions. The finding is that the New Year Address is a structure of six sections as its chief framework. Within the structure there are several slots where optional items

can be filled as the expansion of the chief framework. All the items in the New Year Addresses express two major functions. And there exist three semantic-logical functional relationships between compulsory items in the chief framework and optional items in the expansions.

DONG Pingrong

Chongqing University, Chongqing, China

Identity relations in discursive practice: A multi-modal analysis of supervision sessions between British supervisors and Chinese students

This study analyses discursive practices in face-to-face and one-to-one supervision sessions between British supervisors and Chinese students in a British university. Three levels of identity relations are investigated in discursive practices: interactional, institutional, and sociocultural. The institutional identity dyad supervisor-student is taken as a focal point from which I refer back and forth to identity relations at the interactional level and at the sociocultural level.

Taking supervisors and students first as two separate but related homogeneous groups, their shared discursive practices are investigated to examine the nature of the *collective* identities reproduced by social structures. Emphasising the differences among supervisors and among students in discursive practices, this study investigates the ways in which *individual* identities are actively constructed and negotiated in the communicative process. To interpret collective and individual identities better, I refer to ethnographic accounts of participants' orientations towards supervision sessions, and their routine linguistic and institutional practices.

My study contributes to the study of discourse and identity in the following ways. Firstly I argue for a multi-modal approach to investigating identity relations in discursive practices: micro-level and macro-level discursive analysis; ethnographic investigation and discourse analysis; qualitative and quantitative analysis. Secondly, my analysis focuses on the predetermined and constructed nature of identity in intercultural institutional talk-in-interaction, ascertaining group and individual styles of supervision and participation within group behaviour. Thirdly, by investigating the routine institutional practices of British supervisors and Chinese students, this study attempts to offer some insights on intercultural talk-in-interaction in institutional context, some suggestions for suitable supervision styles for international students, and possible ways for Chinese students to integrate better with UK higher education institutions.

DOU Weilin

University of International Business and Economics, Beijing, China

A Survey on the Translation Efficiency of Chinese Slogans

Proper translation of Chinese official slogans is of vital importance to foreign publicity of the People's Republic of China. This essay reports a study of the efficiency of existing translations of Chinese official slogans which was gauged through questionnaires circulated among and follow-up interviews of English native speakers. The survey reveals that although a majority of the slogans make sense to them, certain misunderstandings still exist due to ideological, cultural and linguistic differences. It also provides guidance and suggestions for translating Chinese

official slogans.

Dongning FENG

University of Salford, UK

Resisting Spin and Misinformation: Reconstructing Discoursal Factuality in Translation of International Current Affairs

The contribution of translation to fostering new social and political discourse and China's transformation from a feudal society to a modern republic has been well documented. Its role in introducing new languages, discourses and narratives has been a locus for academic and scholarly enquiry.

However, the impact of translation as a cultural, ideological and political instrument has not been adequately investigated, especially the way in which translation *re-creates* new intertextuality, which interacts with the existing literary, cultural and socio-political discourses and narratives.

This paper tries to demonstrate how translation exerts an impact upon the culture beyond the linguistic level. It examines the impact of translation on conceptualisation and interpretation of the political *other* into Chinese. Translation, as a means of true communication, is a frail one for it is very often in thrall, imposed from both within and without, especially in an increasingly one-dimensional globalised world, aptly called "McWorld" by Benjamin Barber, in which the Western media very often supply the world with news spin, and by extension, misinformation. This phenomenon problematises translation practice as well as theories. My observation illustrates that some of this type of media information is translated or adapted in a more receptive fashion. By so doing it masks a rational and coherent civil discourse in society and creates a false premise.

I conclude that translators, particularly political news translators, should be aware of the political complexity of the terminologies, or non-terminologies of the text they translate by way of making a new linguistic choice that will restore the true meaning of the narrative.

FENG Hui

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Conduct-induced Changes in Tianjin Speech in the Context of Globalization

Globalization, together with its accompanying results of large-scale urbanization, demographic changes, disruption of social network structure, the population's geographical and social mobility, has posed new questions for sociolinguistic study of language variation and change and also provided a most dynamic platform on which to reexamine and extend the classic variationist perspective, both theoretical and methodological, on language variation and change. Variables, linguistic and social, may be reconfigured owing to the never-heard-of social and geographical mobility brought about by globalization.

In order to explain the variations and changes in Tianjin dialect, some new predictor variables (such as attitude to the Tianjin dialect, frequency of using Putonghua) are identified in addition to the 4 traditionally considered demographic variables. The data collected are processed on the computer using the statistical package S-PLUS, and some statistical tools, including

multiple linear regression and principal component analysis, are used to examine the relationship between linguistic and the newly identified social-psychological variables.

The findings confirm that the proposed framework is effective in explaining the variations and changes in the Tianjin dialect and the newly identified predictor variables in the milieu of globalization are powerful in accounting for such variations and changes.

FENG Li

Heilongjiang University, Ha'erbin, China

Holistic Meaning Construction of Corporate Discourse: A Case Study of Wuliangye Group

Currently, there are basically five perspectives of discourse analysis, i.e. textural, generic, cultural, social-cognitive and social-critical perspectives. The analysis of authentic workplace discourse has been reaching out for more disciplines, domains, professions, institutions and corporations. This paper argues that the analysis of corporate discourse should be integrated with the study of organizational communication practice and social practice since corporations are the basic organizational forms in real world of work. Contemporary corporate discourse is a multi-genred network, which is driven by the development of information age. Literature review shows that there is a lack of study of holistic meaning construction of corporate discourse in that most researches are based on single and isolated texts. Taking the above five perspectives and drawing on the theories of discourse, i.e. genre study, hypertextual and multimodal discourse analysis, semiotics, and ethnography of communication, this paper makes a case study of the discourse of Wuliangye Group in its public communication by describing its discursal network and analyzing the main genres therein. With the exploration of holistic meaning construction, this paper intends to identify the company's holistic discourse strategies, process and technologies in achieving its public communication purposes and add new dimensions to the comprehensive framework for corporate discourse analysis. The research also has important implications for intercultural business writing and translation studies.

FENG Jieyun

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City Branding of Beijing---A comparative Study of Media discourses in China and the West

Previous studies on city branding mainly focused on the ranking of cities based on some sets of criteria (2004,2008). Nevertheless, few systematic studies have been documented and undertaken to address city brand, particularly in mainland China from a perspective of media discourses, although it plays a crucial role in reinforcing and damaging a certain city image.

The present study thus attempts to compare and contrast the media discourses in China and the West, with a particular reference to reports about Beijing, in the pre-Olympic and post-Olympic periods. After applying the theories of multi-identity construction and cultural dialogism, the study proposed a new framework for investigating city branding, with an integration of

multi-dimensional and multi-modal discourse analysis. It is hoped the proposed framework would contribute to the theoretical study of city branding and it would bear practical implications for the construction and development of the city of Beijing.

GAO Jun & ZHANG Zheng

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An Empirical Study on the Gender Difference in Chinese Online Conversation

Out of running for the speed of expression and the creativity of the language, netizens (i.e. Internet users) tend to make some changes to the standard language, i.e. compose or coin some words, pictures, numbers, and emoticons to express themselves in the process of online conversation, which forms a brand new style of communication – netspeak. Being different from the written and spoken language, netspeak has become a new form of language variety. As a matter of fact, such kinds of computer-mediated communication have drawn attention of many researchers in different fields since its opening to the public in 1990s.

This study tries to find whether there exist any differences between women and men's communication style in Chinese online conversation. And if there is, explain why they are different. Meanwhile, attempt is also made to explain its effect on computer-mediated communication. The study is carried out in accordance with the number of talk amount, minimal response, laughter and emoticon based on the effective data collected from the Internet. The findings of the study are as follows:

- (1) Men talk more than women by typing more characters in the process of online conversation. In cross-sex conversations, men averagely contribute more amounts of characters and mean length of a turn within fewer turns.
- (2) Men are found to use less minimal responses than women. And the difference is much more significant in cross-sex conversations.
- (3) Men generally laugh more frequently than women and seem to laugh harder than women do.
- (4) Men are found to use much more emoticons to express emotions than women. However, using large quantities of emoticons is more of a personal activity in online conversations.

The study shows that in cyberspace, men are playing the role that is usually played by women in real life, that is, men try to use the same minimal responses as women and actually laugh much more frequent to support their interlocutors in online conversations. The implication that the present study carries is that men tend to adjust their language behavior according to the setting of the conversation.

