

基于语料库的航运企业身份建构批评话语分析 ——以海丰国际和Unifeeder为例

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摘要

航运业作为国际贸易的关键支柱, 扮演着至关重要的角色。航运企业, 作为这一行业的主要参与者, 其身份建构不仅关乎企业自身的形象塑造和品牌建设, 更直接影响着其在国际市场竞争中的地位和影响力。但基于航运企业的身份建构研究的重要性常被忽略。本文利用Antconc语料库工具, 根据海丰国际控股有限公司和Unifeeder船公司官网新闻报道自建语料库, 从特定词频、索引行分析、搭配词三个层面进行语言分析, 从“指称策略”、“述谓策略”、“视角化策略”范畴出发探究二者话语策略的运用, 最后从社会历史语境角度讨论企业身份建构与背后社会意识形态之间的关系。研究发现, 二者在身份建构层面存在着相似之处, 同时受不同文化的影响, 又展现出各自的特点。本研究为航运企业身份建构提供了实践经验。

关键词

航运企业, 身份建构, 海丰国际, Unifeeder

Corpus-Based Critical Discourse Analysis of Identity Construction in Shipping Companies —Taking SITC International and Unifeeder as Examples

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Abstract

As a key pillar of international trade, the shipping industry plays a vital role. As a major partici-

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pant in this industry, the identity construction of shipping companies is not only related to their own image building and brand building, but also directly affects their status and influence in the international market competition. However, the importance of identity construction research based on shipping enterprises is often overlooked. This paper uses the Antconc corpus tool to build a self-built corpus based on the news reports on the official websites of SITC International Holdings Co., Ltd. and Unifeeder shipping companies, conducts language analysis from the three levels of specific word frequency, index line analysis and collocation, explores the application of the two discourse strategies from the categories of “referential strategy”, “predicate strategy” and “perspective strategy”, and finally discusses the relationship between corporate identity construction and the underlying social ideology from the perspective of socio-historical context. The study found that there are similarities between the two in terms of identity construction, and at the same time, they are influenced by different cultures and show their own characteristics. This study provides practical experience for the identity construction of shipping enterprises.

Keywords

Shipping Industry, Identity Construction, SITC International, Unifeeder

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1. 引言

在全球化的今天, 航运业作为国际贸易的关键支柱, 扮演者至关重要的角色。航运企业, 作为这一行业的主要参与者, 其身份建构不仅关乎企业自身的形象塑造和品牌建设, 更直接影响着其在国际市场竞争中的地位和影响力。海丰国际控股有限公司(以下称“海丰国际”)和 Unifeeder 船公司(以下称“Unifeeder”)皆位于全球班轮公司运力百强前 20 名, 他们在全航航运企业发展中发挥着重要的作用。因此, 本文分别以“海丰国际”和“Unifeeder”官方网站中的新闻报道为语料, 运用 Antconc 语料库工具, 从批评话语分析视角出发, 分析两者如何通过官方网站新闻报道建构企业身份, 从而通过语言展现出更深层次的意识形态。

2. 身份建构

身份是个人自我认知的一部分, 源于个人对所在群体及其成员的价值和情感意义的认知[1]。学者们相信机构同样具有身份[2] [3]。机构身份同样是机构定义自身和自我呈现的方式。企业身份作为机构的一个范畴, 其身份建构对企业自身具有重要意义, 既直接影响社会对企业的评价, 从而波及企业获取资源的能力, 也影响着企业内部员工对所属企业的认同和工作投入度[4]。国内语言学领域学者开展了大量身份建构研究, 但以往研究多关注国家身份, 如叶淑兰[5]基于“实力、身份、话语”三维模式解读中国外交形象建构。民族身份, 如马秉仁、马强[6]根据巴基斯坦穆哈吉尔人族群化过程研究族群身份建构及其政治化影响。教师身份, 如马杰、任学柱[7]在新文科建设的背景下对高校外语教师专业身份建构进行研究。对机构身份关注较少, 企业作为机构身份的重要组成部分, 在国内学界引起的关注愈发有限[8]。对于“航运”有关的话语研究不足, 而航运企业身份建构的相关研究更加缺失。

