摘要

新闻播报作为大众传媒的方式之一，在舆论引导方面起着非常重要的作用；同时新闻播报作为语言使用的现象之一，其在语言选择和使用方面也有独到之处。

纵观对新闻的研究，更多的是从传播学的角度分析新闻播报的各个组成方面。当然也不乏从语言学角度的研究，但这些研究大多是静态的研究，缺乏对新闻播报这一动态过程的描述和解释；对中英新闻的对比研究也大多是对相同或相似新闻文本的翻译研究，而鲜有涉及文本背后的新闻制作人及新闻观众的意识和认知机制；再者，已有的对新闻的研究没有把新闻播报过程中的图片画面这一新闻播报中不可或缺的因素包括进来。鉴于此，本研究拟对 CCTV 和 BBC 的整点新闻播报进行中英语用顺应对比分析。

本研究首先对英汉新闻播报过程中在语言选择以及在语境选择方面进行了对比分析，进而用维索尔的语用顺应理论对这些选择的顺应程度进行了解释并对这些选择在形成新的语境方面的有效性进行了进一步阐述。研究发现 BBC 和 CCTV 整点新闻在语言选择层面存在差异：

语音和节奏方面，BBC 新闻播报因有高低急缓的变化而能够提示所播报内容信息量的变化并用富于节奏的声音吸引观众继续收看下面的新闻，CCTV 新闻频道播报的声音和节奏因缺乏变化而显得单调。词语选择方面，BBC 在情态语气词选择上更体现了新闻的客观性，CCTV 新闻频道在能愿动词上的选择使所播报的新闻显得主观引导性更大。句子构造层面，BBC 的句子多是可以表示客观性的被动句，CCTV 新闻频道的则多是主动句，使所播报的新闻显得客观性不足。语篇结构方面，BBC 世界新闻频道的新闻文本在导语的内容排列上把事件放在首位，在每条新闻的内容构造上倾向于讲述主要事件，CCTV 新闻频道在导语中多把最重要的事件部分放于末尾，在每条新闻的内容构造上倾向于列举细节。

BBC 和 CCTV 在语境选择上也存在差异：时间关系层面，BBC 的每种新闻播报方式的时间要短于 CCTV 每种新闻播报方式的播报时间，BBC 的选择更便于收看者处理接收到的信息，并理解接收到的新闻信息。空间层面，BBC 的播报人员和收看者的距离有远近的变化，而且多是远距离的播报，给收看者足够的心理安全感，CCTV 新闻频道在这方面没有变化，多是近距离播报。道具使用层面上，BBC 使用的道具明显多于 CCTV 新闻频道，这种收看者取向型选择更有助于收看者理解新闻内容。在播报员动作和衣饰层面，BBC 世界频道的播报员无论动作还是衣饰都比CCTV 的播报员丰富且随意，给收看者营造了舒适随意的观看语境，相对而言，CCTV 新闻频道播报员的动作衣饰偏正式，使观看语境显得单调无趣。

研究表明新闻制作人和新闻作家对语境的预先设定的意识程度能够影响新闻的播报效果，新闻制作过程中应从语言选择和语境选择两个方面顺应观众心理世界、物理世界和交际渠道，提高新闻顺应度和有效性，这对新闻制作有一定的启发意义。其次，本研究补充了语用顺应理论中关于交际渠道的论述，丰富了语用顺应理论。再次，本文用对比的方法研究 CCTV 和 BBC 新闻播报，丰富了语用对比研究的视角，对对比研究有一定的启发和指导意义。

关键词：新闻播报；对比分析；语言顺应；语境顺应

Abstract

As a means of media communication, news broadcasting plays an important role in guiding public opinion; at the same time, as a phenomenon of language application, news broadcasting has its own characteristics in ways of language choice-making and language application.

Most of the studies on news focus on analyzing the components of news broadcasting from a perspective of media communication. Besides, many studies on news are pursued from a linguistic perspective. Nevertheless, most of these linguistic studies on news broadcasting are static, and explanation on the dynamic process of news broadcasting is needed; secondly, most comparative studies on Chinese and English news are limited to news translation of the same source, which are not scientific enough for news study featured by one function of guiding public opinion through news production by different sources; thirdly, the existing studies on news have no description on pictorial elements of news broadcasting, which is indispensable to the dynamic process of news broadcasting.

Therefore, this thesis aims to conduct a comparative study on news broadcasting of hour news from CCTV News and BBC World with Verschueren's pragmatic adaptation theory as the analyzing tool. Firstly, a comparative analysis on linguistic choices on voice and intonation, wording, sentence structure and text organization and contextual choices on the management on temporal and spatial references, the use of artifacts and the gestures and appearances of anchorpersons is conducted; and then, Verschueren's pragmatic adaptation theory is applied to explain the different degree of adaptation with respect to audience's mental world, social world and the communicative channel. Besides, the effectiveness of these different choices in news broadcasting from CCTV News and BBC World in producing desirable news context will also be stated here.

Through an analysis of the differences on linguistic and contextual levels in news broadcasting of the hour news from CCTV News and BBC World, this thesis holds that those differences could result in different effectiveness of news broadcasting.

At linguistic level: in the aspect of voice and intonation, news broadcasting of BBC World is rich in changes in voice and rhythm, making audience figure out the informative items easily and attracting audience's attention, while CCTV News has no such rich changes in voice and rhythm, making their broadcasting process

comparatively boring. In the aspect of wording choosing, there are far less modal auxiliaries in the news scripts from BBC World than modal verbs from CCTV News, which displays different degree of objectiveness of broadcasting news with weak objectiveness of CCTV News. In the aspect of sentence structures, there are more passive sentences used in news scripts of BBC World than that of CCTV News, displaying different degree of credibility of news broadcasting with comparatively less credible effectiveness of CCTV News than that of BBC World. In the aspect of text organization, BBC World highlights *what* by putting it at the beginning part of every lead, while CCTV News puts usually *why* at first, making it difficult for audience to process information contained in leads. Besides, news items from CCTV News are filled with details with little information while those from BBC World are of key points, clear and direct for audience to grasp the major points of a news story. As for pragmatic devices choosing, there are far more pragmatic devices employed in the news scripts from CCTV News than those from BBC World.

As for contextual choosing, there exist also four different points. In the aspect of temporal relations, the lasting time of every broadcasting style is shorter in BBC World than that in CCTV News, making it easier for audience of BBC World to process each piece of information than that of CCTV News. In the aspect of spatial relations, there are constant changes between social and personal distances in the process of news broadcasting of BBC World, making audience close to events broadcasted in a news story and creating the audience a comparatively relaxed context, while in CCTV News the spatial distance between audience and anchorpersons is close, making events proximal to audiences and giving them a feeling of invasion of personal space. In the aspect of artifacts, the settings and objects used and seen by audience of BBC World are much more than those of CCTV News, which may help audience process the information displayed in broadcasting news process. In the aspect of gestures and appearances of anchorpersons, the gestures and appearances of anchorpersons of BBC World are less formal than those of CCTV News, creating a comparatively comfortable context for audiences of BBC World.

The study shows that the degree of salience of news producers and news writers towards the pre-set context of TV news broadcasting has great bearing on the effectiveness and adaptability of TV news broadcasting. In news production, it is suggested that attention must be given to adaptation to audience's mental, social,

physical worlds and communicative channel at linguistic and contextual levels. Besides, this study has a renewed explanation of communicative channel in adaptation theory by Verschueren, richening the adaptation theory. Thirdly, this is a comparative study on Chinese and English news broadcasting process, so it is complementary to pragmatic comparative study.

Key words: News Broadcasting; Contrastive Analysis; Linguistic Adaptation; Contextual Adaptation

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Chapter I Introduction

1.1 Research Background

The appearance, survival and development of human society cannot do without information communication between each other with news as the basic content. The more developed the human society is, the more frequent will news communication between human beings become and the more various and advanced will the means of human news communication become (Qiu, Wu & Xiang, 1998: 8-10). Among others, mass media is a vital means indispensable for transmitting information in modern society. Within the media, news is primary language genre and is seen as the kernel of media content. It fills pages of the daily news paper and hours of radio and TV time.

It is true that in recent years essays and papers about news are easily found in academic journals. Traditionally, the study on news broadcasting falls within the research scope of media communication and recently it has attracted the attention of linguistic scholars. According to Cotter (2001), there are three main approaches to the study of media discourse, which can be characterized as (1) discourse analytic: pragmatics (Verschueren, 1985; Wortham & Locher, 1996), conversation analysis (Greatbatch, 1998), variation (Bell, 1999), Labovian narrative analysis (Bell, 1991; van Dijk, 1988) and interactual sociolinguistics (Goffman, 1981; Cotter, 1999a); (2) sociolinguistic: involving variation and style in the media or a similar close analysis of language (Santa Ana, 1999; Jaffe, 1999); (3) nonlinguistic: studies on political science, media, or communication paradigms and, to some degree in culture (Jamieson, 1996; Campbell & Jamieson, 1990) (cf. Liao, 2004). However, studies on TV news broadcasting as a dynamic process are rare. Moreover, a contrastive study on Chinese and English TV news broadcasting from CCTV News and BBC World is original.

Adaptation theory proposed by Verschueren (2000) is a perspective on language, which can be adopted to interpret various linguistics phenomena in a comparatively comprehensive way. It has proved by lots of scholars through applying this theory to various pragmatic phenomena that this theory is fairly effective in interpreting pragmatic phenomena. Nevertheless, this theory is rarely applied in the field of studying news broadcasting in a perspective of contrastive study. Thus, this thesis is a tentative

study in applying the adaptation theory to news broadcasting in Chinese and English from CCTV News and BBC World. In other words, in this thesis, we will adopt the adaptation theory as our theoretical framework. Verschueren holds that "the general concern for the study of linguistic pragmatics is to understand *the meaningful functioning of language as a dynamic process operating on context-structure relationships at various levels of salience.*"(Verschueren, 2000: 69). He expounds that language use is a process of continuous making of linguistic choices (ibid: 68). This opinion holds true for TV news broadcasting. In the following chapters of this thesis, we will illustrate in detail the enlightenment of adaptation theory on TV news broadcasting from a contrastive perspective.