GU Xiaojuan

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Dynamic Interaction of Social-cultural Identity and Language Proficiency: Research on 25 International Students in Beijing

The last decade witnessed the global boom of Chinese learning, therefore efficiency of

Chinese teaching looms large. Basically Chinese teaching as a second language remains in its infancy. Preliminary attempts are overwhelmingly ontological studies concerning the description of language system and presentation of linguistic features. Heretofore little has been done in regard to the impact of culture and identity perception on Chinese acquisition. Chinese acquisition as a second language in China presents different traits from English acquisition as a second language in English speaking countries, mainly in that the investment of oversea students in language learning driven by identity perception involved in the two situations are differently different. Students in the developed countries from the developing countries may have experienced alienation and discrimination of some sort; on the other hand, the procedure of international students' socialization in Chinese environment is usually accompanied and thus hindered by a sense of superiority. In the present study 25 international students in three Universities in Beijing are followed (with their permission) for half a year and interviewed periodically. Investigation has been done into their social network, investment in learning both in and off class, adequacy, subjectivity and power perception, in an attempt to establish the relationship between their Chinese proficiency and the social-cultural variables. Main contributions of the present study lie in its perspicuous disclosure of the dynamic construction of social identity of international students in China and its interaction with Chinese acquisition, as well as the role in appealing to the institutions and teachers specialized in teaching foreigners Chinese to promote cultural awareness.

Jiuquan HAN & Ning SUN

Hebei Agricultural University & Hebei University, Baoding, China

Dialogicality in the Cultural Conflict: An Analysis of the Dispute over Homosexuals in Contemporary China

This paper studies the dialogicality of dispute over homosexuals in contemporary China based on discourse theories of dialogicality (Bakhtin 1981, 1986a, 1986b, Fairclough 1992, Holquist 1981, Gardiner 1992) and contradictions (Foucault 1972:151) in discursive practice. First, we introduce the methodology including data selection (news report in the form of text and photos, further readings attached to the very news report and netizens' comments) and classification of interlocutors in accordance with their respective stands (proponents, opponents and mediators). Second, we point out that the different voices accentuated in this discursive activity indeed are struggling for their own cultural survival. Third, the authors measure various scales of dialogicality, consciously or unconsciously possessed by each party in terms of openness to, acceptance of, recognition of and exploration of differences. Fourth, we find that such dialogicalities are heavily influenced by different parties' scientific, sociological, historical, psychological, ethnical, and philosophical assumptions with or without necessary and sufficient evidentialities. Finally, we conclude that the dynamic dialogicality in this dispute seems to betoken contemporary China's initial steps from the Age of Essentialism/Objectivism to the Age of Non-Essentialism/Constructivism.

HE Yandan & ZHANG Hongyan

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“Shanzhai Culture”—Resistance to Discourse Power Monopoly

“Shanzhai” is a quite hot word currently. Originally “Shanzhai” products indicate imitative and fake wares; then “Shanzhai” products reach to the showbiz and the academic circle. With the emergence and popularity of the “Shanzhai” editions of “the Spring Festival Gala”, “A Dream of Red Mansions” and “Lecture Room”, “Shanzhai” has already become a remarkable cultural event in 2008. The year of 2008 can be considered as the first year of “Shanzhai” era. The paper takes the “Shanzhai” phenomenon as a cultural text which needs to carry out a systematic analysis and interpretation.

To start with, this paper presents the reason, purpose and value of this study. Following that, it ascends to the origin of the word “Shanzhai” and gives a summary on “Shanzhai Culture”. Since the elite dominate the society and the culture, they have the discourse power. Whereas for a long time the common people are at disadvantage and are lack of the ears to listening to their voices. However, with the help of Internet, “Shanzhai” vitalizes discourse power of the public and it has turned out to be a special critical method of the public. Being considered it as a moderate, nonviolence resistance that common people adopted to oppose the elite, “Shanzhai Culture” is analyzed and interpreted in detail in the paper. However it may turn to be a discourse tyranny and aggressively challenge the acceptable extreme of politics and morality if spreading without restriction. Therefore the paper analyzes the fate and destiny of “Shanzhai Culture”, pointing out “Shanzhai Culture” is a resistant subculture; as a result, it cannot shake the base of the dominant mainstream discourse power. At the same time, “Shanzhai Culture” is confronting with the fate of being disciplined and incorporated by political ideology and commercial culture.

HOU Bingjie

Jilin University, Jinlin, China

An Intertextual Analysis of the News Reports on the Taiwan Issues by Chinese and American News Media

Intertextuality, as a distinct feature of news reports, not only contributes to texture creation but also camouflages or indicates the relationship among language, power and ideology, often unperceived by the general public. This paper probes systematically into the intertextual phenomena existent in two news reports on the Taiwan issues by Chinese and American News Media. One report is from *China Daily* and the other is from *Washington Post*. The two samples center on the bribery scandals of Chen Shui-bian’s family and his entourage.

The selected reports are analyzed from the levels of word, phrase, clause and clause sequence, to the levels of text and genre. The analysis yields the following findings: Both reports try to absolve direct evaluation and maintain a surface balance through intertextual devices such as news sources, reporting modes and alteration of different genres. The speech reporting in Chinese and American news reports indicates different tendencies. *China Daily* uses more unidentified sources and less direct speech than *Washington Post*. While *China Daily* mainly reports “hard news”, *Washington Post* is more concerned with the commentary remarks of various people so as to shed light on its attitude towards the event. On reporting the same event, different distribution of

intertextual devices proved any report the product of ideology of its reporter and the institutional organization behind him/her. News reports are influenced by the dominant social values, which accounts for the differences in attitudes and speech reporting mechanisms adapted by the two newspapers. Ideology, subject to social constraints and institutional relations, inevitably determines what gets reported, when it is reported, and how the reporting is done. It is therefore suggested that the cultivation of critical language awareness should be an important focus in language teaching so that learners can be free from unjustified mind manipulation in reading news reports.

HOU Song

Nanchang Hangkong University, Nanchang, China

Are They Really a Lost Generation in China? Discursive construction of '80-hou' in Chinese webs

'80-hou' (literally, after the year of 1980) is quite a popular expression in mainland China in recent years. This is especially the case on the World Wide Web. The term '80-hou' was first raised in late 1990s by *Gong Xiaobing*, a Chinese writer born in 1982, to designate young Chinese writers of his age (i.e., who were born in 1980s). Their literal works, labeled as '*80-hou wenxue*' (*80-hou literature*), are quite welcomed and widely read among the young generation yet severely criticized by their elder colleagues. The criticisms of '80-hou' writers were soon extended their target to the entire generation born in 1980s. '80-hou' becomes an expression referring to this generation as a whole, covering more than 200 million Chinese people. From a discourse perspective, we see the language uses pertaining to '80-hou' in contemporary Chinese sociocultural environment a social practice; and thereby form '*80-hou discourse*'. In this article, we aim to investigate '*80-hou discourse*' in especially Chinese webs, how it works to construct this young generation in mainland China, what underlying factors shape and sustain such discursive constructions. Locating *80-hou discourse* and discursive practice in the boarder setting where China's Westernization process is unfolding, we adopt a culturalist discourse analytical framework (Shi-xu, 2005) to approach the data we collect from Chinese webs. It is found that people's perception of *80-hou* as a lost generation is discursively constructed by 1) widely spreading and circulating texts that themed/aimed to criticize *80-hou*; 2) exaggeratedly and strategically transform *80-hou's* own discourses which are to be negatively interpreted to them; 3) pertaining the expression '80-hou', as merely eye-catching strategies, to negative events/ behaviors that are quite natural and common to this generation and disconnecting this expression to the otherwise.

HUANG Xiaoping

Zhejiang Normal University, Jinhua, China

Sharon Stone's Image Restoration Discourse: Public Relations Oriented Nature of the Image Restoration Strategies Adopted by a Public Figure of Entertainment

To have an extended look into the public relations oriented nature of the strategies relevant to

image restoration of a public figure of entertainment, this paper analyzes Sharon Stone's image restoration discourse with her apology as its core within the framework of Conversation Activity Types and the Theory of Image Restoration Discourse. The pragmatic analysis of the authentic discourse has revealed the dynamic context for the conflicts and negotiations between parties of different interests and outlooks, and what is more important, the public relations oriented nature of image restoration strategies including apology from the perspectives such as the involved communicative goals, Conversation Cooperation Principles, Politeness Principles and the negotiation of pragmatic parameters.

