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电视求职节目《非你莫属》中言语不礼貌的
语用分析

A Pragmatic Analysis of Verbal Impoliteness in TV Job
Interview Program *Only You*

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Abstract

Politeness has long enjoyed popularity among the linguists due to its pervasiveness and importance in social communication, while researches on impoliteness get a quite late start. Since impoliteness often involves in social disharmony and conflicts, many researchers avoid investigating in the negative side of daily communication. However, impoliteness, as a common phenomenon in verbal interaction, is worthy of study and research. Studies on impoliteness have been developed rapidly in the recent years. A number of books and articles about pragmatic researches on impoliteness have been published in the west. However, there are still very few studies on verbal impoliteness in China.

Verbal impoliteness often occurs in daily communication. In particular, verbal impoliteness occurs much more frequently in TV programs. This paper collects forty-two episodes from the TV job interview program *Only You* as the database. The program *Only You* has attracted some discussions among the audience about the impolite utterances spoken by the host and the participants. The objective of the study is to analyze the classification, strategies and causes of verbal impoliteness appeared in the TV job interview program *Only You* from the perspective of Verschueren's Adaptation Theory. The method of conversation analysis is employed in this study to analyze the verbal impoliteness occurs in the conversations among the participants in the program *Only You*.

To begin with, verbal impoliteness in *Only You* are classified into three categories, namely, non-strategic impoliteness, strategic impoliteness, and impoliteness due to pragmatic failure. Verbal impoliteness is a very common phenomenon in conversations on the program *Only You*. Then, the strategies being used to realize verbal impoliteness in *Only You* are presented. Strategies such as using taboo words, criticizing, hindering or blocking, using inappropriate identity markers, seeking disagreement or avoiding agreement, and ridiculing are frequently adopted by

the participants to realize verbal impoliteness. Unlike the impoliteness used in other contexts that produce offence to the hearers and cause social disharmony, impoliteness employed in this program mostly achieve certain positive effects. They create a humorous atmosphere and amuse the audience, to enhance the intimacy between the interlocutors, to compliment the hearers, and to perform an instructive function by pointing out the interviewee's deficiencies and giving instructions.

Lastly, the interpretation of verbal impoliteness is carried out within the framework of Verschueren's Adaptation Theory. Through the interpretation, the study argues that verbal impoliteness in *Only You* are the result of making choices of communicative strategies and linguistic expressions by the speaker in adaptation to achieve communicative goals.

By the way of analyzing the verbal impoliteness in the program *Only You*, the study hopes to help the communicators to have a better understanding of the production and interpretation of verbal impoliteness in daily communication.

Key Words: Verbal impoliteness; Strategies; Adaptation; Job interview

摘要

礼貌现象普遍存在于日常交际中，且具有非常重要的作用，因而吸引了众多语言学者的关注。但学者们对不礼貌现象的研究却起步得较晚。由于不礼貌现象常常与社会不和谐以及冲突联系在一起，很多学者不愿意研究日常交际中的消极现象。然而，作为语言交流中的一种常见现象，不礼貌现象值得学者们的关注和研究。近些年来，对不礼貌现象的研究得到了较快的发展。在国外已经出版了不少关于不礼貌现象的语用研究的著作和论文。但是在国内，关于不礼貌的研究目前还为数较少。

不礼貌话语经常出现在日常交际中，尤其频繁地出现在电视节目中。本文搜集了电视求职节目《非你莫属》中的四十二期节目作为语料。电视求职节目《非你莫属》中主持人及嘉宾们的不礼貌话语激起了观众们的广泛讨论。本文试图以维索尔伦的顺应论为理论框架，主要研究目的是分析在电视求职节目《非你莫属》中言语不礼貌的分类，实现言语不礼貌的策略，以及言语不礼貌产生的原因。本文主要运用会话分析的方法来研究《非你莫属》节目对话中的言语不礼貌。

首先，《非你莫属》中的言语不礼貌主要分为三类：非策略性不礼貌，策略性不礼貌以及语用失误型不礼貌。在《非你莫属》的对话中，言语不礼貌是一种常见现象。其次，本文分析了《非你莫属》中经常被说话者采用的不礼貌策略，主要有使用禁忌语，批评，打断，使用不恰当的身份标记，寻找分歧/避免一致，嘲讽等。在《非你莫属》中，言语不礼貌不仅可以用来冒犯听话者产生冲突，还可以产生一些积极的语用效果，例如制造幽默气氛娱乐观众，增进说话者之间的亲密关系，以及通过指出面试者的不足并提出建议从而实现教育功能。