1.2 News, News Language and TV News Broadcasting

The word "news" derives from Greece. In American reporter Joest's opinion, the word "news" comes from the word "new". It is clear that freshness is one of the most essential features of news. And there are other definitions on news. "News is anything that will make people talk". That is how Charles A. Dana, editor from 1868 to 1897 of the legendary "newspaperman's newspaper", the *New York Sun*, defined news. Typical definitions of news suggested by journalists include "news is the same thing happening to different people", "news is what the editor thinks is news", or news is "what I'm interested in" (Tian, 2006). Such comments illustrate that the critical task of capturing news is entrusted to an indescribable skill whose workings are uncertain. One of the oldest definitions of news says that when a dog bites a man, it isn't news, but when a man bites a dog, it's news. Of course, about the definition of news, different scholars have different explanation. Some typical opinions given by news scholars are as follows:

News is a kind of new and important facts.

News is an important fact that the public will know, should know, but haven't known.

News is the report given by newspaper, news agencies, broadcast stations, and TV stations on temporary political or social events.

News is the spread of facts that have just changed.

News is the report of important facts that happen recently and about which people are concerned (Lei, 1997: 67-68, cf. Zhang, 2006).

Lu pointed out in his *Our Fundamentals of Journalism* that news is the report of what has happened recently. This definition is universally accepted as a comparatively scientific one. Xu holds that Lu's definition represents three natures of news, new, facts and report, which shows that news is real, timely and public. However, he extends Lu's definition by saying that "news is the most timely report on facts that have happened, are happening or will happen" (Lu, 2003: 4, cf. Zhang, 2006).

But from the linguistic perspective, news has a quite different image from that accepted by journalistic majority. News is a typical example of language in use, and of social structured meaning. News is not the newsworthy event itself, but rather the "report" or "account" of an event. It has gone beyond words. It is social and cultural institution among others. Fowler (1991) defines news as a social practice and constructed by the social and political world on which it reports. What events are reported is not a reflection of the importance of those events, but reveals the operation of a complex and artificial set of criteria for selection (cf. Chen, 2006).

Fowler also notes that newspaper coverage of world events is not fair recording of "hard facts", and all news is inevitably mediated and no news medium can be completely "neutral" or "unbiased". In fact, different news medium will report differently in both content and presentation, showing disaffection and also affiliation to particular topics. Thus, it can be judged that the process of news reporting is to more or less degree manipulated by the news writer, and the differences in reporting are largely due to the differences between individual writers. It is reasonable for Fowler to say that "The world of the Press is not the real world, but a world skewed and judged" (Fowler, 1991: 11-12, cf. Chen, 2006).

Fairclough (2001) goes further, claiming that mass media discourse involves hidden relations of power. Text producers may succeed in manipulating audiences to accept their view of particular events.

By news reporting, it means news agencies make publicly know what has happened and changed recently through such news media as newspapers, radio broadcasting or TV broadcasting (Qiu, Wu & Xiang, 1998: 8-10). TV news broadcasting is one among various news reporting styles and is in the dominant place because of the popularity of televisions in modern society. Therefore, TV broadcasting will serve as the breakthrough point of the author's study

1.3 Research Methodology and Data Collection

As far as methodology is concerned, the majority of the study relies on the qualitative analysis of the data. The present research is both data-driven and theory-driven. Without any ready-made framework at hand nor any hypothesis proposed beforehand, the investigation begins with fixing a working definition for the research object, namely, TV news broadcasting, which provides a guideline for the following stage of the effort-consuming search for data. Keeping the data collected in mind, we carry out a careful observation and analysis on the basis of Verschueren's adaptation theory, explore the manipulation of television news broadcastings from CCTV News and BBC World, seek the underlying reasons for the different operation on linguistic and non-linguistic choice-making in the process of TV news broadcasting while taking social, cultural and cognitive facets into consideration, and finally propose several pieces of suggestions for TV news broadcasting for guiding public opinion much better and at the same time realize high-level degree of effectiveness.

As mentioned above, the present study is mainly a qualitative one. A qualitative study requires both ideas and data. The data cannot be analyzed without ideas; at the same time, the ideas must be shaped and tested by the data (Dey, 1993: 7, cf. Zhang, 2006: 14). Thus, data collection plays a fundamental role in this study. BBC World and CCTV News can be taken as representative channels for English and Chinese TV news broadcasting respectively. Thus, the data investigated in this thesis are mainly extracted from the hour news of these two channels. There are together four news scripts of hour news from these two channels, with two from BBC World and the other two from CCTV News. These data are all recorded by the author by using Real Player, software for playing and recording, and are saved in the author's personal computer for further analysis.

1.4 Academic Value and Pragmatic Significance

Since it is first proposed by Verschueren, the adaptation theory has been widely applied to interpreting various linguistic and interdisciplinary phenomena. However, it has never entered the field of media communication such as TV news broadcasting. Traditional study on news broadcasting falls within the research scope of media communication. Recently, more and more studies have been becoming interdisciplinary and in the research field of linguistics, study on media communication is becoming

more and more popular. However, most of the studies on media communication focus on news texts or reports from newspapers but not on news broadcasting process from TV programs and none of them have adopted the adaptation theory in interpreting this phenomenon. Besides, few of them are of contrastive studies. Thus, it is firmly believed that this study of adopting the adaptation theory in interpreting the phenomenon of news broadcasting from BBC World and CCTV News will provide supplementary help in the development of pragmatic-adaptation theory, contrastive study and Chinese news program production.

This thesis is a contrastive study from a pragmatic-adaptation perspective, so it is believed that the findings of this study will be theoretically constructive for contrastive linguistics at the level of pragmatic contrast. In this thesis, the adaptation theory will be tentatively applied to interpret the phenomenon of TV news broadcasting, which is quite different from its original applied field in instant conversation. From this point of view, this study will enlarge the explanatory power of the adaptation theory. One of the findings of this research is concerned with the differences between news broadcasting in English and Chinese from BBC World and CCTV News respectively, so this may be helpful for the TV news program production in China. Because the data of this research are all standard usages from Chinese and English, so the findings may be to some degree beneficial to foreign language teaching and studying.

1.5 Organization of the Thesis

The thesis is composed of six chapters.

Chapter One is a general introduction of the research, including a brief introduction of the reasons for studying TV news broadcasting from a pragmatic perspective, selecting adaptation theory and conducting a contrastive study of Chinese and English with TV news broadcasting from CCTV News and BBC World as research data, the definition of news and news broadcasting and TV news broadcasting, methodology, significance of the research, and organization of the thesis.

Chapter Two is literature review of the previous study on news and news broadcasting, properties of news broadcasting and broadcast news language. The author will investigate the characteristics and linguistic features of news broadcasting in this chapter.

Chapter Three is the theoretical foundation of the whole thesis. This chapter

explains the major contents of the adaptation theory, and then explores its application to TV news broadcasting. According to Verschueren, language use is a process of choice making, which refers to adaptation of language structure in regard to context in a dynamic way at various levels of salience. No doubt, the process of TV news broadcasting consists of predominantly conscious making of linguistic choices, for which the language-internal reasons are the differences between the two languages and the language-external reasons are in broad sense contextual elements.

Chapter Four displays the major differences between Chinese and English TV news broadcasting from CCTV News and BBC World. Firstly, we will display a linguistic comparison on TV news broadcasting from CCTV News and BBC World on the level of voice and intonation, wording, sentence structure and text organization. Secondly, we will do a contextual comparison on TV news broadcasting on the level of the management of temporal and spatial references, the use of artifacts and the gestures and appearances of anchorpersons of CCTV News and BBC World respectively.

Chapter Five is the soul of the thesis. This chapter provides a detailed analysis of TV news broadcasting from the perspective of pragmatic adaptation. We will explore how the choices made by TV producers and news writers of CCTV News and BBC World are adapted to the audience's mental world, social world, physical world and communicative channel required by TV news broadcasting, how the different context are produced in CCTV News and BBC World and how the different levels of effectiveness are produced because of different choices made at linguistic and contextual levels.

Chapter Six is the conclusion of this thesis. Firstly, the author's opinion on the degree of effectiveness of TV news broadcasting from the aspect of adaptation to contextual correlates required by TV news broadcasting on the basis of comparing the different choice-making resulting from different adaptation strategies of CCTV News and BBC World will be stated. And then is a summary of the research findings, the limitations of the present study and suggestions for future study.

Chapter II Literature Review

Before discussing Chinese and English TV news broadcasting from CCTV News and BBC World from a pragmatic-adaptation perspective, we should first of all be clear of some previous studies on news and news broadcasting and on some basic knowledge about news, news broadcasting and TV news broadcasting. In this chapter, we will present the previous studies on news and then explore the characteristics of news, news broadcasting and TV news broadcasting so as to have a better understanding of the following chapters.

As the scope of news is so far-reaching in China and throughout the world, and so globally situated and influential, it is not surprising that the studies on news have become one of the hottest research fields.

2.1 Previous Studies on News and News Broadcasting

In China, there have been various studies on different styles of news from different aspects in resent years. In sense of presenting channels, roughly news can be categorized in to newspaper news, netnews, radio broadcasting news and TV broadcasting news. Previous studies on newspaper news focused mostly on its linguistic features (Zhang, 2005) applying systematic-functional grammar, stylistic studies applying register theory (Shi, 2001) or writing style based on the theory of thought pattern (Dong, 2006), or pragmatic analysis on the pragmatic function of quotations in business news reports in Wall Street Journal (Wu, 2006). Studies on netnews are comparatively new breakthrough points and are approached mostly from a pragmatic perspective either on translation of netnews based on relevance theory (Yu, 2006) or on news frame of netnews. Although being different from print news, radio broadcasting news has also been studied on the stylistic or linguistic features of its news script at lexical, syntactical and phonological levels (Yan, 2005), and also cohesive feature (Zhang, 2005). Besides, there are functional and cognitive studies on radio broadcasting news on attitudinal meaning of radio news in VOA and BBC basing on appraisal theory (Wang, 2006) and how English broadcast news stories are made from the aspect of schemata including formal and content schemata (Liao, 2004) respectively. There is rare study on TV broadcasting news except from a journalistic perspective on the content

and characteristics of certain program (Mou, 2002). According to the presentation style, news can be categorized as print news and broadcast news. From investigating the previous studies, we could find that studies on print news or news texts are obviously more than studies on broadcast news. Additionally, studies from a formal linguistic and a systematic-functional perspective are more than that from a pragmatic perspective. And there is no study from an adaptation perspective. The last but not least point is that comparatively contrastive studies on news in Chinese and English are mostly on comparative items of linguistic and cultural differences between Chinese and western languages (Yao, 2002; Chen, 2002), perceptual reality in media communication (Yang, 2006), bi-directional relationship between language and ideology (Wu, 2006), theme and thematic progression pattern (Zhang, 2006). There are also contrastive studies from cognitive aspect on translation of English news (Zhang, 2006), pragmatic or cognitive-pragmatic aspect on euphemism translation (Zhang, 2005). Only one study is conducted from a pragmatic adaptation-based approach, which is a comparative study on news headlines in domestic version and overseas version of *People's Daily* (Chen & Xu, 2006).