3. 基于语料库的批评话语分析

批评话语分析(Critical Discourse Analysis, 简称 CDA)是一种话语分析方法, 旨在通过对话语表面形

式及其生成的社会背景的分析, 挖掘话语背后隐藏的意识形态与权力关系。批评话语分析诞生于上世纪 70 年代, 成熟于 80~90 年代[9]。在诸多的研究范式中, Fairclough 的社会 - 文化变革法, Van Dijk 的社会认知分析法及 Wodak 的语篇历史分析方法对话语分析研究产生了很大的影响。这些方法之间并不是孤立的, 而是互相补充的关系, 他们主要关注的是语言本身的意义和语言背后所传递的意识形态以及社会文化认知等因素[10]。

Wodak 提出的语篇历史分析法为批评话语分析提供了独特的研究视角。不同于以往的批评话语分析方法, 语篇历史分析法以社会哲学为导向, 旨在分析话语中积极的自我表征和消极的其他表征, 从而揭示内群体和外群体的话语建构, 阐明话语中的态度倾向和真实意图[10]。语篇历史分析方法包括五种分析策略: 所指策略或命名策略(通过隐喻、转喻、提喻等修辞手法将成员归类); 谓语指示策略(通过褒义词或贬义词, 或者通过明显的或者隐含的谓语做出评价); 辩论策略(通过论题来证明政治上的包容或排斥关系); 视角化、框架化或语篇再现策略(通过具体的报道、描述、叙述或转述方法来表明自己的视角和观点) 及强化策略与淡化策略(强化或弱化话语的言外之力) [10]。受孙秀丽[10]的启发, 本文将借助于 Antconc 对文本的语言学表达形式的研究; 话语策略分析从“所指/命名策略”、“谓语指示策略”和“视角化策略”范畴出发; 内容或主题则通过对社会历史语境的讨论来实现。

4. 语料及语言手段分析

Table 1. SITC specific high-frequency words
表 1. 海丰国际特定高频词

| 高频词 | 频数 |
|-------------|-----|
| Ceremony | 208 |
| Shanghai | 159 |
| Yang | 141 |
| Maritime | 140 |
| President | 139 |
| Development | 128 |
| University | 124 |
| Cooperation | 107 |
| Service | 105 |
| Customers | 70 |

本研究的语料分别来源于“海丰国际”和“Unifeeder”官网中的新闻报道。其中选取了海丰国际官方网站中 2024 年 1 月至 2020 年 8 月的新闻报道, 形符数 33504, 类符数 4158。Unifeeder 官方网站中 2024 年 1 月至 2014 年 8 月的新闻报道, 形符数 29092, 类符数 3910。本文借助语料库软件 Antconc 4.0.4 版本, 从特定词频表、索引行、搭配词表三个方面来进行语言分析。

词频统计可以最直观地体现文本特点, 以此了解文本的主要内容和主题同时反映出作者的意识观念和态度倾向。因此, 本研究借助语料库, 研究特定的高频词, 并以此来分析海丰国际和 Unifeeder 官网新闻的语言特征。语料库检索的目的是导出索引行, 而索引行能够批量观察类似的语言现象, 找到其中的规律[10]。英国语言学家 Firth [11]在研究词语的搭配现象时非常强调语境的重要性, 认为词语的意义是

语境(搭配词)选择的结果, 词语与其共现词之间存在相互期待和相互遇见的关系。因此, 特定高频词的索引行及搭配表的分析能够帮助研究者更好地分析语言的使用特点及背后动因[10]。

根据 Antconc 生成的海丰国际官方网站新闻的高频词表, 去掉高频词中的介词、冠词、连词等无意义的词, 如 “the”, “of”, “and”, “in”, “on” 等。同时去掉 “shipping”, “port”, “group” 等无法传达实际特定有效意义的词, 得到如表 1 所示的特定高频词列表。

“ceremony” 这个词在预料中共出现了 208 次, 从语料库中提取有关 “ceremony” 报道的索引行可知, 其右侧搭配近 50% 是 “of M/V...”, 即船的命名交付仪式。如例(1)、例(2)所示。

(1) On January 15, 2021, the naming ceremony of M/V “SITC SINGAPORE” was successfully held by SITC International Holdings Co., Ltd. (SITC International) and YANGZIJANG Shipbuilding Group Ltd (YZJ Shipbuilding Group).

