

<<系统功能语言学视角下的互文性>>

图书基本信息

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## <<系统功能语言学视角下的互文性>>

### 内容概要

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

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

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

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### 作者简介

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主要研究兴趣：功能语言学、语篇分析。

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

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Acknowledgements

## 章节摘录

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

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### 编辑推荐

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

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

为了使语篇传递的内容更可信，广告语篇中经常插入一些证人的话语。

为了使广告语篇能较长地留在读者的记忆中，广告语篇经常仿拟一些名篇。

另外受社会文化语境的影响，广告语篇往往用双关的方式来表达一些信息。

这些原因导致了广告语篇中比较丰富的互文现象。

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