JI Weining & ZHU Wei

Qingdao Agricultural Univeristy, Qingdao, China & Huaiyin Institute of Technology, Huai'an, China

On Interdiscursivity and Social Change

Interdiscursivity is a very important language phenomenon, which is defined as the mixing of diverse genres, discourses, or styles associated with institutional and social meanings in a single text. Interdiscursivity is a relatively new point in the field of discourse analysis, and leaves broad room for further study. Current studies of interdiscursivity mainly stay in the field of critical discourse analysis and the field of genre study. Critical discourse analysis holds that interdiscursivity is dialectally connected with social change, it not only derives from social change but also exert influences on social change. Linguists in the field of genre study emphasize the change of generic structure due to interdiscursivity. This paper intends to give a systemic summary on the current study of interdiscursivity in both domestic and abroad, and finally make a discussion on the defects of those studies and propose interdiscursivity is the result of colonization of one genre by another genre, which is materialized form of ideology and social conflicts. Interdiscursivity is the reflection of social culture change in the aspect of genre, and conversely influences the change of social culture. The study of interdiscursivity should depend on complete linguistic analysis and finally direct to social analysis.

JIN Yu & ZHANG Hongyan

China University of Geosciences, Wuhan, China

The Discursive Construction of China's National Identity: 3.14th Tibet Riots in the Mainstream Western Media

People have long been paying attention to news reports related to China. It is actually China's image in the media that people focus on. Nowadays people mainly get to know a nation through news media. Furthermore, the news reports in the media are vital to construct a nation's image and its national identity.

Based on Fairclough's three-dimensional model and Halliday's systemic-functional grammar, and along with the theory of national identity, the present study is intended to make a critical discourse analysis of news reports about Tibet riots on March 14, 2008. The study analyzes lexical classification, the transitivity system, the modality system, the transformation and the

coherence in 20 samples selected from *BBC*, *CNN*, *VOA*, *The New York Times*, *The Times*, *The Washington Post*, *Financial Times* and *American Fox News Video*, with a view to digging out what national identity the western news media seek to construct and how this identity is constructed by the media discourse about China's negative report as well as to exposing what stance and attitudes the western news media hold in constructing China's national identity.

Through a discussion of the research findings, we tend to justify the role of media discourse in the construction of the national identity. Furthermore, the study concludes that there exist negative attitudes in the western news media in its representations of China. This negative construction of China's identity not only affects the objective understanding of China by people all over the world, but also places China in an unfavorable position in global affairs.

JIANG Wangqi

Peking University, Beijing, China

Discourse analysis: a holistic approach

In 2003, Robert Longacre wrote an article "Holistic Textlinguistics", arguing that "a text is a *whole*—so that such matters as text types, profiles, macrostructures, text templates, and other high-level concerns are inextricably bound up with the morphosyntax" (Longacre 2003: 3), and "textlinguistics should not be considered to be merely a supplement to the morphosyntax but that the study of the two should be integrated or at least considered to be closely related modules. Many elements in the morphosyntax can be and should be illuminated by resort to textual structures" (ibid.: 18).

As a matter of fact, the traditional study of language in China, different from the main trend in the West, has always been of the holistic orientation, as is the case in other spheres of study, such as medicine and painting. In other words, when analyzing a piece of language, we Chinese tend to pay more attention to the structure of the whole than to that of the component parts. More specifically, the traditional Chinese approach to language is characterized by two important notions. The first could be called the structure of 起、承、转、合 (initiation, elaboration, transition and conclusion), i.e. the analysis of a text in terms of the four important parts of 起、承、转、合. The second could be called the theory of thesis in the sense that in the study of language the Chinese pay more attention to the content, the ideas, than the form, the structure.

After a theoretical retrospect, this paper illustrates the holistic approach in discourse analysis with a sample analysis of an interview with the couple of Gu Changwei and Jiang Wenli, chaired by Zhu Jun, shown on CCTV on March 12, 2008. This interview has a clear thesis of how the couple support each other in their daily life and work, and it consists of 8 subparts, which relate to each other, and more importantly, to the thesis of whole interview, one way or another. Taking a holistic view of a text will also clarify many tricky notions, such as the function of indefinite noun phrases, the nature of presupposition, and the working of conversational implicature.

KANG Jiangang

North China Electric Power University, Baoding, China

A Sociolinguistic Analysis of Apology in China and the U.S.

Chinese and Americans have different strategies in making and accepting apologies. The choices of strategies are determined by both the cultural differences in the two countries and also the political situations. By using the seven apology strategies proposed by Trosborg (1987), this paper analyzes the uses of apology strategies in dealing with the South China Sea Plane Collision incident in 2001 and Jack Cafferty's offensive remarks on the Chinese in 2008. In the former case, the Chinese demanded much more apology than the U.S. could have offered. The perusal of the letter sent by the US ambassador Joseph W. Prueher to Chinese foreign minister reveals the avoidance of apology strategies and therefore the failure of real understanding between the two countries. There are, however, more uses of apology strategies in the CNN letter to Chinese Foreign Ministry concerning Jack Cafferty's offensive remarks on Chinese people. But the degree of apology is minimized by the fact that the CNN side does not have to take any responsibility for the incident, nor does it have to compensate for the loss. The choices of apology strategies are attributed to three aspects: 1) different strategy choices between the two countries; 2) varied political cultures and 3) different political stances. The paper draws the conclusion that we should enhance our intercultural awareness; however, the apology strategies just paper over the conflicts between the two countries, the real settlement of the problems relies on the political policies of the two governments.

LI Jing

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The Order of Discourse in Public Discussion: Critical Discourse Analysis of a Media Forum

NDRC published a plan to change China's golden week holiday system on November 9th, 2007, which has been a much debated and controversial issue. The paper takes its starting point in this debate, investigating the order of discourse in public discussion. Analyzed from the perspective of critical discourse analysis and by means of systemic functional linguistics, pragmatics, and multi-modal analysis, the forum organized by *Beijing Review* is seen to aim at managing consensus through promotion and helping put the draft plan into effect. In this, the paper tries to make up for the limited focus upon the role played by critical discourse analysis in providing real dialogue across difference. The paper has two main parts: the theoretical part discussing the combination of multi-modal analysis and critical discourse analysis to provide a more comprehensive frame for explaining the function of image in use; and an empirical part analyzing the forum in *Beijing Review* to reveal that different voices do not carry equal weight in it. Although not conclusive, the analysis points to the press media serving less as organs of public information and debate than as technologies for managing consensus through promotion. Further, CDA can contribute to social movements and struggles by providing effective forms of public discussion.

LI Mei

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Other-Repair in Semi-Institutional Discourse: A Study Based on Data from Chinese TV Talk Shows

This paper aims to examine other-repair in Chinese talk-in-interaction, especially TV talk shows defined as “semi-institutional discourse” on the basis of conversation analysis and its methodology. The author collected 277 extracts were collected from Chinese TV talk shows and conducts systematic classification and exploration of other-repair by integrating the existing analytic framework. This paper, in particular, proves the relatedness between the frequent occurrence of other-repair and the nature of the discourse to which it belongs. It has contributed in four aspects: (1) basic trajectories of other-repair and its three types of arising environment have been closely described and systematically classified according to their distributions in the data; (2) statistics show that the causes of other-repair are mostly attributed to speaking inaccuracy or error, lexical understanding and word search gap; (3) a systematic study of initiation techniques, placements and repair strategies has been carried out; (4) statistics are provided for explaining the characteristics of other-repair in Chinese TV talk shows under the influence of the dual nature of the talk show. Using both qualitative and quantitative approaches, this paper has empirical significance in that it is a research attempt at the study on Chinese other-repairs under the semi-institutional setting, which has furthered the relevant findings in this field.

LI Yanfang

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Critical Discourse Analysis: a Rhetorical Perspective

The ideological turn of modern rhetorical criticism converges with Critical Discourse Analysis’s research interest---to uncover the power and ideology embedded in discourse. Though there is a long tradition of misunderstanding of the concept of rhetoric, we have to be aware that “the particular disposition of rhetorical theory during any period reflects the intellectual and philosophical climates of that particular area”(“ Ethos and the Aims of Rhetoric” 99). In our post-modern world, the traditional precepts have been redefined and reformulated. On the basis of the shared focus between critical discourse analysis and rhetorical study in post-modern world, the present study aims to explore further into the rhetorical thinking of Kenneth Burke, whose works gave impetus to the ideological turn of criticism. Burke’s Grammar of Motives, linguistic realism and reflection on style offer a rhetorical perspective in uncovering the veil of power, while at the same time his identification theory transcends the endless deconstruction of Critical Discourse Analysis. Burke’s rhetorical thinking not only proves to be instrumental to our unmasking of ideology but also points out the way out of the abyss of deconstruction by positing the great potential of using symbols toward a better goal of building a harmonious society. The introduction of Burke’s theory in Critical Discourse Analysis will undoubtedly enhance CDA’s more positive interference into social affairs.