(2) On December 19, 2020, the naming ceremony of M/V “SITC PENANG” was successfully held by SITC International Holdings Co., Ltd. (SITC International) and YANGZIJANG Shipbuilding Group Ltd (YZJ Shipbuilding Group).

根据海丰国际官网的介绍不难得知, 截至 2023 年 06 月 30 日, 海丰国际共运营 100 艘集装箱船舶。其中自有集装箱船舶 89 艘; 经营 72 条航线, 网络覆盖中国大陆、日本、韩国、中国台湾、中国香港、越南、泰国、菲律宾、柬埔寨、印度尼西亚、新加坡、文莱、马来西亚、孟加拉、缅甸和印度等 77 个主要港口。根据 Alphaliner 的统计, 以运力计, 截止到 2023 年 06 月 30 日, 海丰国际在全球集装箱航运企业中排名第 13 位; 2022 年海上集装箱运量超过 326.2 万标准箱(不含空箱)。海丰是一个非常有实力且有影响力的航运公司。

此外 “ceremony” 还与 “shanghai”, “maritime”, “university” 这三个词共现次数较多, 如例(3)、例(4)。

(3) On September 23, 2020, the opening ceremony of the third SITC Mini-MBA was successfully held at Shanghai Maritime University.

(4) On Dec 23rd, 2020, the completion ceremony of the third Session of SITC Mini-MBA Shipping Management Oriented Training Course was successfully held in Shanghai Maritime University.

除此之外, 海丰还与大连海事大学、山东交通学院、山东外贸职业学院合作。如例(5)、例(6)、例(7)。

(5) The opening ceremony of the second SITC Shipping Elite Training Class of Dalian Maritime University was successfully held.

(6) Yang Xianxiang, Vice Chairman and CEO of the Board of Directors of SITC International, and representatives of teachers and students from the Shipping College of Shandong Jiaotong University and the International Business School jointly attended the opening ceremony.

(7) 2023 Completion Ceremony of “SITC Class” of Shandong Foreign Trade Vocational College and the award ceremony of “SITC Scholarship” was successfully held.

同时 “president” 在语料中与 “university” 共现频率最高, 可见海丰国际与大学合作之密切。

由此看出, 海丰国际爱才惜才, 体现出 “员工是海丰的财富, 只有一流的员工, 才能提供一流的服务, 创造一流的价值, 企业才能长远发展” 的公司价值观。

海丰国际还积极承担社会责任、重视下一代, 体现了大爱无疆的企业精神。如例(8)。

(8) On January 21, 2021, the launching ceremony of the Longfen Primary School Comprehensive Teaching Building Project of the Poverty Alleviation Project of National Immigration Administration Shanghai General

Station of Immigration Inspection assisted by SITC International was held in Longfen Primary School.

“development”一词出现频次为128次,与该词搭配最多的是“sustainable”和“green”。如例(9),例(10)。

(9) The opening of the empty container center is not only a result of deepening business cooperation between both parties, but also an important measure to promote the green development of the port and shipping industry.

(10) Vice Chairman of the Board of Directors of SITC, CEO Yang Xianxiang stated: SITC has always adhered to the concept of sustainable development and is committed to promoting environmental protection and green shipping.