These studies generally treat news texts as end-products, and care little about the dynamic interaction between news texts and readers. Mostly, they are static studies, focusing mainly on the language features or the comparative differences between Chinese and English news texts. The third point is that their studies on news are limited to news texts and that the phenomenon in the process of TV news broadcasting has not attracted their attention. Though there are comparative studies on news, seldom do they touch on the contextual elements in news production and interpretation.

The ubiquity of news language and its easy accessibility make it possible that many western linguistic scholars are interested in the components of language and discourse and the effects of news language. Western scholars approach news from different disciplines. Most of them examine news texts from one or two aspects: discourse structure or linguistic function, or its impact as ideology-bearing discourse. The first aspect is represented by Bakhtin's notions of voicing (1986), Goffman's concept of framing (1981), Bell's work on narrative structure and style (1991, 1994, 1998), and Tannen's positioning of the media as agonists and instigators of polarized debate. Their researches have done a great contribution to news studies on discourse structure, function, and effect. The second aspect is characterized in the interdisciplinary

framework of critical discourse analysis (CDA) and is represented by Fairclough's deployment of social theory and intertextuality in the illumination of discourse practice (1989, 1998) and Fowler's (1991) critical scan of societal structures and discourse structures.

In western research tradition on news, many research approaches have been proved to be useful and practical. Traditionally, lexical choices, the positioning of information and the use of quotations were evaluated through content analysis and offered as evidence of the biases in the press. Currently, the interdisciplinary studies on news are firmly established: conversation analysis (Greatbatch, 1998), critical discourse analysis from both sociocognitive (van Dijk, 1988) and discourse-practice (Fairclough, 2001) perspectives, cultural studies (Allen, 1998), structural discourse analysis (Bell, 1991), reception analysis (Richardson, 1998) and a "grammar" of visual design (Kress and van Leeuwen, 1998) (cf. Yuan, 2007: 13 - 14). All of these focus closely to the media texts, but are also informed to varying degrees by social and political analysis.

From their interests and approaches, western scholars have contributed a lot to the studies on news from different perspectives, but there are no studies conducted from a pragmatic-adaptation perspective. Furthermore, among their research interests, a comparative study on Chinese and English news has not been deployed.

These studies tell us that studies on news have been approached from different perspectives. However, there are hardly scholars who have attempted to study TV news broadcasting from a pragmatic-adaptation perspective. As a perspective on language, the pragmatic-adaptation can show us a new aspect in how news can effectively transmit information and guide public opinions.

2.2 The Characteristics of News Scripts in News Broadcasting

Print news and broadcast news are different. It is necessary to consider the relationships that exist between the content of a script and its audience in three common situations - print, a public speech and broadcast.

Broadcast shares some of the characteristics of both print and spoken scripts and has some characteristics of its own. Like print, the messages transmitted to audiences are predetermined by the source. But in this case it is not just content and structure that are fixed by the writers and producers; so are all aspects of delivery to its audience. The sequence, speed, pacing and emphasis with which the message is delivered are also

under the control of the producers. In this respect, broadcast differs from print. Like oral communication, the words of broadcast scripts are presented in specific styles. But unlike oral communication there is no two-way channel, no mechanism for feedback from the recipient to the source. The following is a summary of the characteristics of broadcast texts (Walters, 1988, cf. Liao, 2004).

a. The words or the sequences in which they are present are absolutely linear in time to the listener. Broadcast requires that the content be presented in some form of script and that the script then be transformed from print into voice by the action of announcers and actors, by the use of sound effects and music, and for television by the insertion of pictorial material. The script is only a transition stage in the process of communication. It is not seen by the audience.

b. The words and sequences presented to the audience are not repetitive, leaving no provision for the listener to reprocess the message. The originator of the broadcast message determines both the sequence of ideas and their rate of presentation. If the listener cannot follow that sequence or keep up with that speed, he or she will lose the content forever. Therefore, ideally, broadcast requires especially careful attention to the sequences and pacing of the message through air.

c. There is usually no mechanism for immediate feedback and therefore no opportunity for the source to modify the message during delivery.

d. Although broadcast audiences may be large in total, that large, aggregate audience is made up of many small groups or individuals at each receiving location. In order to communicate effectively with broadcast audience, the writer must remember to talk to them conversationally.

The most important consequences of these unique characteristics of the broadcast message is that the writer and other persons involved in the production of scripts and programs must strive consciously to make every message clear. Since there is no way for the listener to review the content, to reread the message, to go to the dictionary to check unfamiliar words, or to respond by voice or other physical signs that he or she does not understand, the message must be made clear upon presentation. Anything that might interfere with the delivery and understanding of the message must be sacrificed to clarify.

In order to make the message clear to the audience, writers are asked to use simple sentences, paragraph structures, grammatical constructures, vocabulary, which may help

audience to comprehend broadcast message. At the same time, the arrangement of the sequence of ideas may itself help audience to follow it.

2.3 The Linguistic Features of News Broadcasting on TV

Broadcast news has the features of general written text and its own features as well. News broadcasting aims to present to a mass audience of different educational levels news items in simple, easy to understand language. There are some particular requirements for news reports as follows:

a. Broadcasters tend to place value on the informally conversational lead, easy-to-listen narrative with natural voice. Broadcast news copy is more like a transcript of talk than a composition of prose.

b. Broadcast news is usually written in the present tense, describing situations in the present, as they are unfolding now. Broadcast journalists often pride themselves on presenting the news as it happens, of allowing the audiences to be eyewitnesses to news events.

c. Broadcast journalism is bound by time. Broadcasters show concern for their audience's time by keeping stories short, by following a sequential format, and adhering to a strict schedule.

d. Unlike print news with inverted pyramid, broadcast news is often written in the diamond style. The story opens more gradually, with a short, conversational lead sentence. As the story progresses, the elements of *why, what, when, where, why* and *how* unfold in a timely manner, reflecting the coherent whole rather than the constituent parts of a story. The bulk of the "facts" of the story are contained in the body of the story, not in the first paragraph as in a print story. If a story needs to be edited to make it shorter, the tendency is to pull content from the middle, rather than cutting from the bottom. A broadcast story will often end with a summarizing sentence, where the story is brought to a logically satisfying conclusion. Instead of the systematic, almost scientific manner of information dissemination refined by print journalists, broadcasters prefer a more naturalistic, narrative approach, an interpretive, textual performance.

Chapter III Theoretical Framework for the Present Study

This thesis is a pragmatic-adaptation study, so in this chapter we aim to explain the theoretical foundation of the whole thesis. Firstly, we will display the major contents of the adaptation theory, and then explore its application to television news broadcasting process.

3.1 Introduction

The term "pragmatics" was first proposed by Morris in 1938 (Levinson, 1983: 1) in his discussion of semiotics, but it began to rise as an independent discipline in the 1970's, marked by the publication of *Journal of Pragmatics*. With its development, there appeared two trends of pragmatic studies: the Anglo-American tradition and the Continental tradition. The former is restricted to the more manageable "linguistic" topics such as deixis, presupposition, speech acts, and conversational implicature. It views pragmatics as a separable component of a linguistic theory on a par with phonology, morphology, syntax and semantics. While the latter expands more widely, turning pragmatics into the realm of interdisciplinary enterprise. As a matter of fact, the latter trend is more or less true to the original view by Morris that pragmatics may be a study on "the relation of signs to interpreters" (Verschueren, 2000: 255) and that "since most, if not at all, signs have as their interpreters living organisms, it is a sufficiently accurate characterization of pragmatics to say that it deals with the biotic aspects of semiosis, that is, with all the psychological, biological, and sociological phenomena which occur in the functioning of signs" (Morris, 1938: 30, in Verschueren, 1995: 3, in Zhang, 2006).

Verschueren's pragmatic perspective is the best representative of the Continental tradition which holds that pragmatics has no unit of analysis. At the same time Verschueren realizes that the status of meaning as the product of the interacting forces of language production and interpretation, cannot be clear without taking cognitive, social, or cultural variables into consideration and that pragmatics is a different perspective view on language but not a separable linguistic discipline (or subdiscipline).

3.2 A Brief Sketch of Jef Verschueren's Adaptation Theory

A first outline of the ideas underlying *Understanding Pragmatics* was presented during the workshop, *Between semantics and pragmatics*, held at the Inter-University Center for Postgraduate Studies in Dubrovnik on 7-18 May 1984. Its basic tenet, the quest for coherence in the field of pragmatics, led to the publication of a working document sketching the basic structure of a general pragmatic theory (Verschueren, 2000: F37), of a variety of articles on aspects of the same (Verschueren, 1994, 1995), and of the *Handbook of Pragmatics* (Verschueren *et al.* eds. 1995) (Verschueren, 2000: F37).

In his new book, *Understanding Pragmatics*, Verschueren defines pragmatics as the linguistics of language use, having neither its own unit(s) of analysis nor its own correlational object(s), constituting a general functional (such as cognitive, social and cultural) perspective on language, with as its topic of investigation the meaningful functioning of language in actual use, as a complex form of behavior that generates meaning, and serving, within the realm of language-related sciences, as a point of convergence for the interdisciplinary fields of investigation and as a latch between those and the components of the linguistics of language resources. Verschueren proposes that meaning as a defining feature of what pragmatics is concerned with, is dynamically generated in the process of using language (ibid:11).