最后，以维索尔伦的顺应论为理论依据，本文分析了言语不礼貌是如何产生的。通过分析得出，《非你莫属》中的言语不礼貌都是说话者在话语生成过程中所选择的对象，是说话者对语言表达，交际策略以及最终实现交际目的的顺应。

通过分析电视求职节目《非你莫属》中的言语不礼貌，本文试图帮助交际者更好地理解日常交际中的言语不礼貌产生的原因。

关键词：言语不礼貌 策略 顺应 面试

Table of Contents

Abstract	I
Chapter One Introduction	1
1.1 Research Background	1
1.2 Objective of the Study	2
1.3 Methodology and Data Collection	4
1.4 Outline of the Thesis	4
Chapter Two Literature Review	6
2.1 An Overview of Impoliteness	6
2.1.1 Definition of Impoliteness	6
2.1.2 Classification of Impoliteness	7
2.1.3 Studies on Impoliteness Abroad	9
2.1.4 Studies on Impoliteness at Home	10
2.2 An Overview of TV Job Interview Show <i>Only You</i>	12
2.2.1 General Introduction	12
2.2.2 Characteristics of <i>Only You</i>	12
2.2.3 Previous Studies on <i>Only You</i>	13
Chapter Three Theoretical Framework	15
3.1 Verschueren's Adaptation Theory	15
3.1.1 Using Language as Making Choices	15
3.1.2 Three Properties of Language	16
3.1.3 Four Angles of Investigation	16
3.1.4 Summary	17
3.2 Conversation Analysis	18
3.2.1 Development of Conversation Analysis	18
3.2.2 Turn and Turn-taking	19
3.2.3 Impoliteness in the Turn-taking System	20

Chapter Four Research Methodology	22
4.1 Data Collection	22
4.2 Procedure of Analysis	23
Chapter Five Data Analysis.....	25
5.1 Classification of Verbal Impoliteness in <i>Only You</i>	25
5.1.1 Non-strategic Impoliteness	26
5.1.2 Strategic Impoliteness	27
5.1.3 Impoliteness Due to Pragmatic Failure	29
5.2 Strategies Used to Realize Verbal Impoliteness in <i>Only You</i>	30
5.2.1 Use Taboo Words	31
5.2.2 Criticize	33
5.2.3 Hinder/Block	35
5.2.4 Use Inappropriate Identity Markers	37
5.2.5 Seek Disagreement/Avoid Agreement	40
5.2.6 Ridicule	42
5.2.7 Conclusion	44
5.3 Interpretation of Verbal impoliteness in <i>Only You</i>	45
5.3.1 Adaptation to the Social World	47
5.3.2 Adaptation to the Physical World	50
5.3.3 Adaptation to the Mental World	51
Chapter Six Conclusion	53
6.1 Major Findings of the Present Study	53
6.2 Limitations of the Present Study	54
6.3 Suggestions for Future Research	55
References.....	56
Appendix.....	60
Acknowledgements.....	70

目 录

摘要.....	III
第一章 引言.....	1
1.1 研究背景.....	1
1.2 研究目的.....	2
1.3 研究方法及数据收集.....	4
1.4 论文结构.....	4
第二章 文献综述.....	6
2.1 不礼貌研究.....	6
2.1.1 不礼貌的定义.....	6
2.1.2 不礼貌的分类.....	7
2.1.3 国内不礼貌的相关研究.....	9
2.1.4 国外不礼貌的相关研究.....	10
2.2 电视求职节目《非你莫属》.....	12
2.2.1 概况.....	12
2.2.2 《非你莫属》的特点.....	12
2.2.3 《非你莫属》的相关研究.....	13
第三章 理论框架.....	15
3.1 维索尔伦的顺应论.....	15
3.1.1 语言使用的过程即语言选择的过程.....	15
3.1.2 语言的三大特性.....	16
3.1.3 四个研究维度.....	16
3.1.4 总结.....	17
3.2 会话分析.....	18
3.2.1 会话分析的发展历程.....	18
3.2.2 话轮及话轮转换.....	19
3.2.3 不礼貌与话轮转换.....	20