海丰国际秉持可持续发展理念,致力于推动环保和绿色航运,推动港航业绿色发展,为客户提供低碳环保的供应链服务。

“yang”的频数为141,“yang”指的是海丰国际主席兼执行董事杨绍鹏先生和副主席、执行董事兼首席执行官杨现祥先生。如例(11)、例(12)。

(11) At the ceremony, Mr. Yang Shaopeng, Chairman of SITC made a speech on behalf of the shipowner, expressing thanks to Yangzijiang Shipyard for overcoming the pressure of the epidemic and ensuring high quality and efficient delivery of new vessel.

(12) At the ceremony, Mr. Yang Xianxiang, CEO of SITC, on behalf of the shipowner, made a speech, under the background of normalization of epidemic prevention and control, thanks all parties for Close cooperation ensures the delivery of the new vessel.

以此可传递公司形象、扩大公司影响力、促进品牌推广和增强员工凝聚力。这些效果都有助于提升公司的品牌形象和市场竞争能力。

“cooperation”一词的频数为107,海丰国际除了和大学合作、港口合作,还和山东港口青岛港、海信集团进行三方合作,这为推动我国产品“走出去”,增强品牌知名度、提升国际影响力,发挥了重要的作用。

(13) Hisense continues to guarantee the operating share of import and export cargo volume in the SITC and Qingdao Port business scope, and constantly consolidate and deepen the tripartite cooperation.

“service”频数为105,与该词搭配最高的是“customers”和“better”分别为26和23次。

(14) After Delivery, the new vessel will join SITC fleet soon, providing much better service to SITC customers.

(15) Providing customers with quality and efficient service as always.

(16) Committed to the creation of high-quality service, by providing first-class resources and personnel allocation.

(17) We do believe that the joining of M/V “SITC RENHE” will bring higher efficiency and better service to SITC’s customers, provide new support for SITC’s development, and furtherly consolidate the company’s leading position in the Asia market.

海丰国际致力于为客户提供高效率、高品质的物流服务,成为客户的首选。

根据 Antconc 生成的 Unifeeder 官方网站新闻的高频词表,去掉高频词中的介词、冠词、连词等无意义的词,如“the”、“of”、“and”、“in”、“a”等。同时去掉“shipping”、“port”、“vessels”等无法传达实际特定有效意义的词,得到如表2所示的特定高频词列表。

Table 2. Unifeeder specific high-frequency words
表 2. Unifeeder 特定高频词

| 高频词 | 频数 |
|-------------|-----|
| Service | 185 |
| New | 163 |
| Shortsea | 127 |
| Customers | 108 |
| Transport | 103 |
| Solutions | 101 |
| Emissions | 85 |
| Carbon | 58 |
| Sustainable | 54 |

与海丰国际官网新闻风格不同的是，Unifeeder 的官网新闻大多数集中于它所提供的服务上，因此“service”频数较高，为 185，如例(18)、例(19)。

(18) Service upgrade starting June 2020. Weekly service between the RST South terminal in Rotterdam and FCT & Seafishport terminals in St. Petersburg.

(19) We are pleased to announce that starting 4th of June, Unifeeder will provide a weekly service between the RST South terminal in Rotterdam and FCT & Seafishport terminals in St. Petersburg.

(20) Unifeeder is launching a new direct shortsea service between the ports of Gdynia and St Petersburg.

与“service”搭配最多的前两个词为“new”、“upgrade”，频数分别为 69 和 23，这说明 Unifeeder 一直致力于为顾客提供更多或优化服务。顾客可以根据 Unifeeder 在官网上发布的新闻，了解该公司服务的最新动态。其网站新闻中心更像一个公司和客户交流的平台。

“Shortsea”频数为 127，体现了 Unifeeder 的服务特点即短海运，由 Unifeeder 官网得知，Unifeeder 于 1977 年在丹麦成立。四十多年前，Unifeeder 在瑞典、丹麦和德国之间运营一条航线，现已成为全球领先的多区域支线、多式联运和无船承运服务运营商，服务于欧洲、亚洲、印度次大陆、中东、非洲和美洲等多个地区的数百个港口。Unifeeder 拥有北欧最大、连接最好的馈线网络。除此之外，还提供与地中海和黑海 60 多个目的地的链接，使 Unifeeder 成为地中海地区领先的支线运营商。如例(21)、(22)所示。

(21) Shortsea is not only short distances as the name might suggest. Unifeeder’s network stretches from Ireland to Russia and from the Alps to the Norwegian fjords so shortsea can replace or be combined with other forms of transportation to create a sustainable supply chain solution.