LIAO Meizhen

Central China Normal University, Wuhan, China

Power in Interruption

Discourse and power is an important part of discourse analysis, especially socio-linguistics, as well as forensic linguistics. Courtroom discourse is notoriously known as power talk. Recent years have witnessed quite considerable interest in and attention to courtroom discourse from both the field of discourse analysis and that of pragmatics, as evidenced by a very impressive amount of study concentrating on the relationship of courtroom discourse and power in terms of questioning, especially forms of questions. Interruption, both as a very interesting conversational phenomenon and as an important indicator of power, has also drawn attention from the two fields, but unfortunately literature devoted to this phenomenon in courtroom discourse is extremely sparse. Most papers devoted to the study of interruption in general are characterized by using mundane everyday conversation or experimental conversation as data of study and the focus is predominantly on interruption and gender. The present paper distinguishes itself from previous studies by approaching power and discourse, more specifically power imbalance in criminal courtroom discourse as a par excellence example of institutional discourse by a detailed examination of interruption in terms of interruption patterns, interruption positions, meta-interruptive speech acts and interruption functions, based on a corpus of transcripts of situated tape-recordings of 4 criminal courtroom trials taking place in both lower and intermediate courts in recent years in Beijing and Wuhan, the provincial capital of Hubei, China, so as to reveal how on earth power is exercised, more specifically how power imbalance is created in or through discourse in a special institution.

LIU Fang

Hebei College of Finance, Baoding, China

Critical Discourse Analysis of China's Natural Disaster News in New York Times

Originated in the 1950s Discourse Analysis (DA) has become a complex, interdisciplinary research. As from different research point of view the researchers held different definitions on discourse and discourse analysis.

But in the review we found that most of the studies selected political news as the corpus, while sufficient research has not been carried out on the reports of natural disasters. For this reason, the study is to select natural disaster news as the object of discourse analysis to make a supplement to the existing critical discourse analysis.

The study has selected 47 news reports on China's natural disasters from the Web site of "The New York Times", covering earthquakes, floods, snowstorms, landslides and so on with the time spanning from 1992 to 2008. This study attempts to explore whether these reports are subject to the influence of ideology? If so, what kind of ideologies they are and how these ideologies enter into text? What is the relationship between the ideologies and political and cultural context?

Based on Halliday's functional linguistics, the study adopts three-dimensional model of Fairclough, that is, to regard news discourse as the unity of text, discourse practice and social practice, to carry out the analysis. In the text level, the transitivity, modality and classification are analyzed to inspect the language features; in the level of discourse practice, analysis is carried out

through the reporting mode and news sources and intertextuality; in social practice, the news discourse has been placed in the political, historical and cultural context to search for the interpretation. Qualitative and quantitative analysis has been carried out in data analysis, followed by the explanation at the textual, discursive and societal levels.

What has been found is that in each article about China's disaster in the New York Times, the authors' attitudes may vary from paragraph to paragraph but three kinds of attitudes can be defined, that is, the positive, negative and factual, which accounts for 14%, 44% and 42% respectively, and that when reporting natural disasters New York Times tends to focus on the man-made factors behind it and relates the natural tragedy to the political issues.

LIU Guiling & TIAN Hui

Jilin University, Jilin, China & Jilin Huaqiao Foreign Languages Institute, Jilin, China

The Construction of China's National Identity in the Reports on Shenzhou VI by Chinese and American News Media

This paper chooses a report from China Daily and a report from New York Times for analysis and finds out that different national identities are constructed by the two news media for China. We see that the report from China Daily, "voice of China", emphasizes the unity of the country, the increasing strength of the nation and the excitement and cheerfulness throughout the world due to the successful launching of Shenzhou VI. All the above helps construct a positive national identity of China. It unites the Chinese people as a whole and makes them feel confident about the mission and proud of being a member of the country. The nation is presented to be peace-loving, powerful and persistent in space technology and important and influential in the world.

However, the American media do not construct China's national identity in the same way. They stress China government's vagueness in releasing news on Shenzhou VI, suggest the hidden political purpose of launching the space craft, and veil their doubt about China's ability to develop space technology. The image of China presented in the American news report is untruthful, unreliable, unimportant in international society, and unable to pursue further development in space technology.

Based on the analysis above, it is clear that language teaching should not be solely focused on language points and structures, it should also help learners find information hidden between the lines in the social and historical context of the news. Moreover, teachers should help their students develop critical awareness and sensitivity in reading news reports.

LIU Lihua

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Discourse Construction of China: Evaluation in Editorials of the *New York Times*

Nowadays mass communication plays a very important role in society. As one important means of mass communication and one form of discursive practice, the press has therefore acquired significant influence (Fowler et al. 1979; van Dijk 1987, 1988; Fairclough 1998). For this reason, the last few decades have witnessed a great deal of research on print media language from

various perspectives (Hartley 1981; Fowler 1991; van Dijk 1991; Fairclough 1995; Bell and Garrett 1998; White 1998; Martin and White 2005; Albakry 2005). Editorials, one of the major discourse genres in newspapers, have also been investigated from various perspectives (Fowler 1991; van Dijk 1992; Bolívar 1994; Westin 2002; Morley 2004). The above researches on editorial discourse are mainly focused on the linguistic features of this kind of discourse genre and its cultural motivation behind this discursive practice is thus backgrounded. While this study, based on social constructionism and drawing appraisal approach as a text-analysis tool, aims to find out the discourse strategies used in editorials of the New York Times when they are intended to comment on China.

LU Yuting & ZHANG Hongyan

China University of Geosciences, Wuhan, China

“Female Menace” in Hollywood Horror Film---Multimodal Discourse Analysis of *Exorcist* and *Shining*

On the basis of theory of multimodal discourse analysis, this paper deals with social gender awareness of Hollywood Movies in light of feminist inspection of Hollywood horror films, aiming to explore “female menace” as proposed. As an important type film, Hollywood horror film sweeps the world and the status of that remains unchallenged by similar films of the other countries, which is the reason why the paper chooses Hollywood horror film as the research object. The paper mainly elaborates on these female parts with an aim to make a feminist interpretation of Hollywood horror movies *Exorcist* and *Shining* based on such aspects as multimodal discourse analysis and social gender awareness of female characters.

MAO Haihong

University of International Business and Economics, Beijing, China

The Olympics and City Brand

The Olympic Games is currently the biggest and most influential city advertisements. On this platform, the host city may show to the world its comprehensive strength. In Munich, Seoul, Athens and Beijing, the Olympic Games increased greatly their city prestige and helped build up the image of the host cities. The Games in Athens wonderfully combined Greek culture, arts and Olympics. And the Games in Beijing splendidly incorporated the Chinese traditional culture and modern Olympics. It turned out to be a truly exceptional Games with strong oriental characteristics. It is believed that London in 2012 will offer their interpretation of Olympic culture and city features to the international community.

This paper intends to launch a comparison among 3 host cities, Athens, Beijing and London. It will make an analysis, in the area of emblems, opening ceremonies, mascots, stadiums and sports logos, on how these cities combine their traditional culture with modern Olympics, as well as build up city brands.

MENG Yanli

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Make meaning between language and images: a multimodal analysis of advertising discourse

Multimodal discourse analysis emphasizes that in modern society there are a large quantity of use of multiple modes of meaning making of which language is only one kind. In actual discourses these different modes of meaning-making such as image, music, color, etc. are often combined together and they interact to make rich meanings. On the other hand, as an important discourse type in modern consuming society, advertising is everywhere in our life. This paper focuses on the relationship between language and image in advertisements. Starting from a semiotic point of view, this paper analyzes some ads on Chinese newspapers with the framework of Kress and van Leeuwen (1996) as the methodology. We find that there are different degrees of interdependence and interaction between the two modes and five types of advertisements are identified accordingly, namely co-referential, conceptual, transitive, symbolic and fusion. Although this taxonomy is not meant to be exhaustive, it will hopefully shed some light on the relationship between language and image in advertisements and also improve people's awareness of different modes of meaning-making and their operation.

PAN Liping

Jiaying University, Jiaying, China

An Identity Study of A Non-profit Organization---An analysis of identity construction of a non-profit cancer recovery club

Based on the theories of sociology and socio-linguistics, this paper applies a CDA approach to scrutinizing discursive practices in Jiaying Cancer Recovery Club by analyzing its documents, QQ chats, interviews and local media. It explores the identity of this club is composed of institutional discourse of the club, its members and of local media. The analysis exposes the status quo of this organization. It not only manifests that, as an institutional discourse of a non-profit organization, the collective anti-cancer is a non-material therapy tapping life potentials, but also demonstrates it is a period of mind purification transcending self in one's life. It projects the highlight in the process of building harmonious society.