3.2.1 Making Choices

According to Verschueren using language must consist of "the continuous making of linguistic choices, consciously or unconsciously, for language-internal (structural) and/or language-external reasons" (ibid: 55-56). In other words, interlocutors are bound to make choices throughout the whole process of using language whether consciously or unconsciously. These choices are made at any possible level of language using, from language, genre, sentence structures, and intonation patterns to language strategies. They may range over structural options, or they may involve regionally, socially or functionally distributed types of variation. And making choices does not suggest a conscious act. The processes may show any degree of consciousness. And more often than not, choices are made simultaneously: the utterers have to make choices in their language production and at the same time the hearers make choices to interpret and understand what the utterers have just spoken. Both types of choice-making are of equal importance for the communication flow and the way in which meaning is generated.

Another point to be specified is that once the utterers and hearers use language, they have no choice to make or not to make choice, whether the range of possibilities can fully realize the communicative needs or not. The users are "under an obligation to make choices" (ibid: 57). When making choices, the possibilities are not equivalent. That is to say that if there are several possible choices at hand, at certain communicative moment, the users would prefer one choice to another. Finally, choices would be understood with their fundamental connectedness with their alternatives. In other words, when users make any choice, this choice may carry with it any dimension of meaning.

3.2.2 Three Properties of Language — Variability, Negotiability and Adaptability

Language has three properties, so it is possible for communicators to make choices so as to approach points of satisfaction for communicative needs. They are variability, negotiability and adaptability.

By variability, it means the entire range of various options that must be assured to be accessible to language users for them to be able to make choices. But this variability does not mean that the possible choices are stable or static, rather they are constantly changing. At any given moment of communication, a choice may rule out alternatives or create new ones for the current purposes of the exchange (ibid: 59). Thus, negotiation and renegotiation are involved.

Negotiability is the property of language responsible for the fact that choices are not made mechanically or according to strict rules or fixed form-function relationships, but rather on the basis of highly flexible principles and strategies (ibid: 59). Negotiability implies indeterminacy of choice on the side of both language producer and interpreter. The reason is that language users have to make choices which are usually taken from such conventional or habitual set of options that the language users barely realize that they are constrained by that set at all and that other possibilities could easily be created — which, in turn, would soon begin to impose news restrictions Indeterminacy is also involved because choices are permanently renegotiated. If making language choices means choosing from a wide and changing range of possible options in a highly flexible manner, how it is still possible for language users to realize their communicative goals? The answer lies in the third property of language, which is adaptability.

Adaptability, then, is the property of language which enables human beings to make negotiable linguistic choices from a variable range of possibilities in such a way as to approach points of satisfaction for communicative needs (ibid: 61). As Verschueren himself admits, the notion of adaptability is from evolutionary epistemology by which language is viewed as one of a range of adaptive phenomena in the interaction between living organism and their environment or conditions of life and thus any association of unidirectionality, suggesting a behavioristic stimulus-response mechanism: anything "in the world" can act as a stimulus to provoke a linguistic response, should be dismissed vigorously (ibid: 266). This term itself involves both the process of making language choice in accordance with pre-existent circumstances and the changing of circumstances to adapt to the choices that are made.

Based on these three notions, language choice making can be investigated from four angles, which will be explained in the following section.

3.2.3 Four Angles of Investigation — Context, Structure, Dynamics and Salience

Before the four tasks of pragmatic description and explanation are dealt with, it is important to remember that these four angles of investigation should not be considered as separable tasks but rather as focal points in one coherent pragmatic approach to language use.

Contextual correlates include all the ingredients of the communicative context with which linguistic choices have to be interadaptable, ranging from the physical world (such as time, space, physical appearance, physical conditions, etc.), the social world (such as social settings, institutions, culture, etc.) to the mental world (such as personality, emotions, beliefs, desires or wishes, motivations, etc.). Besides the communicative context, contextual correlates also include linguistic channel and linguistic context as is shown in the following figure.
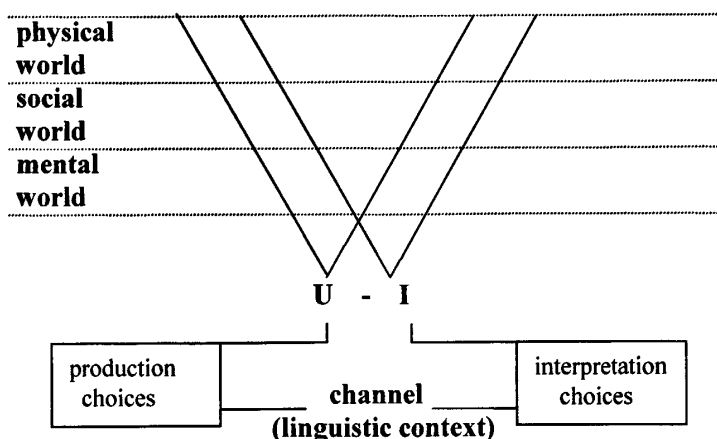
Figure 3. 1 Contextual correlates of adaptability

Verschueren holds that the focal points in this presentation are the utterer (U) and the interpreter (I). They are both functional entities rather than real-world people. Their being functional entities should be clear from three aspects. First of all, the roles indicated by U and I switch constantly between different real-world people. Second, it is possible for an utterer to take on the role of interpreter. Third, in certain type of speech types, there is no interpreter outside the one mentally constructed by the utterer. In such cases, the interpreter role is incorporated into the world of the utterer, even if at a large stage a real-world language user may take on that role (such as the reader of the novel or an actual audience for the performance). Meanwhile it is necessary to point out that the chosen channel of communication is itself a contextual element. And linguistic context is already the product of linguistic choices itself.

Structural objects of adaptability include not only any layer or level of structure, from sound feature and phoneme to discourse and beyond, or to any type of interlevel relationship but also principles of structuring. According to Verschueren, choice-making at different levels of structure and based on varying principles is always interdependent and interadaptable (ibid: 146).

Dynamics of adaptability account for the interadaptability of context and structure in actual functioning of adaptation process. That is, how the communicative principles and strategies are used in making and negotiating of choices production and interpretation. It involves the infinitely variable range of speech genres or language

games and the use of strategies of language use.

Salience is used to describe the status of processes of meaning generation in relation to the medium of adaptability, through which people can use language in a variable, negotiable and adaptable fashion. The processes of making choices, whether in production or interpretation, are not of equally consciousness. They involve different degree of salience.

These four aspects are the necessary ingredients of an adequate pragmatic perspective on any given linguistic phenomenon. But these four aspects are not to be situated on a par with each other. They have different functional loads to carry within the overall framework of pragmatic perspective (ibid: 67). They relate to each other as depicted in Figure 3.2.
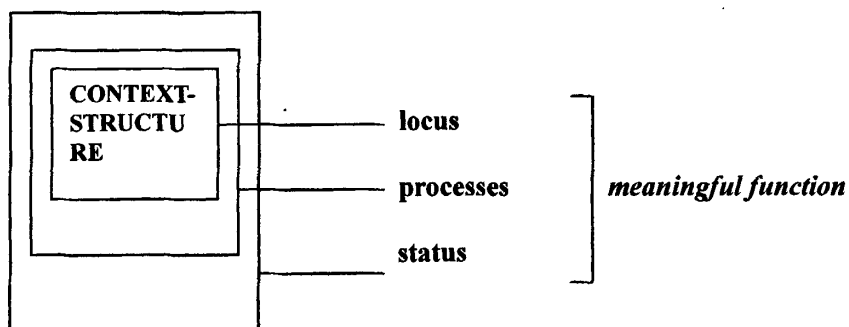
Figure 3.2 The structure of a pragmatic theory

3.3 Conceptual Framework for Analyzing TV News Broadcasting

The framework constructed from the above elaboration is an adaptation model designed to explain the active adaptation of TV news broadcasting as a dynamic choice-making process to achieve its communicative needs of attracting as many as possible audience. This model, as is depicted in the following figure, is designed from the perspective of TV news producers and news writers so as to explore the TV news producers' language choices of different degree of consciousness in producing broadcasting news and in realizing effectiveness of news broadcasting.

to meet communicative

| TV news producers and news writers | need → | linguistic choices | to adapt to | | contextual correlates |
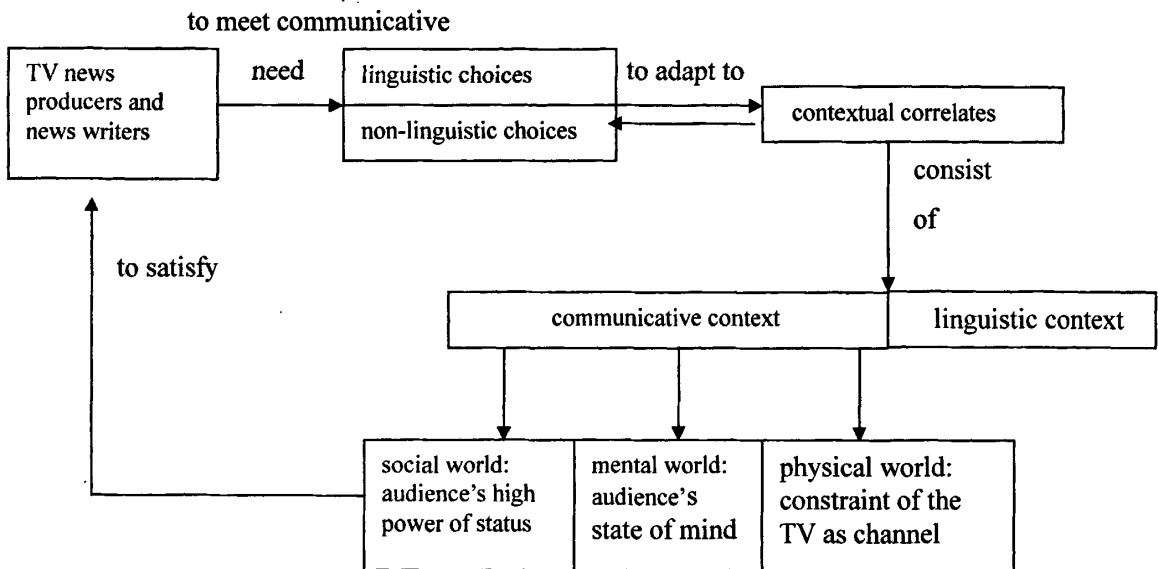
Figure 3.3 The conceptual framework for the present study

This conceptual model treats TV news broadcasting as a dynamic process of making linguistic choices. In this process, news producers and writers are under obligation to take account of the communicative context, linguistic context as well as linguistic channel, which in this case is TV broadcasting, on TV news broadcasting. The relationship between TV news producers and writers and expected audience is determined by the interactive context. The characteristics of TV news broadcasting makes this process distinguished from newspaper news or radio broadcasting news or netnews. Thus, it pushes the TV broadcasting news producers and writers to take the mental state of audience into consideration. TV as the communicative channel provides a highly quick disappearance of each item and at the same time restricts the reviewing of the passed massages. The structures and strategies used in news writing such as short structures and the broadcasting tones of certain kinds of message and so on all have effect on choice-making on language or non-language level. On the whole, to adapt to the contextual correlates in the case of TV news broadcasting, which are realized as communicative and linguistic context in this dynamic process and at the same time are expected to be taken into consideration at an early stage before broadcasting, the news producers and writers are under obligation to make negotiable linguistic and non-linguistic choices so as to approach the satisfaction for communicative needs in television news broadcasting of directing public opinion and realize high-level degree of

watching effectiveness.