(22) With the largest feeder and shortsea network globally, Unifeeder Group vessels operate across Europe, Middle East, Indian Subcontinent, and South East Asia.

同海丰国际一样，“customers”也是 Unifeeder 官网新闻的高频检索词，与“customers”搭配频率最高的名词是“solutions”其反映了 Unifeeder 的使命与愿景就是通过创新、高效的运输解决方案为客户提供最佳价值。如例(23)、(24)所示。

(23) Offer a broader network of solutions to customers and leverage the way we engage with them to create the most comprehensive and integrated solutions across multiple geographies.

(24) Group has always aimed for the best solutions for our customers, and with this expansion, we will in-

crease the logistics capabilities of both groups, which delivers greater flexibility and efficiency for our customers.

“transport” 频数为 103, 在该语料库中, 与 “transport” 搭配频次最多的分别为 “road”、 “sustainable”、 “solutions”。

(25) Converting cargo from conventional road transport to multimodal, shortsea transport has been happening for a long time in our region. Due to interest from political determinants, this form of delivery has increased very dynamically. One of the reasons for the increased interest is trouble with illegal immigrants among others in Calais. We have seen immigrants blocking truck traffic or trying to get into trucks which have caused numerous security threats not only to cargo but also to drivers.

(26) In contrary to political directives and EU goals to reduce CO₂ emission, traditional road transport has still high share on European transport market.

(27) With cargo owners increasingly seeking sustainable transport solutions, the trend of converting palletized cargo from trucks to rail and sea is growing.

(28) Eco-friendly sustainable transport solution is not possible to implement without close cooperation between all partners in the supply chain-shippers/receivers, shortsea carriers, rail/truck operators, container terminals, ports or freight forwarders. There is also stronger support needed on European and national political level to not only talk about shifting from road to sea but to take some real actions.

从例(25)、(26)、(27)、(28)中我们了解到, 基于政治和环境原因, 货主们希望能找到相对安全稳定的运输方式, 同时船公司也希望能找到环境友好可持续的运输方式。而 Unifeeder 能够提供或一直在努力提供这种 “transport solutions”, 希望能从不安全、不环保的 “road transport” 转变成更加 “sustainable” 的短海运输。

从 “emissions” 和 “carbon” 出现的频数, 以及 “emissions” 与 “reduce” (20 次) 和 “carbon” (10 次) 搭配的频数来看, Unifeeder 也积极承担社会责任, 为保护海洋生态环境做贡献。

(29) Relative to marine diesel, these biofuels reduce carbon emissions by 100% on a tank-to-wake basis and approximately 90% on a well-to-tank basis.

(30) “We believe in methanol-capable vessels as part of a suite of solutions being deployed to reduce carbon emissions in our sector and are happy to contribute with this project to a greener future in shipping. We really look forward to operating these modern state-of-the-art container feeder vessels in our partnership with Unifeeder and hope other market participants will follow this example.

5. 话语策略分析

话语策略分析是语篇历史分析的核心环节[10]。本文将从 “指称策略”、“谓语指示策略” 和 “视角化策略” 范畴出发, 探讨海丰国际和 Unifeeder 如何运用不同的话语策略建构其积极的企业身份。

5.1. 指称策略

指称策略往往用于凸显群体或个体的某种形象, 因而是理解身份建构的关键[4]。

5.1.1. 企业自身指代

(31) SITC International and Shanghai Maritime University will continue to strengthen university enterprise cooperation and information docking, and jointly make new contributions to the development of China’s higher

education and the construction of Shanghai International Shipping Center. (海丰国际)