PAN Wen

Zhejiang School of Administrative & Fudan University

Identity Cuts and Discourse Pastes --- a Critical Analysis into Four Key Words of Shu-Mei Shih's Visuality and Identity

In her new book *Visuality and Identity: Sinoophone Articulation Across the Pacific*, Shi-Mei Shih explores, with case studies in Ang Lee (American film director from Taiwan), Hung Liu (American painter from mainland China), Fruit Chan (Hong Kong film director) and social phenomena like "Da Lu Mei" (大陆妹) and root-seeking (寻根), how, in the age of globalization and image, do the marginal Chinese cultural communities across the Pacific, like Taiwan, Hong

Kong , Chinese in the South East Asia and the U.S. establish their identity ? One thing noticeable in this book is Shih's discourse integration across several academic fields, like integrating the China Study with the Post-colonial , and integrating the national with the ethnical. She intends to push the Chinese Diasporic Study further, now in her book confronting both the Motherland and the West, for both in her eyes are essentializing the concept of "China", "Chinese" and "Chineseness". This paper tries to make a close reading into this book, and by the use of discourse analysis (that is by analyzing its discursive linkings and turnings), probe into its four key words about overseas Chinese' identity politics, to see how Shih integrates discourse of different academic sections against both the unifying appeal of concepts like "China", "Chinese" and "Chineseness", and the degrading positioning of the U.S. WASP tradition to other peoples.

PENG Fei & ZHANG Hongyan

China University of Geosciences, Wuhan, China

The Discursive Construction of China's National Identity: 2008 Olympic Torch Relay Reported in American and Chinese Media

This study adopts multiple methods in the fields of Critical Discourse Analysis, pragmatics, discourse construction and rhetorics to make case study of the reports on 2008 Beijing Olympics torch relay by the Chinese and the American newspaper. The paper studies the different methods applied by the two kinds of newspaper and their different political purposes in constructing China's national identity. The author selects 20 news samples from the major media of the two countries, that is, *China Daily*, *21st Century*, *the New York Times*, *USA Today*. The research aims to reveal what standpoints and attitudes the news media of the two countries hold in constructing China's national identity. The study shows that, though newspaper apparently tries to maintain the objectiveness of the news, it may be far from being objective and fair. Among conclusions that may be draw is the following: the Chinese newspaper construct a powerful, peaceful and prosperous image of China; while the US newspaper construct a country with no freedom and democracy in terms of human rights. In a word, the two kinds of newspaper construct China's national identity differently. This study applies various research methods in linguistics; it expands the study of identity, which switches the focus to the construction of national identity. Meanwhile, this paper embodies the Chinese People's strong sense of national pride by holding the Olympic Games.

PENG Ruqing

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Penetrating Cultural Difference and Clash Between China and America from *the Guasha Treatment*: a Discourse System Perspective

Since its release in 2001, *the Guasha treatment* has attracted much attention both at home and abroad because of its keen insight into cultural difference and cultural clash. Naturally, it has been much researched academically from an intercultural approach. Within the framework of discourse system contrived by Ron Scollon, the distinguished American sociolinguist, the present study

transcends the previous understandings in the surface structure of cultural difference and clash, aiming to explore the deep level explanations of these divergences and conflicts. According to Scollon, a discourse system has four basic elements: the forms of discourse, the socialization, the ideology, and the face systems. And in our social sphere of communication, each communicator can simultaneously be a member of a corporate, a professional, a generational, a gender, a cultural, and even other discourse systems. The differences in these aspects among communicators firstly lead to discursive construction of different cultural and national identities. They, in turn, account for the differences and conflicts in *the Guasha treatment*. The study holds that the theory of discourse system is a powerful means for interpreting discourse in its broadest understanding and capable of offering various insights into intercultural studies.

Yufang QIAN & Hailong Tian

Zhejiang University of Media and Communications & Tianjin University of Commerce

A Discourse Analysis of Government Report of the People's Republic of China

Government Report of the People's Republic of China (GRPRC) is a form of official document delivered by Premier in the annual People's Congress and Political Consultative Conference. The report usually includes 4 parts: Review of the past year's work; Major tasks of the coming year; Government Self-improvement; Diplomatic policies and international affairs. Moreover, in the beginning of every 'Five-Year-Plan', the review of the past five years and the basic plan of the next five years are included in the report as well.

China's achievements in economic and social development have attracted worldwide attention in the recent ten years. It is related with the Chinese government's strategies for innovation and the creation of social harmony. In order to explore how the strategies were linguistically constructed in the official documents and how these strategies have affected social changes in the past 10 years in China, we created a corpus containing the recent ten years' (1999-2008) GRPRC, covering two terms of government (Jiang Zemin's and Hu Jintao's).

The main research questions addressed are:

- In what ways are government strategies linguistically constructed in the GRPRC?
- What are the frequent topics or issues discussed in different GRPRC?
- What differences and similarities are there between discourses around government strategies in the past ten years' GRPRC?
- How do the discourses around strategies found in the GRPRC related to the ideological system of China?

The research will use computer software to investigate wide-scale linguistic patterns and trends in the data and corpus techniques such as frequency and keyness with methods associated with critical discourse analysis such as identifying discursive strategies and investigation of social context. They have shed light on the discursive constructions of government strategies reflected in the GRPRC.

Egor V. PEREVERZEV

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the Research of Cultural Resistance and Its Discursive Forms in Modern Chinese Media

The recent developments in China show that the influence of foreign cultural phenomena on Chinese contemporary culture may presently be described in terms of resistance to the unilateral cultural pressure from abroad. The Chinese authorities are showing the protectionist intentions, which are not always grounded by substantial scientific research. However, it is also obvious, that the interplay of Chinese and foreign cultures present a complex multifold process in which some cultural elements are aggressively entering the Chinese cultural field, others are being gradually adopted, some keep stable and some extinct.

In the present article we would like to discuss the scientific grounds for the research of the process of cultural resistance in modern Chinese media. Under the notion of *resistance*, we tend to understand explicit or implicit strategies of discursive defense and attack aimed for the protection of official culture from the pressure of foreign cultural discourses. The resistance has various discursive forms of representation including blaming, appreciative comparison, accentuation, problematization, claiming, etc. Despite we regard resistance as a discursive phenomenon; it is rendered in terms of signifying action but not simply as verbal procedures.

The major role in the process of cultural resistance in China belongs to the Chinese media, which by paradox became not only the main “provider” of foreign cultural influence, but were also the first field where the cultural resistance revealed itself as a social and cultural phenomenon.

Peter SANDBY-THOMAS

Independent Scholar

Legitimizing the Chinese Party-State: A Discourse-Historical Approach to the Stability Discourse after 1989

This paper addresses the sustainability of China’s political system by analysing the role played by political discourse. In this, the paper employs the analytical framework of legitimacy and argues that it offers a common conceptual language for researchers working in different fields to contribute to a fuller understanding of the Party-State’s authority. To that end, the first part of the paper elaborates this framework and, in so doing, suggests that it is necessary to move beyond the Weberian understanding in order to take account of the role played by discourse in legitimating regimes. The second part of the paper follows on by focusing on the Party-State’s use of the stability discourse in the period since 1989. In order to understand how this discourse has been used, the discourse-historical approach is used to analyse selected articles from the *People’s Daily* published during the Beijing Spring, the “anti-*Falun Gong*” campaign and the “anti-Japan” demonstrations. The main finding is that, though the stability discourse has been used differently in each of the periods, the underlying arguments have largely remained the same. In this, stability is presented in a nominalised form that works to “mystify” its definition and, in so doing, allows its usage to be ‘discursively flexible’, with its positive value legitimating the Party-State’s authority and the negative value delegitimizing the particular “other”. However, the paper concludes that the effectiveness of this discourse can, in part, be attributed to the Party-State’s

hegemonic interpretation of events in 1989 shaping a “favourable” political context, and so, looking forward, suggests that the political context may change to the extent that this discourse loses its efficacy. Indeed, evidence from protests taking place at the local level indicates that there are limitations to the legitimating effect of the stability discourse, which could be further exposed by worsening economic conditions.

Sanshan SHEN

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Speech Acts in Live Chinese Table Tennis Commentary

Based on the review of Reid (1789), Shannon and Weaver (1949), Fairclough (1986), Smith (1990), Gu (1993), Sbisà (2001), Wodak (2001), Tian and Zhang (2006), van Dijk (2006) and many others, the present study aims at re-thinking of speech act theory through investigating the corpus of live Chinese Table Tennis Commentary (henceforth CTTC). The study found out 1) there is a special set of speech acts that features the genre of live Chinese Table Tennis Commentary; 2) Speech acts are often combined in a CTTC for linguistic interaction; 3) the distribution of speech acts are not even in a CTTC. Finally, the study concludes that i) there is a grammar of speech acts for a discourse; ii) discourse is a site whereby speech acts are performed as solitary and social actions for the maintenance, reproduction, construction and/or change of ideologies.