Chapter IV A Linguistic and Contextual Comparison of TV News Broadcasting from CCTV News and BBC World

In the previous chapter, we have explored Verschueren's adaptation theory and have proposed a conceptual framework for interpreting TV news broadcasting from CCTV News and BBC World. In this chapter, we will display from several aspects what TV news broadcastings from CCTV News and BBC World are like, and analyze the differences existing between these two TV news broadcasting channels. As news broadcasting channels, CCTV News and BBC World are both under obligation to adapt to the relevant contextual correlates determined by TV news broadcasting, which will be explained in the next chapter. There exist differences between them as well. The choices made by CCTV News and BBC World respectively are different from several aspects. In the following sections, differences on choices made at linguistic and contextual levels will be depicted in detail by analyzing collected data.

4.1 Linguistic Comparison

4.1.1 Differences in Voice and Intonation

According to Peng (2000: 223), when the sentences in a text is comparatively long, the rhythm would be slow and soft when they are being read, vice verse. This opinion holds true when the genre of the text is news. If the rhythm is slow, audience would feel comfortable and while the rhythm is short and pressing, it gives audience a nervous feeling. This aspect of how a news story is presented by anchorpersons or correspondents could influence the mental world of audience. Besides rhythm, the manipulation of voice and intonation can also have this kind of effect. What we will discuss in the following part is the differences on voice and intonation between TV news broadcasting of BBC World and CCTV News.

It is noticed that the voice of anchorpersons of TV news broadcasting from CCTV News is always of the same rhythm, having few changes in sound. Whether they are broadcasting events, making an introductory beginning, making conclusion and saying goodbye to audiences or even introducing what would be broadcasted in the next program, usually they are of the same rhythm, making audience unaware of the

important parts of this program and the comparatively meaningless parts with little information. While for TV news broadcasting from BBC World, they are of a different situation. When listening to their broadcasting, one can easily figure out the important and informative parts and the meaningless parts. Partly that is due to the changes in anchorpersons' or the correspondents' rhythm. It is noticed that when making an introduction or conclusion of their program with such sentences as "This is BBC world, welcome from me Michelle Hussein", "First though a chance to catch up with the weather. Here is Nick Miller" and "Stay with BBC World because come up in a couple of minutes we'll have international sports news in SPORT today" their voices become lower than when they are presenting informative parts. Another point is that there are also changes in their voices when they are presenting the informative parts. Their voices go high and low every now and then, making their broadcasting full of cadence. Besides, the rich changes in voice, intonation and rhythm to some degree also give the event being broadcasted the status of figure and the anchorperson the status of ground when referring to the figure and round theory in cognitive linguistics (Ungerer & Schmid, 2001: 156). It is claimed that this kind of changes in voices and rhythm could create such a context that audience are willing to listen to their broadcasting.

Those are differences existing in voices and rhythm during the process of TV news broadcasting of BBC World and CCTV News.

4.1.2 Differences in Wording

By wording, it means not only the choosing of words, but also choice in derivation, inflection and compounding of certain words including nouns, particular verbs, many particles, and scalar notions appearing. Here, we only analyze the aspect of word choosing on modality. To satisfy communicative needs, news writers of BBC World and CCTV News have made different choices in expressing certain modality.

At the level of word choosing, modal words are crucial elements for the construction of the modality in human communication process. The mood and modality are displayed from the following aspects: modal auxiliary (English) and modal verbs (Chinese); mood adjunct; evaluative adjunct and nouns (including vocatives), verbs and adjectives with feelings (ibid: 122). All these modal and mood elements are related to genre with different proportions. And these proportions are even different for the same genre in different languages. This opinion holds true for the genre of television news

broadcasting. The following examples are given to illustrate our opinion.

(1) …That <u>really</u> scares people <u>I think</u> because the bombers are using explosives and tactics to such a degree that they are <u>still</u> able to make <u>quite</u> an impact and Lahore has been <u>relatively</u> renewed from the way of bombing and suicide bombings that had been carried around the country over the past year, most of those attacks have taken place in the northwest frontier and the Afghanistan border, also many of the there are in Rawalpindi, the city that has the army headquarters, but Lahore has <u>sort of</u> being like being as an island of peace if you want to put it that way, the political and cultural center in Pakistan, which <u>seem</u> to have escaped the violence and now it too is being targeted and that <u>maybe</u> because the militants want to show that they <u>can</u> strike what they want when they <u>will</u>.

(2) …that <u>would</u> be the <u>biggest</u> blast <u>obviously</u> demolished part of the building. And if you <u>can</u> see the pictures, you <u>can</u> see the walls blew out, part of the inside of the building exposed and windows blew out.

(3) ……伊犁 果子沟 天山 雪山 雪崩 现场 26 号 <u>又</u> 发现 两具 遇难者 的 遗体，<u>目前</u> <u>仍</u> 有 13 人 失踪，由于 天气 情况 <u>恶劣</u>，现场 <u>大</u> 雾 <u>弥漫</u>，能见度 <u>不足</u> 两米，周围 高山 <u>不时</u> 有 <u>零星</u> 雪崩 <u>发生</u>，为了 防止 雪崩 造成 <u>新</u> 的 人员 伤亡，救援 工作 <u>被迫</u> <u>暂</u>停。

(4) 事件 发生 时间 是 法国 当地 时间 16 日 的 凌晨 两三点钟，<u>大概</u> 有 7 到 10 名 的 中国 留学生 在 巴黎 市 中心 第三区 蓬皮杜 附近 与 数十 名 当地人 发生 争执，其中 一 名 男性 中国 留学生 被 <u>锐器</u> 刺中，不治 身亡，另 有 一 人 受 <u>轻</u> 伤，<u>现</u> <u>已经</u> 经 救治 出院，<u>据了解</u> 这 几 名 中国 留学生 <u>主要</u> <u>现在</u> <u>正在</u> 录 口供。<u>被害</u> 中国 留学生 的 身份 <u>还</u> <u>有待</u> <u>进一步</u> 确认，中国 驻 法国 领事馆 官员 也 <u>已经</u> 介入 并 进行 <u>安抚</u> 工作，<u>同时</u> <u>已</u> <u>催促</u> 警方 <u>尽快</u> 将 验尸 报告 和 调查 结果 <u>尽快</u> 向 中国 使馆 通报。

In (1), which is extraction of news scripts from BBC World, "really, still, quite" and "maybe" are mood adjuncts, "I think, relatively, seem" and "sort of" are evaluative adjuncts and "can" and "will" are modal auxiliaries. And in (2), "obviously" is mood adjunct, "would" is modal auxiliary, and "biggest" is adjective with feelings. Let's then turn to the two examples taken from news scripts of CCTV News. In (3), "又，目前，仍，大，不足，不时，被迫" and "暂" are all mood adjuncts; "恶劣，零星" and "新" adjectives with feelings and "弥漫" verbs with feelings; and in (4), "大概，现，已经，主要，现在，正在，还，有待，进一步，已经，同时，已，尽快" and "尽快" are mood adjuncts, "锐器，轻，被害，安抚" and "催促" nouns or verbs with feelings and "据了解" evaluative adjunct.

They have employed totally 15 (with "I think" and "sort of" being counted as one respectively) times modal words in 182 words in the two English examples, while 31 times modal words in totally 154 words in the two Chinese examples from news scripts of CCTV News. From the above enumeration and analysis, it can be concluded that

there are far less modal words in news scripts of BBC World than that of CCTV News. According to what we have said in the beginning part of this subsection, modal words can have an effect on the modal function of the whole news scripts and then on the impression to the audiences. The following examples facilitate the comparison.

Data from news scripts of BBC World:

    (5) ...The man considered one of the rising stars in American Democratic Party embroiled in the sex scandal. The governor of New York State Eliot Spitzer has built his political career as the Attorney General who was relentless in his pursuit of white collar crime on Wall Street. Now he has been forced to apologize and face his cause is resignation over allegations of using prostitutes.

    (6) ...Now the US is calling for a voluntary code of conduct for the world sovereign wealth phones. The US treasury Number 2 Robert Kimmitt says the new rules could be regulated by the OECD which represents rich industrialized countries. There are some fairs about the share power and rich of these government-owned investment funds that have been plowing billions into Wall Street banks barking under the sub prime debt. Well I spoke to Robert Kimmitt and I'll stem more about this voluntary code of conduct.