(32) We are looking forward to serving the requirements of our customers in the Americas with this new service. New weekly container route connecting Copenhagen with 3 German Hub ports. We are enhancing the services connecting Copenhagen with three German hub ports by scheduling an additional weekly container ship call to Copenhagen Malmö Port's (CMP) terminals in Copenhagen. Starting from November 16th, CMP's container terminal in Copenhagen is served with one additional container ship call every week. This additional service means that we are connecting Copenhagen with the three major German hub ports: Hamburg twice a week - Bremerhaven and Wilhelmshaven once a week. (Unifeeder)

分析发现, 海丰国际和 Unifeeder 在官网新闻中定位自己的方式存在明显的差异: 海丰国际指代企业自身时全部使用“SITC International”一词来表达“企业的”或“公司的”; 相比之下, Unifeeder 除了用“Unifeeder”来指代自己, 还经常用“we”、“our”指代企业自身。两种不同的指代方式构建了企业不同的身份。第一人称代词是企业对外宣传时常用的使语篇个人化的话语策略, 有助于减少企业与读者之间的距离[12]。此外以“我们”第一人称视角指代, 具有“移情”效果, 使话语双方联系在一起, 增强了话语的说服力、感染力[13]。

5.1.2. 员工指代

(33) In the process of hiking on Fushan, the members competed and encouraged each other, showed the healthy, united and upward spiritual outlook of SITC staff. (海丰国际)

(34) Simultaneously focusing on employee health and social responsibility, promoting sustainable development. (海丰国际)

(35) While keeping our staff and colleagues safe, I would like to assure you that our first priority at the Unifeeder Group is to help our customers finding solutions to combat the logistical challenges they are currently facing. (Unifeeder)

(36) Our St. Petersburg Branch employee Svetlana Maydanova just participated in the DP World for women initiative #MentorHer, a program designed to facilitate knowledge transfer with mentors to support, inspire, and motivate women in the workplace and help build networks that open opportunities. (Unifeeder)

海丰国际和 Unifeeder 官网新闻采用不同的指称策略建构员工的身份。Unifeeder 多处采用“our staff”或“our employee”指代员工, 运用第一人称物主代词“我们的”将企业与员工归入同一群体范畴进行指代, “使自己成为对方的一员, 可以有效地拉近双方的心理距离, 产生亲切感, 或避免产生对立情绪”[14]。因此, 建构员工属于企业集团的群内身份, 既兼顾了员工心理情感, 增强其归属感和对企业的心理认同, 又拉近了企业和员工社会距离, 塑造了企业亲民形象[4]。海丰国际多采用“employee”指代员工, 视员工为独立于企业主体的另一主体, 明确建构了员工相对于企业的群外身份, 刻意突出企业与员工的社会距离。或采用“SITC staff”指代员工, 明确一种上下级关系, 彰显企业权威身份。

5.2. 述谓策略

预设作为述谓策略之一[15], 是为保证行动、理论、表达或语段的适宜性或合理性所作的假设[16]。Halliday 把情态动词划分为高量值情态动词, 如 must, ought to, need, have to; 中量值情态动词, 如 will, would, shall, should; 低量值情态动词, 如 may, might, can, could [17]。高量值情态动词通常表达“主观取向和决心, 传达强制的态度”[18]。低量值情态动词语气委婉; 中量值情态动词居中。通过 Antconc 检索海丰国际和 Unifeeder 高、中、低量值得出数据, 如下表 3、表 4、表 5。

Table 3. Comparison of SITC and Unifeeder high-volume modal verbs**表 3.** 海丰与 Unifeeder 高量值情态动词对比

| 高量值情态动词 | 海丰(频数) | Unifeeder (频数) |
|-----------------|--------|----------------|
| must | 0 | 7 |
| ought to | 0 | 0 |
| have/has/had to | 0 | 0 |
| need | 1 | 9 |
| can't | 0 | 0 |
| couldn't | 0 | 0 |
| shouldn't | 0 | 0 |
| 总计 | 1 | 16 |