Jing SHENG

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Three Chinese Migrant Children’s Identities Construction in Britain

Since the 1979, the start of opening up policy, China has experienced transnational encounters with other countries. The transnational counters are greatly representative of the labor output in China. According to Cheng et al (2004), the number of Chinese people working abroad increased to 15 million in 2004. Migrations of people with higher degrees outnumber manual laborers and have become the major part of the overseas Chinese population. In this age of transnationalism, how Chinese migrant children --- those who have received some Chinese education in China and gone abroad later with parents --- survive in Britain has become an interesting topic to explore.

This paper is grounded in New Literacy Studies (NLS) theory (Barton & Hamilton, 1998; Street, 1984) and theories of Discourses (Gee, 1993, 1999; Foucault, 1972). The research methodology is ethnographic. Multi research methods are systematically designed to provide in-depth data. The main research is based on three case studies, in which three Chinese families emigrated from Mainland China are involved.

The research results indicate that at the age of transnationalism, a variety of Discourses are significant of shaping three migrant children’s identities. These Discourses include “Discourse of migration, economic development and personal process, Discourse of citizenship, Discourse of education, Discourse on consumerism and lifestyle, and Discourse of social hierarchy”. Influenced

by the Discourses mentioned above, Chinese migrant children can not only maintain their Chinese ethnic identity, but also develop local British identity, and “syncretic identities”, all of which bridge children to new situations in Britain.

SUN Yongmei

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Discourse and Identities in Chinese Educational Settings

The present study aims to investigate the ways in which diverse identities are formed through discourse in Chinese educational settings. Discourse in educational settings shares the basic feature of workplace discourse or organizational discourse: it is intrinsically task-oriented. Individuals in educational settings on the one hand attend to the serious and explicit objective of the organization: teaching. On the other hand, they have to be engaged in social interactions in which discourse is employed to maintain professional and social relationships with other individuals. While fulfilling these organizational tasks, individuals are at the same time involved in constructing and negotiating diverse social identities for themselves and for others. Individuals tend to focus on particular aspects of their identity in response to differential contextual influences. Thus, a dynamic approach is required so as to capture the constant process in which identity is constructed and negotiated. This study mainly draws upon everyday interactions in a Chinese university to explore how individuals attend to interpersonal identities while constructing organizational identity and professional identity at work, thus revealing the complexity of identity construction process in Chinese educational settings.

Bin TANG

East China Jiaotong University, Nanchang, China; Lancaster University, UK

Pride or Threat: The Coverage of Shenzhou VII Mission by *China Daily* and *Washington Post*

This study, by examining the news reports in two ideologically opposed newspapers, namely *China Daily* and *Washington Post*, attempts to explore how language is utilized to frame the event by the journalist and the media institution. With van Dijk's socio-cognitive approach as the theoretical underpinning, a macro- and micro-structural analysis of six news reports relating to China Shenzhou VII mission between 25 September and 28 September 2008 in these newspapers are undertaken. By comparing the headlines, themes, news actors and quotations of the news articles in these two newspapers, we found extremely differences between them. Two completely different scripts, that is, a ‘pride’ script and a ‘threat’ script, have been activated in the news reports of *China Daily* and *Washington Post* respectively. These differences reveal the embedded different ideological and political opinions held by these two media institutions.

As a matter of fact, the choice of the global structures, such as the headlines and themes, and textual structures, such as the lexical choices, the syntactic options, the inclusion /exclusion of social actors and quotations, are not arbitrary but rather are ideologically motivated. Only those which support the interest, opinions and the policies of the media institution and/or regime in

power can be selected in reporting. Language is manipulated by the journalist or the media institution to achieve their purpose. However, most readers tend to accept the news as ‘natural and objective’ for they have no access to other different voices. It is hoped that this study can help the reader take a critical view towards the media discourse and other discourses so as to uncover the underlying ideology.

TANG Lan

Zhejiang Sci-Tech University, Hangzhou, China

The Changing images of China: A Critical Study of the Major English Media in the Early 21ST Century

In the past two decades, with the growing political and economic power of China, the Western media has paid more attention to China stories. As China’s images created by the major English media generally represent and influence the mainstream perspectives of China in the West, a study of the internal and external natures of the language in China reports will help us know more about how the media picturing China and why.

This paper applies Fairclough’s model of CDA to investigate China reports from 2000 to 2008 in four Major English media, namely, the *New York Times*, the *Time* magazine from USA and the *Times* and the *Guardian* from UK. With a description of the report rating and the agenda setting in the articles collected with EBSCO, the author tries to answer two questions: 1) How and what do the Western media concern about China stories? and 2) What are the changes? Conducting the reported top 10 issues about China, the interpretation is to answers the question why the changes occur from a social-historical perspective and the explanation answers what ideology and power controls the portray of China’s image.

The author reflects on the post-era of the ‘China threat’ theory and suggests there would be a period of more common interests with dubitation and China’s soft power would grow as well as its hard power.

WANG Fang

University of Birmingham, UK

A Corpus-based Discourse Analysis of Chinese Medicine Advertising leaflets in UK

This paper aims at investigating the features of the discourse of Chinese medicine advertising in UK represented by a small corpus consisting of 5 leaflets from 5 biggest Chinese medical companies in UK. Wordsmith tool and Wmatrix are used to conduct detail corpus-based keyword analysis and key semantic domain analysis on such a corpus. The keyword analysis shows that the high use of modal verb *can* coupled with sets of positive evaluation verbs such as *regulate*, *strengthen*, *improve* .etc suggests a process of normalization: readers of the leaflets will be encouraged to believe that Chinese medicine is an effective remedy. Also, Chinese medicine is repeatedly represented as *can be taken*, which (re)produces the legitimacy of taking Chinese medical remedies. The detail concordance analysis of frequent lexical item *Chinese medicine*

reveals the ways that Chinese medicine is constructed: through the introduction of its general working principles, Chinese medicine is represented as a holistic approach, which views the body as an organic whole with a network of coordinating parts. Furthermore, the key semantic domain analysis discovers that the leaflets holds as its central task to explain the causes of each disease and makes consumers believe that Chinese medicine gets to the root of each disease and guarantees its efficiency. Therefore, this paper contributes to understand the link between the discourse and social practice of Chinese medicine in UK through a corpus-based study.

WANG Zexia

Changchun University, Changchun, China

Ideological Analysis of the Representation of ‘Made in China’ in the U.S.

The analysis of News media discourse has long been a focus among those working within the disciplines of linguistics, sociology and media world. The works done by the researchers of Glasgow University Media Group, Critical Linguistics and Critical Discourse Analysis since the 1970s have argued that news discourses are no longer absolutely neutral or objective, but ideological. This is true to the news reports on the ‘recalled toys made in China’, in which the image of Chinese products is destroyed because of the function of ideology of trade protectionism in the United States.

In summer of 2007, millions of toys were recalled by American toys companies in the United States and a flood of news reports on the recalled toys had been reported all over the country, in which ‘made in China’ was overemphasized. Later, it was independently argued by Canadian experts that Mattel’s design was at fault. Mattel made an apology to Chinese manufacturers. According to the theory of CDA, especially under the framework of the Social-cultural Change Approach represented by Norman Fairclough’s social theory of discourse, this paper analyzes the representation of the label of ‘made in China’ with 30 English news reports as data that are collected from the New York Times from June to December.

Based on the description of the linguistic features of the 30 English news reports with the help of the linguistic analyzing tools of the processes of transitivity, modality, discourse representation, and passivisation, explanation of the present linguistic choices are carried out in the processes of news production and news consumption. The study, again, proves that news discourses are ideological, not neutral and that CDA approach is effective in explicating the dialectical relationship between language and society.

Jing WEN

Lancaster University, UK

Soft Power Projection: Discursive Formulation of Legitimation in Chinese Government Discourse on Sino-African relation in 21st Century

“Soft power” is a concept developed by J. Nye (1990, 2004 and 2008) in the field of International Relations (IR). 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

as a “soft power” approach that causes debate and criticism both in the West and in Africa. Foreign policy is one of essential elements for soft power to legitimize a state’s power. In order to engender persuasion, influence and attraction, legitimacy plays a significant role in soft power projection. This research attempts to provide political conceptual tools combined with linguistic tools for investigating the discursive formulation of legitimation in China’s African policy discourse since 2000. The focus will be on Chinese government discourse by leaders and spokespersons. The texts are derived from the online archives of governmental websites.