Data from news scripts of CCTV News:

    (7) ……石油输出国组织欧佩克主席阿尔及利亚能源及矿业部长沙基卜·哈利勒 16 号表示国际油价飞涨源于美元贬值以及市场投机炒作行为，与石油供应无关。哈里了强调那种一方面预测说由于美国经济疲软将导致第二季度原油市场需求下降，一方面又指责欧佩克的政策导致了目前油价高涨的说法是相互矛盾的。尽管美欧等世界石油消费大户呼吁欧佩克增加石油产量，以平抑市场的油价，但 3 月 5 号在维也纳举行的石油部长级会议还是做出了维持产量不变的决定。

    (8) ……鲍尔森当天在接受电视采访时说美国金融市场是能够恢复活力的，他认为价值 1520 亿美元的经济刺激计划能够为美国经济复苏提供帮助。鲍尔森还说布什政府坚信美国强大的经济实力会在美元上有所体现，政府将采取各种必要措施来保证金融市场的稳定，鲍尔森同时表示 支持美国联邦储备委员会日前救助深陷财务危机的美国第五大投资银行贝尔斯登的举措，认为美联储采取了适当行动同市场参与各方协作，以尽量减少财务危机带来的影响。他认为美联储救助贝尔斯登公司从而避免了其他金融公司乃至美国金融体系可能遭受的更大损害。

In both news scripts of CCTV News and BBC World, there appear such kind of modal words as "需要，要，必须", which are modal verbs, and "would, can, might, could", which are modal auxiliaries. However, the contexts in which they appear are different. Thereby, generally, a directive, mandatory, or policy-based context is constructed by using those modal verbs in the TV news broadcasting process of CCTV News, while an evaluative sentence, which represents the news writer's view, is constructed in the broadcasting process of BBC World.

4.1.3 Differences in Sentence Structure

At home and abroad, there have always been studies on the differences between
Chinese and English at syntactic level. When we talk about different genres in language
use, it seems that this difference appears to be even more obvious. In this section, we
will have a look at the differences existing between news scripts from TV news
broadcasting of BBC World and CCTV News at the syntactic level from the following
two aspects: 1) whether it is a passive or active sentence; 2) whether it is a sentence
beginning with an introductory "*it*".

The following examples are taken from news scripts from BBC World and CCTV
News.

(9) Palestinians are continuing to pour into Egypt for a fourth day across the broke border
fence. For the first time their driving in rather than crossing on foot make it easier to
stock up on food, petrol even life stock after months of hardship living under Israeli
blockade.

(10) Accompanied by the Indian president Pratibha Devisingh, he was warmly welcomed
by Prime Minister Manmohan Singhs and other officials.

(11) Barack Obama has received the big boost in his beat to be the Democratic Party
candidate for the US president. With most vote counted in the party primary in South
Carolina, he has won by significant margin over his main rival Hillary Clinton.

(12) 19 号巴基斯坦国民议会举行会议，选举由人民党提名的法赫米达·米尔扎为议
长。米尔扎就此成为巴基斯坦国民议会首位女议长。

(13) 《无烟医疗卫生机构标准》还要求无烟医院必须做到医务人员掌握控烟知识、
方法和技巧，对吸烟者至少提供简短的劝阻指导，在相应的科室设戒烟医生和
戒烟咨询电话。

(14) 此外，国际奥委会、北京奥组委等选拔主体的火炬手选拔也进入最后的阶段，
各选拔主体将会陆续公布最终的火炬手名单，北京奥运会共将有 21000 多名火
炬手参与传递，是历届奥运会中参与人数最多的一次。

In (9), "their driving in rather than crossing on foot", which is a gerund, lies at the
subject position in this sentence, and what's more, "it", referring to "to stock up on food,
petrol even life stock after months of hardship living under Israeli blockade" which is,
in a matter of fact, the real object of this sentence, is just a formal object. In (10), it can
be found out that this is a passive sentence, adhered to by a past particle phrase as
adverbial adjunct. As for (11), "big boost", "beat" and "margin" are all abstract nouns in
this context. "With most votes counted in the party primary in South Carolina" is a
phrase transferred from the passive sentence "most votes have been counted in the party
primary in South Carolina". And these two sentences could be replaced by "Barack
Obama has been successful in beating to be the Democratic Party candidate for the US

president. Most votes have been counted in the party primary in South Carolina. Barack Obama has won greatly over his main rival Hillary Clinton." Now let's move to the Chinese sentences. According to traditional grammar, the Chinese *"bei"* construction consists of *"patient + bei (agentive) + verbs"*, so syntactically, if it is a *"bei"* construction, there must be a *"bei"* appearing in this sentence. In (12), there is no *"bei"*, and this is a typical active sentence syntactically but with passive meaning. (13) is also an active sentence and the last example is an active sentence as well.

From the analysis, it could be found out that syntactically there are more passive sentences in news scripts from BBC World than that from CCTV News. However, though most sentences of news scripts from CCTV News are active syntactically, they have passive meaning. We could also see that the active sentences in news scripts from BBC World also take rare proportion, especially when the source of this news is given in the sentences of their news scripts. News writers could express their objective attitude towards the presented information and the credibility of what they have reported by employing these sentence structures.

The following sentences facilitate the difference:
    (15) He says some of the scenes were shocking. He spoke to some people who have been displaced and said that the key thing, he says, that the people must be responsible for what happened.
    (16) Today, a damaging treasury committee reports the FSA was accused of a systematic failure of duty for not reporting northern rock's reckless business plan.
    (17) For his part, the FSA has acknowledged there was supervisory failure which he said was addressing.

These data could support our conclusion further: the news writers of BBC World are trying to employ mainly passive sentences as well as some active sentences to display their objective attitude and the credibility of their reporting. In contrast, most sentences in CCTV News are active, though some of them are with passive meaning, so the objective attitude is comparatively weak.

4.1.4 Differences in Text Organization
4.1.4.1 Leads

Usually, the beginning part of a TV broadcasting news item is called lead. It may consist of one sentence paragraph or more and is presented by the anchorpersons when he or she starts to report a new news story. Lead is important to audience. For people who are familiar with communicating information, ideas or feelings with other people,

they know very well that the importance of the beginning part of his or her talks, whether it is a piece of music, literature work or news story. Not only can an interesting lead grab the attention of audience, both actual and potential, it also can help the news writers to keep the theme or focus of this news item clear.

Therefore, a good lead should convey the major point of a news story to attract audience's attention and drive them to watch the following part of this news story and even the next story. Though lead can be longer in time than headlines, if there exists any, it is still be restricted to a certain length partly due to the time limitation of every period of TV news broadcasting and partly due to the patience of audience. Thus, a lead should convey the most informative points with the most appropriate words. However, in this respect, the TV news broadcastings from CCTV News and BBC World take different approaches.

Since lead is the summary and introduction of a news story, it should attempt to answer most, if not all, of these questions:
What happened?
Who was involved?
*Where did it happen?*
When did it happen?
Why did it happen?
How did it happen?

These questions are the five Ws of journalism that provide news writers with a means of organizing the lead of a story (Hough, 1984: 72, cf. Chen Yingqi, 2002: 7). However, it does not mean that all of them should be covered in one lead. And then, which ones to choose and how to organize the chosen questions are the two crucial points in lead writing. Naturally, the most important part and also the most informative part to audiences is "*what happened*". Sometimes, *who* and *what* are treated as a whole. *Where* and *when* come next. *How* and *why* are not always dealt with in lead, but may be if they can be included concisely (ibid: 8). Figure 4.1 shows the inverted pyramid for lead.
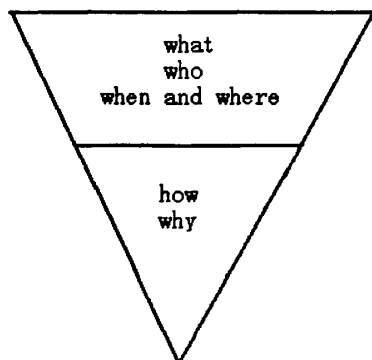
Figure 4.1 The inverted pyramid for lead

There are some salient differences between leads from BBC World and CCTV News in which one to choose and how to organize the chosen questions. The following examples can help us to understand this point better.

> (18) Memorial service has been held (*what*) in Beirut (*where*) for the Lebanese police intelligent officer who was killed by a car bomb on Friday (*why*).
>
> (19) The Former UN Secretary General Kofi Annan(*who*) has called for an investigation(*what*) into human rights abuses in Kenya following the country's disputed presidential election(*why*).
>
> (20) Iran has received a further shipment of nuclear fuel from Russia (*what*), and now has almost all the fuel needed from its new power plant in Bushier.
>
> (21) French police have searched the share dealer Leromr Kerviel(*what*), who's blamed for concealing expected losses of 7 billion dollars from his employer, the bank Societe Generale (*why*).

Because through TV news broadcasting, *what* can be reported immediately it happened as breaking news, unless otherwise, *when* is not necessarily to be added in lead.

> (22) A murder inquiry is begun (*what*) following the death of teenager (*when*), who was attacked in the west London Park (*why*).
>
> (23) The western Palestinian leader George Habash (*who*), a longtime rival of Yasser Arafat has died (*what*) in Jordan (*where*) at 81.

It is *what happened* that audience are most concerned. We can see that in the above TV broadcasting news leads, *what* is, for the most time, put at first place and would be heard by audience as immediately as the anchorpersons begin the reporting. Of course, it is natural that *who* comes first once somebody is involved in this news story. And what comes next is *why*, which is the cause of the story. In contrast, the structure of TV news broadcasting from CCTV News is quite different. For instance, in the following examples, "新华社消息" and "财政部、国家税务总局"should be supplementary

messages. Themes of these two leads should be "人民币对美元汇率中间价继续走高，
突破 7.06" and "通知宣布了关于企业所得税的若干优惠政策". Thus, much attention
is attracted by the source of the messages and the background information.

(24) 新华社消息 (*source of the information*)，继前一交易日升破 7. 07 后 (*when*)，今天
人民币对美元汇率中间价继续走高 (*what*)，突破 7. 06，以 7. 0512 再度创下汇改
以来新高，至此 2008 年以来人民币对美元汇率已经先后 25 次创出新高，累计
升值幅度接近 3. 6%。

(25) 财政部、国家税务总局 (*source of the information*) 昨天 (*when*) 发出通知宣布了关
于企业所得税的若干优惠政策 (*what*)，优惠政策明确提出对机构和企业等投资人
买卖股票、债券的差价收入暂不征收其税。

In Chinese leads, *where* and *when* also usually take precedence over *what*.