第四章 研究方法	22
4.1 数据搜集.....	22
4.2 分析步骤.....	23
第五章 语料分析	25
5.1 《非你莫属》中言语不礼貌的分类.....	25
5.1.1 非策略性不礼貌.....	26
5.1.2 策略性不礼貌.....	27
5.1.3 语用失误型不礼貌.....	29
5.2 《非你莫属》中实现言语不礼貌的策略.....	30
5.2.1 使用禁忌语.....	31
5.2.2 批评.....	33
5.2.3 妨碍/阻碍.....	35
5.2.4 使用不恰当的身份标记.....	37
5.2.5 寻找分歧/避免一致.....	40
5.2.6 嘲笑.....	42
5.2.7 总结.....	44
5.3 《非你莫属》中言语不礼貌的解释.....	45
5.3.1 对社交世界的顺应.....	47
5.3.2 对物理世界的顺应.....	50
5.3.3 对心理世界的顺应.....	51
第六章 总结	53
6.1 主要研究成果.....	53
6.2 研究局限.....	54
6.3 研究建议.....	55
参考文献	56
附录	60
致谢信	70

Chapter One Introduction

1.1 Research Background

Impoliteness is a common phenomenon in our social life, however, people seldom realize the necessity to do researches on impoliteness. Since impoliteness often involves in social disharmony and conflicts, most researchers do not prefer to study the negative side of social communication, thus impoliteness has been largely ignored. Studies on impoliteness get a quite late start, and in recent twenty years just a few studies on impoliteness can be found in China.

Eelen (1999) points out that the studies on politeness are either “descriptively inadequate” or “conceptually biased”. The politeness theories are not adequate to analyze impolite utterance. Culpeper et al. (2003) point out that “there are discourses in which verbal impoliteness are rather more central than may be the case in discourses which can be considered to be operating within normal circumstances”. As a common linguistic phenomenon within some types of discourse, impoliteness is therefore worthy of study and research.

Culpeper (2003) puts forward a model of impoliteness based on Brown and Levinson’s Face Theory and Bousfield (2008) makes some modifications to this model and proposes a more simplified model of impoliteness and offers a new perspective to study impoliteness from three levels, namely, the utterance level, the discoursal level and the turn-taking level. Thus a basic framework of impoliteness has been established initially and the study of impoliteness has been expanded from the utterance level to the discoursal level.

Attempts have been made to investigate and analyze the use of impoliteness in a small number of different discourses like military discourses and courtroom discourse. This study aims to investigate and analyze the verbal impoliteness occurred in the TV job interview program and hopes to contribute to the variety of discourse types being investigated in the field of study.

TV reality show, as the real record of participant's activities, has become a worldwide hit in the new century. TV job interview program, as one type of TV reality show, put the interviews on stage and make it quite different from ordinary interviews in the aspects of form and linguistic features.

The program, *Only You*, is a well-known TV job interview show aired on Tianjin TV. In each episode, 12 company executives, as the interviewers, constitute a boss group. They interview and evaluate job-hunters through the assistant of the host. At the end of each interview, they will offer jobs to the successful job-hunters on the stage. This program has attracted some criticism by the audience for the impolite utterances of the host and the interviewers spoken to the interviewees. Sometimes, the host and the bosses produce some impolite utterances in order to achieve their communicative goals. Some researches have been done to investigate the program *Only You* from the perspective of mass communication, such as the design of the program (Li Peng, 2012) and the comparison of the program *Only You* with other TV job interview programs (Zeng Yan, 2011). Some researches focus on the role of the host (Shao Xiaowei, 2014).

The present study aims to analyze the verbal impoliteness in TV job interview show *Only You* within the framework of Bousfield's model of impoliteness and tries to explain why these verbal impoliteness have been triggered based on Verschueren's Adaptation Theory. Strategies used to realize verbal impoliteness in the program *Only You* will also be analyzed in this study.

1.2 Objective of the Study

This study tries to make a research on the verbal impoliteness in *Only You* from the perspective of Adaptation Theory. The following questions are the main concerns of the study:

- (1) What kind of verbal impoliteness occurs in *Only You*?
- (2) What are the strategies used to realize verbal impoliteness in *Only You*?
- (3) What kind of pragmatic function can be achieved by verbal impoliteness in

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