Table 4. Comparison of SITC and Unifeeder middle-volume modal verbs**表 4.** 海丰与 Unifeeder 中量值情态动词对比

| 中量值情态动词 | 海丰(频数) | Unifeeder (频数) |
|----------|--------|----------------|
| will | 182 | 211 |
| would | 10 | 5 |
| shall | 0 | 0 |
| should | 5 | 7 |
| won't | 0 | 0 |
| wouldn't | 0 | 0 |
| 总计 | 187 | 218 |

Table 5. Comparison of SITC and Unifeeder low-volume modal verbs**表 5.** 海丰与 Unifeeder 低量值情态动词对比

| 低量值情态动词 | 海丰(频数) | Unifeeder (频数) |
|---------|--------|----------------|
| can | 26 | 82 |
| could | 2 | 4 |
| may | 0 | 0 |
| might | 0 | 8 |
| needn't | 0 | 0 |
| 总计 | 28 | 94 |

从预设命题来看, 两家企业都运用肯定的预设命题进行积极的身份建构, 且均不用否定预设手段对自身以及竞争对手进行否定的身份建构。

海丰高量值情态动词只有 need, 如: We need to actively respond from aspects such as products, services, internal management, employee capabilities, and efficiency improvement. 且只出现一次, 说明其较少出现语气强烈且非常肯定的表达。Unifeeder 高量值情态动词使用较多, 其表达语气更为强烈。如: While we are also doing our part to explore alternative fuels, we must not forget to also focus on optimizing our operational processes, harnessing advanced technologies, and implementing best practices across our fleet. 其情感表达更加丰

满, 二者都体现出为顾客提供好服务的决心。

相对于高量值情态动词, 海丰国际和 Unifeeder 使用中量值频率较高且二者相当。尤以 will 最多, will 表将来, 企业常会提出对未来的预测与保证来塑造自身形象[19]。

低量值情态动词方面, 海丰与 Unifeeder 相对自身其他能量词相比使用适中。其二者相比, Unifeeder 使用偏多。都表达了企业委婉礼貌的态度。

总之, 在高、中、低能量值情态动词整体使用上, Unifeeder 表达更为丰富, 较注重承诺式建构, 给顾客选择其产品的信心。海丰则注重对企业身份总结、归纳式的事实建构。这与两者网站风格也有较大关联。Unifeeder 网站更像一个公司与顾客交流的平台, 所以语言较口语化。海丰国际的网站则像是一个展示自己的平台, 语言风格较正式。

5.3. 视角化策略

根据研究框架, 我们对“引述”进行分析。在两个语料中发现话语存在两种引述方式: 直接引述和间接引述。直接引述: 常用引号标记, 话语忠于引文形式和内容。间接引述: 无引号标记, 话语仅忠于引文内容[4]。

5.3.1. 直接引述

(37) “This is yet another strategic step in our vision to build a global presence, offer a broader network of solutions to customers and leverage the way we engage with them to create the most comprehensive and integrated solutions across multiple geographies. We are excited to be joining forces with a company that operates on the same values as us. Feedertech’s asset-light business model and approach to preserve the common-user independent platform that focuses on flexibility, reliability and providing sustainable logistics solutions, made it a clear fit for Unifeeder,” says Jesper Kristensen, CEO of Unifeeder. (Unifeeder)

Unifeeder 官网新闻多运用直接引述话语策略构建企业身份, 而海丰国际全文无类似引述策略。例(37)直接引用 Unifeeder CEO 的话语, 可以让顾客了解 CEO 对于公司业务、市场、未来发展的看法和思考, 增强 CEO 的权威性和话语权。可以向员工、合作伙伴、投资者等传递公司的战略规划和长远愿景, 增强他们对公司的信心和忠诚度。以此来建构企业身份, 令建构企业身份变得有据可循、有源可溯、有权威可依[4]。