Although the exercise of soft power is largely realized through discourse, the connection between soft power and discourse has not been made explicit and discussed in detail in Nye’s work. Critical Discourse Analysis (CDA) looks at power relations represented in text. However, there is insufficient literature in CDA on “soft power”, especially in the context of contemporary Chinese foreign policy. Different approaches to “power” (Lukes 2005; Nye 2004; Fairclough 2001; Wodak 1996) and to “legitimation” (Beetham 1991; van Leeuwen and Wodak 1999) in politics and in CDA are critically reviewed. I will analyze a speech by the Chinese president Hu Jintao. The macrostructure of the text, the discursive constructions of temporal and spatial boundaries are examined to demonstrate how legitimation is discursively constructed. This analysis is part of a research project aiming to apply discourse analysis to international relations and thus to strengthen the linkage between CDA and politics.

WU Jiangsheng & LI Yan

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Analyses of Engagement Resources in Obama’s First Address to Joint Congress

Engagement system is put forward by Martin and White as a sub-system of appraisal theory. White points out that a verbal communication, whether written or spoken, is dialogic since speaking or writing always involves responding to what has been said or written before, and simultaneously anticipating the responses of actual, potential or imagined listeners or readers. White argues that engagement resources are linguistic resources of inter-subjective positioning through which writers open up or close down dialogic space for putative reader and try to align or disalign readers on the ground of solidarity.

This study applies engagement system as the analytical tool to study the political commentaries on Obama’s first address to the Joint Congress, in an attempt to find out how commentators use engagement resources to open and contract negotiation space on the topic and manipulate different voices, so as to establish solidarity with the readers. The study shows that the political commentaries on Obama’s first address to the Joint Congress are rather dialogic in style, with linguistic resources expanding and contracting the voices at play. More specifically, more dialogic expansion resources are found in the corpus than are contraction resources. Commentators use entertainment and attribution of expand dialogic spaces while they use disclaim and proclaim to contract space for negotiation. However, these four types of heteroglossic engagement resources do not only function separately, instead, they integrate with each other to achieve ultimate effects.

A close study on denial resources, the type of engagement resources most frequently used in the corpus, identifies three forms of denials: not-negation, no-negation and other-types of

negation. By using denial resources, the commentator invokes, and then directly rejects the different opinions or beliefs held by the putative readers.

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The Discursive Construction of Peasant Workers as Urban ‘Others’ in China’s Political Discourse: 1953-1991

Peasant workers have made a significant contribution to China’s economic construction and social stability; however, they have been officially labelled as urban ‘others’ for almost 40 years in the history of People’s Republic of China. Politicians frequently justified this discriminative policies not only on legal grounds but also on the basis of their prejudiced evaluation of the social and economic chaos caused by peasant workers. This paper, with an discourse-historical method (Wodak, 2001), intend to examine the discursive construction of peasant workers as urban others in China’s political discourse from 1953 to 1991, during which peasants were strictly limited to work in urban areas and peasant workers were seriously discriminated against in their city life. The primary objective of this study is to investigate which discursive strategies and which linguistic structures have been instrumental in this construction. Five analytical categories were studied in this paper: the argumentation strategies, referential/nomination strategies, predication strategies, as well as perspectivation and mitigation strategies. In each of these discursive strategies special attention is paid to linguistic tools, lexicalizations and rhetorical devices. In making visible the discursive practices of the past, this study seeks to enlighten the present-day work for a better and equality life of peasant workers.

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Chinese Intellectuals: Well-educated Underdogs

This paper uses the online corpus query system Sketch Engine (Kilgarriff, et al. 2004; Huang, *et al.* 2005) to investigate the identity of Chinese Intellectuals (CIs) in 250,434,248 words of newswire texts of Xinhua News Agency, dating from 1990 through 2002. Salient collocates of *zhishi fenzi* sorted according to their grammatical relations are utilised to profile the otherwise unnoticeable social status of CIs.

Strong collocates of CIs as subjects, objects, the modified, in parallel structures, in possessive structures etc are examined. For instance, frequent collocates in possessor and adjectival modifier categories explain that CIs are, first and foremost, well-educated and knowledgeable (*gaoxueli, zhicheng, gaoji*, etc). However, the significant collocates in the object position betray some hidden voice of the Chinese official news agency, CIs are cared for, trusted, and united (*aihu, xinren, yikao, zhengqu*) in order to inspire their enthusiasm and encourage their initiatives (*fahui, fayang, diaodong + jijixing, chuangzaoxing*). When CIs are active in the subject position, they assume responsibility for the Party and the country (*reai, toushen, baoxiao*) in public life, whereas as individuals, they suffer financial and family difficulties (*renshou, daiyu*,

jiating). Therefore, it is not surprising to note that they seek to be a party member (*rudang*) and outstanding (*tuoyingerchu*) to work for a change in their life.

Similar collocational sketch analysis of *lingdao*, 'leaders', the superior on the power hierarchy in workplace, CIs' immediate and principal social context, illustrates that they, as always, make correct decisions, while CIs' work and life are presumably part of their decisions.

Besides, a chronological perspective (1990-2002) on the key collocates of CIs shows an increasing economic focus and more diversified subject areas, and less politically related points concepts, which is largely pertinent to the correspondent social climate over the period in China.

YANG Huiyuan

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On the Constructive Function of the Catchwords in Chinese Social Reformation

With more and more attention being attached to the social function of language, the constructive function of discourse has been identified by some linguists. For example, Fairclough holds that besides being one form of social practice and representing social reality, discourse plays the role of constructing the context. And the pragmaticist Mey also takes the setting-up function of language as an important part to play in his theory of Pragmatic Act.

In the 30 years of reformation in China, a lot of new words emerged which represent social reality and reflect the change in people's ideology. We call these catchwords. When they first occur, these words play the basic function of referring to a person or a thing. That is to represent the social reality. But with these words being spread wider and wider and becoming known to everyone in China, they are actually changing the social context of China and play more parts than merely representing the social reality. The viewpoint held by this paper is that apart from reflecting the reality of reformation and being part of reformation itself, the catchwords on Chinese reformation set up a new environment for and in some way stimulate or speed up the social reformation of China. This viewpoint is hopefully to be supported and illustrated by linguistic theories as well as catchword cases.

YANG Na

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Gender talk----- feminism, discourse and conversation analysis of Chinese TV feature programs

This paper sets its goal at close correlates between language and gender. Through an analysis into Chinese TV feature interviews, the research lays a demonstration on different shades of pragmatic strategies adopted by Chinese TV interviewers. All the data are collected from CCTV programs "Yang Lan One on One" and "Tell it Like it is". Great discrepancy between masculine and feminine language has been studied in the research through the agent of comparison in turn-taking and sequential structure in interview discourse. The research also points out "power constraints" in context, audience and participants themselves which determines the right form of utterance. "Gender-lect" does no longer refer to any polar of either masculine or

feminine discourse, but a mixed inner element of language. The so-called discourse markers of a woman's language such as abundant back-channels of "Yeah, and then, so ..." can also be found in a male interviewer's utterance. It is attributed to different accommodation abilities to context, power and audience that results in such obvious and diversified "gender-lect".

YAO Yunsong

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The Impact of Translation on the Traveling of Gender Discourse in China

"Gender" is an important concept in the feminism theory in the western world, and it had been introduced into China by the time the Fourth World Conference on Women was held in Beijing in 1995. With this as an entry point, the implementation of some international assistance programs in China afterwards has triggered the inflow of more terms such as "gender main-streaming" and "empower", and the impact of which can be seen from various levels. As these western terms have no Chinese equivalents, should these words be translated into familiar Chinese to promote the acceptance or should new terms be coined for brand-new perspective? What are the relevant consequence of employing different translation approaches? This paper attempts to discuss the "traveling" of these gender discourses in China by adopting the "domestication" and "foreignization" theory of Lawrence Venuti. Through the examples of others and the development practice of the writer, the writer presents that the choice of different translation approaches may exert different impact on research and field work as well as causing diverse changes in people's mind. Therefore, the translation process involves not only the identification of translation strategy, as translation is closely interrelated with culture and social context.