(26) 来关注黄河内蒙古鄂尔多斯杭锦旗奎素段今天凌晨发生的溃堤险情。据内蒙古
自治区黄河防洪抢险前线指挥部介绍，截至今天早晨 7 点 35 分，溃堤宽度在 45
米左右，近万名群众已经安全转移，详细情况来看本台记者蒋树林从现场发回
的报道。

(27) 2003 年 3 月 20 号，美国以伊拉克拥有大规模杀伤性武器为借口发动伊拉克战争，
战争爆发 5 年来，无论是美国还是伊拉克都深陷战争泥潭，付出了沉重的代价。

From the analysis and comparison, we can see clearly that the news writers
approach how to organize the five questions in the beginning part of news story in TV
news broadcasting in BBC World following the order of *who- what-where-when-why*,
with *what* being highlighted, while the writers of TV news broadcasting in CCTV News
approach it in order of *why-who-when-where-what*, putting the key point *what* at the last
part of a lead.

4.1.4.2 Information Organization of Every News Item

The structure of leads in written form is ready, what comes next is how each news
item is displayed in TV news broadcasting, It is natural that there are some differences
between CCTV News and BBC World in this respect, namely, in principle, enumeration
of minor details and prominence of key points.

Because of time limitation of TV news broadcasting, audience's need for
information and the information processing mechanism of human brains, it is required
that in each piece of broadcasting news item news writers should emphasize the key
points instead of enumerating unnecessary details or trying to say too much things at
once. The following examples from CCTV News are given to illustrate our opinion.

(28) 中国石化今天发布公告称，公司近日获得补贴 123 亿元，其中 49 亿元计入公司
2007 年补贴收入，74 亿元计入公司 2008 年第一季度补贴收入。

(29) 伊战爆发 5 年来，伊拉克就一直笼罩在暴力袭击的阴影之中，伊拉克的人道主
义危机逐步加剧，政治进程举步维艰。

In (25), some detail information like "财政部、国家税务总局昨天发出通知宣布了关于企业所得税的若干优惠政策" precedes what should be highlighted "对机构和企业等投资人买卖股票、债券的差价收入暂不征收其税". In (28), before presenting what happened, "公司近日获得补贴 123 亿元", the source of the news, "中国石化今天发布公告" is presented. In (29), it is the same case. "伊战爆发 5 年来，伊拉克就一直笼罩在暴力袭击的阴影之中" is the background information, while the following part, "伊拉克的人道主义危机逐步加剧，政治进程举步维艰" is the theme of this lead. In contrast, in English leads of TV news broadcasting from BBC World, the case is somewhat different.

> (30) In March, French President Nicholas Sarkozy is the guest of honored in India's Republic Day Celebration in New Delhi.
>
> (31) Jacob Zuma, the leader of South Africa's ANC party has said he was misrepresented when he made remarks about taking a shower after sleeping with the girl whose HIV is positive.
>
> (32) Palestinian leader George Habash, a long time rival of Yasser Arafat has died in June.

We can find out that the English leads are all very direct and clear, making themselves informative enough for audience. While the leads of TV news broadcasting from CCTV News are filled with details and background information, which may influence the information processing of audience, and thus it is comparatively difficult for them to grasp the major points of a news story when given so much indirect information at one time.

4.1.4.3 Pragmatic Devices

According to Peng (2000: 15), the informative function of a text is presented by three categories, theme of the text, information structure and cohesion. For news script of TV news broadcasting, theme is presented, in most cases, in lead, which has been discussed in the previous section. So, here, we will move to the remained categories, information structure and cohesion. According to Peng (ibid: 79-98), tone group, sentence ordering and pragmatic rhetoric devices can influence the information value of a certain text. The first two elements have been discussed in section 4.1.1 and 4.1.3, and in this part we will compare the scripts of TV news broadcasting from CCTV News and BBC World from the perspective of pragmatic devices, including pragmatic rhetoric devices such as comparison, ellipsis and substitution and cohesive devices. The following examples are given to display the differences.

> (33) // Egypt has said that <u>it</u> would continue to let Palestinian cross into <u>its</u> territory from Gaza to help <u>them</u> stock up on supplies, *despite* Israeli and American request to seal

the border. //At least 700,000 Palestinians have stringed into Egypt *since* militants' blast opened the fence on border 4 days ago. // The UN says that more than 700,000 people, half of Gaza's population have made this crossing so far. //Sheer numbers and the desperation of Gazans to escape for a day had combined into an instopptable flood, its vehicles as well as foot traffic now, *but* people worried that time may be running out and they are taking the opportunity to stock up. //The Egyptians have already tried to close the border, *but* <u>they</u> were overwhelmed. //Had employed several miles bank ever to stop the flow of Palestinians further into the country. Desperate to end this crisis. //Egyptians also want Hamas which engineer the border bridge, the Palestinian authority to make the talks. //Palestinian president Mohammad Abbas rejected that saying Hamas was first reversed, <u>he</u>'s taken over of Gaza. <u>We</u> are still offering the control the border crossing, <u>he</u> said, to ease the life of <u>our</u> people.//Shops were shut on the Egyptian's side of Rafah today. //<u>They</u> had apparently been told by the police not to sell to Palestinians to encourage <u>them</u> to go home. //International communities Middle East envoy Tony Blair said the root course of this blockade of Gaza has to be addressed.//...// *But* there is little prospect of Israel... the blockade of Gaza which triggered this accident.// Egyptians don't want to seal blood here. //*So* for the time being, Gaza's life line remains intact.

(34) //美国各地反战呼声不断，|而|在伊拉克 19 号又发生了两起炸弹袭击事件。//当天伊拉克首都巴格达以北迪亚拉省鲁兹镇的一个商业区内发生了一起自杀性炸弹袭击，ø 造成至少 3 人死亡 12 人受伤，死者中包括一名正在巡逻的警察。//随 ø 后不久，一辆正在巴格达市中心巡逻的警车遭炸弹袭击，车上一名警察被炸死，另有 5 名平民在爆炸中受伤。//据不完全统计，今年以来发生在<u>伊拉克</u>的重大爆炸袭击事件已经造成至少 320 名伊拉克人死亡，ø 超过 600 人受伤。//伊战爆发 5 年来，<u>伊拉克</u>就一直笼罩在暴力袭击的阴影之中，<u>伊拉克</u>的人道主义危机逐步加剧，ø 政治进程举步维艰。//据有关方面统计，<u>伊拉克</u>战争爆发以来，<u>伊拉克</u>全国的暴力和恐怖袭击事件不断，至今已经有 66 万人丧生，其中平民占 99%。//红十字国际委员会近日公布的报告显示，5 年来，许多伊拉克家庭中每年至少有 1 人失踪、被监禁、被迫远离亲人。//在医疗保障方面，<u>伊拉克</u>人也难以享受到符合卫生条件的公共卫生设施。//*此外*，据联合国难民署和伊拉克红心月会等统计，<u>伊拉克</u>的难民总数已达到了 420 万人。//国际移民组织的最新资料显示，目前<u>伊拉克</u>每月仍有大约 5 万人出于安全原因越过边境逃亡周边国家。//ø *除了严*重的人道主义危机，<u>伊拉克</u>的政治进程也面临着严峻的挑战。//由于 ø 政府内部什叶派，逊尼派阿拉伯人和库尔德人三大派别之间存在着严重的教派和民族矛盾，<u>各方</u>在石油法、宪法修改案，省级选举以及驻伊美军期限等问题上分歧巨大，<u>各派</u>在推动<u>伊拉克</u>政治进程和实现民族和解的过程中举步维艰。

(// : one sentence; ø: ellipsis; *despite*: cohesive device; them: substitution; <u>伊拉克</u>: repetition; |而|: comparison)

From the analysis, we can see that within all the 12 sentences in the Chinese news script from CCTV News, there are 5 ellipsis, 2 substitutions, 2 cohesive devices, 1 comparison and 10 repetitions, with repetition the most frequently used devices. And in the English script from BBC World, there are 10 substitutions, 5 cohesive devices in total 14 sentences, and substitution is the mostly employed device in this script.

Obviously, there are much more repetitions in the Chinese news script than in the English one. Most "伊拉克" appearing in the Chinese news script could be replaced by 该国 or it could be omitted. So it seems that the many "伊拉克"s are redundant. However, according to the quantitative iconicity (Ungerer & Schmid, 2001: 252), which shows that the more information and the more complex the information, the more words will be used to express it, this kind of repetition expresses more information beyond referring to the country in the middle east. As we have said in the beginning of this thesis, one mission of television news broadcasting is to guide the public opinion, so in this respect, the repetition here may be applied to emphasizes some kind of opinion beyond just giving this information to mass audience. And ellipsis and substitution are also applied in news scripts not just due to the requirement of the usage in Chinese or English but also due to the requirement of transferring some kind of opinion on some event, so as to influence the audiences' opinion. The following two scripts could also be used to support our analysis.

(35) ... that would be the biggest blast obviously demolished part of the building. And if you can see the pictures, you can see the walls blew out, (Barbara on one side and pictures on the other side) part of the inside of the building exploded and windows blew out. And rescue workers are still continuing in the building that had been evacuated from few that might collapse and rescues are still trying to remove the wounded from the debris. It is still not entirely clear how this was carried out. Police say now this is expected to might be a suicide car bomb packed with massive explosives. Other reports have said that it may have been a car bomb planted in the car park or even inside the buildings who were waiting for more conformation on that. Let's turns the other explosion that has been placed at the residential neighborhood outside the house hired by an advertising agency. Details not very clear on that one. Police have suggested or reports have suggested that it was also a suicide car bomb blew up at the gate killing two children and the gardener who was working there. It is not clear if the agency itself was targeted or this was a case of mistaken identity. But as you've said it was only one week after the two suicide bombings at the neighbor wall college so it really increased the state of alarm in the city.