5.3.2. 间接引述

(38) Talking about cooperation, Chairman Yang Shaopeng said that SITC International will use the Hainan Free Trade Port construction to provide good opportunities for ship leasing business, international trade logistics projects, etc. (海丰国际)

海丰国际则均采用间接引述的视角化策略, 如例(38)。与直接引述不同, 间接引述仅忠于引文内容而非形式, 话语往往是对引文内容的改述或解释[20]。这样可以避免直接引语带来的主观和偏见, 保持公司官网新闻的客观性和中立性。

6. 社会历史语境讨论

借助于语料库工具, 对语言事实及话语策略的分析为探讨社会历史语境奠定了基础, 而二者的结合更清晰地反映了文本和社会历史语境之间的关系。

国际环境方面, 全球经济格局不断变化, 贸易保护主义和地缘政治风险加剧, 对航运企业的国际运输和贸易业务带来挑战。同时, 气候变化和环境问题也是航运企业必须面对的长期挑战。因此海丰国际

和 Unifeeder 官网中也多次出现“可持续”“减排”“二氧化碳”等词,在减排和使用清洁燃料方面努力,建构了其安全清洁企业的身份。

市场竞争激烈,航运企业需要不断提升服务质量和运营效率,以应对来自同行的竞争压力。此外,新兴市场和电商业务的兴起为航运企业提供了新的发展机遇,但同时也带来了新的挑战。海丰国际和 Unifeeder 在官网新闻中也多次提到“efficiency”积极提升运输效率,为客户提供高效的服务。同时二者也开启电子商务等进行货物跟踪、了解船舶动态等,提升服务质量。

科技变革也是航运企业必须面对的重要趋势。数字化、智能化和自动化技术的应用正在改变航运业的游戏规则。航运企业需要积极拥抱科技变革,提升数字化水平,以适应市场需求和行业趋势。Unifeeder 积极与其他公司进行合作,通过兼并收购等措施,提升自身竞争力。海丰国际则积极与海事类、交通类高校进行合作,重视高素质航运人才的培养。

企业身份的建构实质上是一种社会历史实践,受制于社会文化语境,两家企业身份建构的差异反映了各自所处的社会文化特征[4]。

讲求面子是中国社会文化心理的代表性特征[21],受其影响海丰国际的官网新闻侧重展示自己的实力,这一点从“ceremony”的频数可以看出。根据 Hofstede *et al.* [22]的文化权力距离概念,中国文化权力距离大,此类文化强调社会地位、参照者权力、权威和合法性[23]。因此,海丰国际官网话语风格则较为正式,且以“SITC employee”指代员工,体现了公司的权威与地位。西方文化权力距离小,此类文化强调平等主义、平等权力及低等级性[23]。因此,Unifeeder 官网新闻多以口语为主,注重与客户的交流。指代员工时常常用“our employee”,拉近了与员工的距离。在高、中、低量值情态动词使用上,海丰国际总体使用情态动词较少,提出的承诺较少,体现出中国含蓄务实的文化底蕴。Unifeeder 使用情态动词较多,情感表达较为丰富,对未来承诺较多,体现了西方文化勇于冒险、敢于挑战的文化基因。

7. 结语

本研究利用 Antconc 语料库工具,基于自建的海丰国际与 Unifeeder 官方网站新闻报道的语料库,从特定词频、索引行分析、搭配词三个层面进行语言分析,从“指称策略”、“述谓策略”、“视角化策略”范畴出发探究二者话语策略的运用。最后从国际环境和社会文化方面研究了企业身份建构与背后社会意识形态之间的关系。研究发现,二者都非常注重保护海洋环境,构建了“清洁企业”的身份,顺应了国际发展的需要。注重提升服务效率与质量,提升自身竞争力。海丰国际注重人才的培养,积极与高校进行合作且积极承担社会责任,为扶贫事业贡献力量。Unifeeder 则侧重于兼并、不断开辟新航线等提升自身实力。同时受不同文化的影响,二者在身份建构方面又展现出各自的特点。这些特点在企业进行积极身份建构上发挥了重要的作用。

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