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“Confucius Institutes”: A Tension between the Construction of their Cultural Educational Identity and the Colonization of the Marketized Discourse

Confucius Institutes (*kongzi xueyuan*), according to the *Constitution and By-Laws of the Confucius Institutes* and other relevant documents, were expected to be discursively constructed as pure “non-profit educational institutions” with only cultural and educational missions in their internationalization. The thesis adopts Fairclough's dialectic view toward discourse and society and his three-dimensional model of discourse analysis as its theoretical framework and carries out an analysis of the relevant texts to see whether the constructive discourse, intend to highlight only its cultural educational values, can be fully immune from the penetration of any marketized languages. The detailed analyses demonstrate that the discourse, quite contrary to the expectation of the Confucius Institutes Headquarters, is overloaded with the marketized languages, such as the marketized metaphors, the advertised languages, the standardized languages and the professional discourse. The discourse is the final product of the struggle between the Headquarters' initial drive

and the prevalent marketization trend in the global context. It tends to seduce people to discuss the organization not from the perspective of cultural exchange or educational cooperation but from the perspective of commodification and, more seriously, lead others to question the initial cultural educational drive of Chinese government to establish Confucius Institutes. The research instantiates again Fairclough's observation that any discourse (practice) in the educational field nowadays can not be fully immune from the invasion of the marketized discourse. It also proves that Fairclough's three-dimensional model of discourse analysis is very effective in uncovering the commodified languages embedded in the discourse of various kinds.

ZHANG Cuiping

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A Critical Metaphor Analysis of the Sino-U.S. Political Discourses

The rapid economic growth of China in the past thirty years has not only lifted the status of China in the world community, but also created a kind of "uncertainty" or "threat" to other countries, the U.S. in particular, and thus resulted in more trade frictions and conflicts. But their complementary relationship makes it very necessary to communicate and have dialogues between each other, which are to the mutual benefits of both sides.

This paper studies the political discourses of the past five China-U.S. Strategic Economic Dialogues mainly from the perspective of metaphor. Here are the findings:

- I In general, the China side uses the words "cooperation" and "development" more frequently than the U.S. side;
- I In the chronological order, both sides tend to talk more of cooperation and less of competition;
- I In the use of metaphors, the U.S. side uses more route (direction) and conflict metaphors, showing that the U.S. side is more result-oriented and is more influenced by their culture of competition; the China side uses more building and plant metaphors with the intention to establish friendly relations, placing more emphasis on the process and harmony.

It is believed that this comparative study of metaphor use can be of great help to understanding the attitudes and ideologies of the two governments as well as the influencing factors of their attitudes and ideologies, and thus to make the dialogues more smooth and fruitful in future.

ZHANG Jun, TANG Hongmei & YU Liming

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The Study on the Evaluation Criteria for the Quality of CCDs and CCs Based on the Principles of Discourse Construction

Chinese Comic Dialogues(CCDs) and CCs(Chinese Comics) now play very important roles in people's spiritual lives. Aiming the phenomenon that some CCs are popular and welcome at home yet questioned abroad, this article analyzes the form of discourse principle in the field of CCD and CCs, gives the criteria for judging the quality of works, and points out that, in CCDs and

CCs, “the principle of informativeness of discourse” is mainly expressed in the content of works. “The intentionality” is in the entertainment, the promotion of rightness or the irony of unhealthy tendencies, evil influence, which are mainly determined by the script. “The principle of discourse coherence” is reflected in the actors’ ability to link various parts of the “baofu” (humor or laughing stock). “The coherence” manifests the actors’ faithfulness in the performance of the contents of the original script. “The intertextuality” shows what manner actors will use to express the works. The article emphasizes that the actors should not satirize the disabled and the mentally disordered, not sing the praises for swindlers, not perform the obscene pieces, and also cannot make unhealthy tendencies and evil influences of society etc, otherwise, the performance is vulgar. “The situationality” is in having different works corresponding to different occasions or different audiences. “The acceptability” is in the audience’s satisfaction with performances. The acceptability is a necessary condition not a necessary and sufficient condition. Therefore, proceeding from promoting the harmonious development of Chinese society, the evaluation criteria for the quality of CCDs and CCs are: the performances should win the applause of vast spectators, and the content must be positive and progressive as well.

ZHANG Lei

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A Critical Analysis of Conceptual Metaphors in Popular Business Discourses

Metaphor is pervasive in human language, thinking and discourse. It contributes to a much more intangible form of ideologically tainted language in the popular business discourse. It is generally undetected and has the effect of conditioning and influencing the recipients’ attitudes and opinions. So critical reading of metaphor in discourse becomes necessary, in order to reveal something writers don’t say explicitly and throw light on economic ideologies underlying linguistic metaphors. This paper aims to have a critical reading of metaphorical expressions in Chinese and American journalistic reports on Olympic Economy. It is hypothesized that derived conceptual metaphors based on these linguistic expressions and its inference and entailment will reflect specific ways that two different media look at the same economic matter. Its primary value lies in the depth of the theoretical exploration for the interface between Cognitive Linguistics and Critical Discourse Analysis. It hopes to make advances in both research paradigms by leading to a more cognitively robust critical discourse analysis and demonstrating application of cognitive linguistics to empirical studies. At the same time, it will contribute to the current literature of media studies by enriching analytical methods and tools in critical analysis. The last but not the least, it will demonstrate different economic ideologies between Chinese and American societies through linguistic and cognitive and social analyses of metaphors.

ZHAO Peng

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Discursive Construction of Local Interest : Problems and Suggestions

This paper looks at the tourist-oriented matter from the perspective of discursive construction,

that is, how local interest can be constructed in discourses that increase its popularity and be in harmony with the tourists.

In tourism, there are major two different discursive groups: officials representing local interest and tourists. The paper first discuss how these two groups are constructed and what roles they have in tourism. Then the paper examines two discourses, which represent the two groups respectively and are marked as D1 and D2, publicizing Panshan, a 5-A scenery local interest in Tianjin, China, in terms of deixis, intertextuality, transitivity, modality, actors, and marked themes. It finds that:

- 1) In D1 there's few person deixis but plenty of place deixis, while in D2 both person and place deixis are there but no second person deixis;
- 2) In both D1 and D2 intertextuality is used extensively;
- 3) In D1 material, relational, and existential processes are more than mental process and behavioral process, while in D2 mental process and behavioral process play an important role;
- 4) In D1 no modality is found while in D2 there's plenty;
- 5) In D1 most of the actors are unanimated while in D2 nearly all the actors are live; and
- 6) In both D1 and D2 marked theme is applied to Panshan and other special scenery spots.

The paper then discusses the effectiveness of these promotional discourses in terms of its attraction of global attention. It argues that discourse, as an efficient way of representing and constructing local interest to attract global tourists, could apply in this case more effective strategies to popularize the local interest, including, among others, interaction with the reader, application of marked themes to the eye-catching spots, and frequent addition of new discourses, so as to keep harmony with the tourists.

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Discursive Construction of *Nongmingong* Identity in Chinese Visual Media

Discourse changes with social change and reflects new practices, identities, values and attitudes. In the past 20 years or so, a new social stratum has emerged in China, namely, *nongmingong*, rural people who migrate to work in cities. This paper aims to examine how *nongmingong* identity is discursively constructed in Chinese visual media.

In discourse analysis, Fairclough (1995) differentiates among foregrounded information, backgrounded information, presupposed information and absent information. We all presume that photographs do not lie, but how the photographer/editor edits reality through his or her own point of view is another matter. Kress and van Leeuwen (1996) claim that images possess modality, which is usually realized by motivated signs such as colors and thus reflecting the values of image producers. Color plays a role in all coding orientations; it can be a source of pleasure, but it also can be a source of disgust and produces affective meanings.

In this paper, a contrastive analysis is made based on these ideas between two newspaper reports (both with photographs) in terms of the presence and absence of information (including color information). The two newspaper photographs are both of 'real people' but the question is

how they are presented. This paper reveals the underlying ‘pride and prejudice’ of urban residents against *nongmingong* and discusses the proper role of media discourse in constructing *nongmingong* identity.

ZOU Huimin

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Context Model and Social Identity

In Critical Discourse Analysis (CDA), Context Model is an important concept, which not only helps determine the sense of utterances, but also provides us a powerful tool to reveal how people construct their social identities through the discourses. Context Model is also a dynamic concept: strong participants in communication can choose and manipulate certain categories of Context Model to construct their identities in a way that weak participants are put in a disadvantaged position and are obliged to fulfill some presupposed responsibility, while weak participants, on the other hand, can make use of some discourse strategies to ignore or reject the constructed identities imposed on them by the strong participants so as to avoid the unwelcome obligations they face. In social interactions people's social identities undergo a negotiable process which is characteristic of construction, deconstruction and reconstruction. A thorough study of an exchange of short messages between a famous male director and a young actress using Context Model as the tool of analysis reveals from one perspective the enormous changes undergoing the contemporary Chinese society and the hybridity concerning people's social identities. It also seems to prove that the traditionally simple but stable social relations and identities no longer exist.