(36) 16 号为期两天的 20 国集团气候变化与清洁能源与可持续发展问题部长级对话会议在日本千叶闭幕了。会议期间发达国家和发展中国家再次确认了保护地球环境的共同目标，但在具体做法上仍有分歧。本届会议主要就减缓及适应全球气候变暖的技术向发展中国家提供资金援助以及构筑 2013 年后二氧化碳减排的新国际框架三个主要议题展开讨论，日本经济产业大臣干黎明在会后举行的新闻发布会上表示与会各方都认为只有国际社会共同参与才能实现保护地球环境的目标，但是有意参与此项事业的国家最担心的是保护环境是否会制约经济发展以及如何找到保护环境和经济发展的两全方案。在与会各方所关注的技术转让和技术开发领域，发动国家和发展中国家在如何确定重点行业、关键技术以及提高能效标准等方面分歧明显。在资金援助领域，发达国家强调市场的作用，

而发展中国家强调政府的引导作用和市场作用相结合。此外发达国家提出了以排放总量为标准的主要排放概念，发展中国家对此提出了异议。不过与会代表在评价本次会议时指出这一对话机制为各国提供了沟通和交流的平台，也给与积极评价，但建议保持对话的政治推动作用和辅助作用，不能以此取代联合国气候公约和京都议定书的谈判机制。

Again we find that those pragmatic devices are used more often and more obviously in Chinese news script for CCTV News. The effectiveness of these kinds of different employment of pragmatic devices will be discussed in detail in the next chapter.

4.2 Contextual Comparison

In this section, how contextual factors, including temporal relations, spatial relations, artifacts and the gestures and appearances of the anchorpersons and correspondents, influence the process of TV news broadcasting of BBC World and CCTV News will be compared and analyzed.

4.2.1 Temporal Relations

For each broadcasting news item from CCTV News and BBC World, talk turns change among anchorpersons, correspondents, interviewees and other involving persons. Besides, different broadcasting styles such as pictorial document, teletext and spoken news are always changing among one another. Here, we will compare the lasting time for each of them in two pieces of news broadcasting from BBC World and CCTV News respectively, which are both 30-minute hour news.

The following statistics are given to illustrate our opinion (In the following tables, ① represents broadcasting directly by anchor person at broadcasting studio seated behind a desk and/or *with a viewing screen beside*, ② broadcasting by correspondent with pictorial document, ③ broadcasting by anchorperson with pictorial document, ④ interview, ⑤ teletext, ⑥ live reporting over telephone and ⑦ broadcasting by correspondent on the spot with or without pictorial document).

Table 4.1 Time distribution of hour news from CCTV News[1]

	①	②	③	④	⑤	⑥	⑦	Total
1	28.46							28.46
2	19.02							19.02

---

[1] Time unit is second for all these four tables.

	①	②	③	④	⑤	⑥	⑦	Total
3			33.85		14.70			48.55
4	13.95		22.83		27.80			64.58
5	18.39/17.25					59.49		85.13
6	22.45/18.18/10.59/9.17	50.09/16.47/69.19	29.47					229.61
7	35.47							35.47
8	17.68	65.86						83.54
9	10.53				51.83			62.36
10	26.09			24.20/49.81/17.59/12.53	120.00			132.22
11	22.55	22.55	22.55					67.65
12	15.72	37.02/30.26/18.91		9.26/9.38/18.92				139.47
13	12.43	44.33						56.76
14	16.24/9.12	27.06/20.12/26.31		10.84/29.84/9.30	17.73			166.64
15	12.84	64.54		35.10				112.38
16	22.37	43.83/26.14					28.67	94.87
17	16.48	65.83						83.31
Total	21 (35.59%)	16 (32.2%)	3 (5.08%)	12 (20.34%)	5 (8.47%)	1 (1.69%)	1 (1.69%)	59

Table 4.2 Time distribution of hour news from BBC World

	①	②	③	④	⑤	⑥	⑦²	Total
1	3.31		18.60/16.73					38.64
2	8.58/7.25/8.97/2.33		17.58				13.24/60.33/9.09/51.07	178.43
3	8.61		6.83					15.44
4			17.54					17.54
5			19.51					19.51
6	*18.69*/10.05/2.67	48.90/30.60/28.26/33.05	10.40/2.53	8.71		5.73/2.79		202.38
7	26.36	48.11/19.78						94.25
8	14.23/6.08/14.81		28.16					63.28
9	6.15/3.67		23.96	23.47				57.25

² In item 7, there is a period of tape broadcasting lasting 37.87 seconds. In news broadcasting of BBC World, there are changes of talk turns between anchorpersons according to different stories such as business news and sports news.

	①	②	③	④	⑤	⑥	⑦	Total
10	5.14		8.84					13.98
11	18.84	20.79/20.96/11.81		15.63/14.60		13.38		116.01
12	17.31							17.31
13	9.47		16.65					26.12
14	27.31/23.09	44.12/21.06/16.59		17.33/15.10		17.69		182.29
15	17.23	22.06/14.00/18.66		11.90/12.26		8.57		104.68
16	5.52		9.87					15.39
17	22.04	33.56/14.25		7.80/10.61				88.26
18	4.01		18.02					22.03
19	8.92/12.03		23.18	42.47				86.60
20	9.08		16.74					25.82
21			15.13					15.13
22	11.84/7.13		16.08					35.05
23	13.16		16.86					30.02
Total	31 (35.63%)	17 (19.54%)	19 (21.84%)	11 (12.64%)	0	2 (2.30%)	7 (8.05%)	87

Table 4.3 The amount and percentage of different broadcasting styles of BBC and CCTV

	①	②	③	④	⑤	⑥	⑦	Total
BBC	31 (35.63%)	17 (19.54%)	19 (21.84%)	11 (12.64%)	0 (0%)	2 (2.30%)	7 (8.05%)	87
CCTV	21 (35.59%)	16 (32.2%)	3 (5.08%)	12 (20.34%)	5 (8.47%)	1 (1.69%)	1 (1.69%)	59

Table 4.4 The amount and percentage of broadcasting styles of different lasting times

	<10	10~10.99	20~20.99	30~30.99	40~40.99	50~50.99	>60
CCTV	6(10.17%)	21(35.59%)	17(28.81%)	5(8.47%)	3(5.08%)	3(5.08%)	4(6.78%)
BBC	27(31.03%)	38(43.68%)	13(14.94%)	3(3.45%)	4(4.6%)	1(1.15%)	1(1.15%)

In contrast with the table of time distribution of TV news broadcasting of CCTV News, the major lasting time of BBC World are between 0~10 seconds and 10~10.99 seconds and that of CCTV News are between 10~10.99 seconds and 20~20.99 seconds. Then it is easy to find out that the exchanging frequency of talk turns among anchorpersons, correspondents, interviewees and other involving persons is higher in TV news broadcasting of BBC World than that of CCTV News. That is to say that the

lasting time for each broadcasting style is shorter in TV news broadcasting from BBC World than that from CCTV News. As a result, there are more changes of TV shots in BBC World than that in CCTV News. The effect of those differences will be discussed in the next chapter.

4.2.2 Spatial Relations

Using Hall's notion of varying distances, we may consider four possibilities, intimate distance, personal distance, social distance and public distance (Cohen, 1987: 45). Of course all these refer to face-to-face communication. As for TV news broadcasting, spatial relations could refer to the way space is used in TV news broadcasting process between anchorpersons or correspondents and audience. To put it in a professional way, that is related to shots used by camera people in filming and framing the broadcasting and also the size of the image on the TV screen.

Before moving to analysis, let's firstly introduce the well-known face/vase illusion. You will notice that of the two possibilities of perceiving the picture (as two faces or as a vase) you can only see one at a time. What lies behind our inability to see both the vase and the faces at the same time is a phenomenon called figure/ground segregation (Ungerer & Schmid, 2001: 157). It could be said that the audience, anchorpersons or correspondents and events are the parties involving in a process of TV news broadcasting and watching. It is the events that audience want to come out to be the figure with anchorpersons or correspondents as ground. The spatial relations can have an effect on the perceiving parties in this respect. The following snaps are captured from CCTV News:

For most of the time, what audience can see from the TV screen of news broadcasting of CCTV News are close-up shots and narrow frames. It should be noted that such close-up shots present a "personal" distance from the point of view of face-to-face communication. And this personal distance focuses too much on the distance between the anchorpersons and the audience. Thus, events are becoming proximal to audience. That goes against the basic need of audience. Besides, audience may think their personal spaces are invaded in by anchorpersons in this context with "personal distance".

And the following snaps are captured from BBC World.
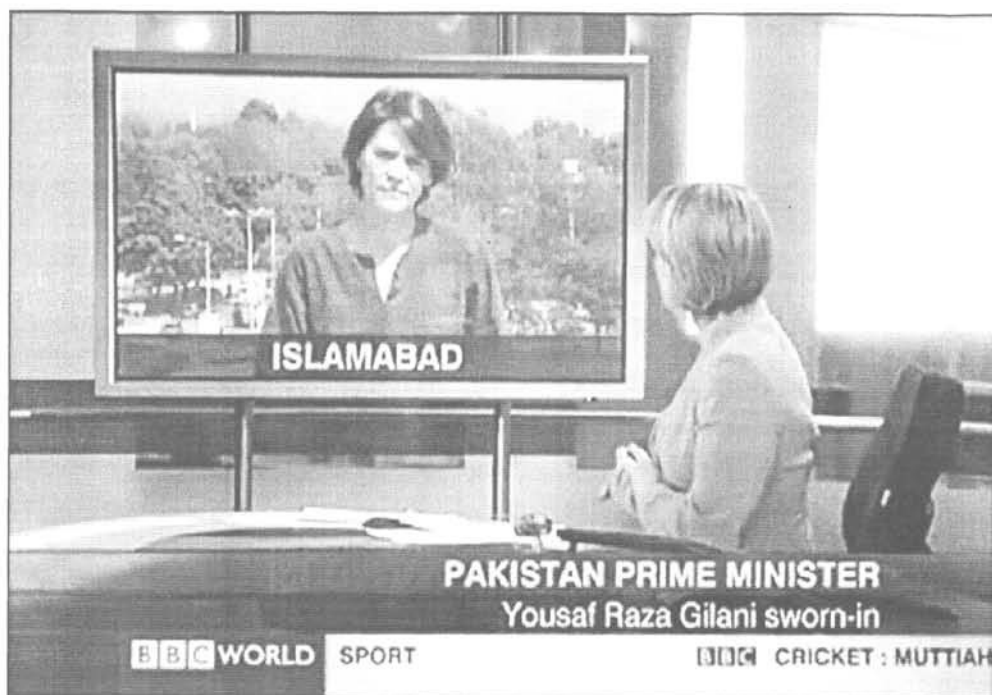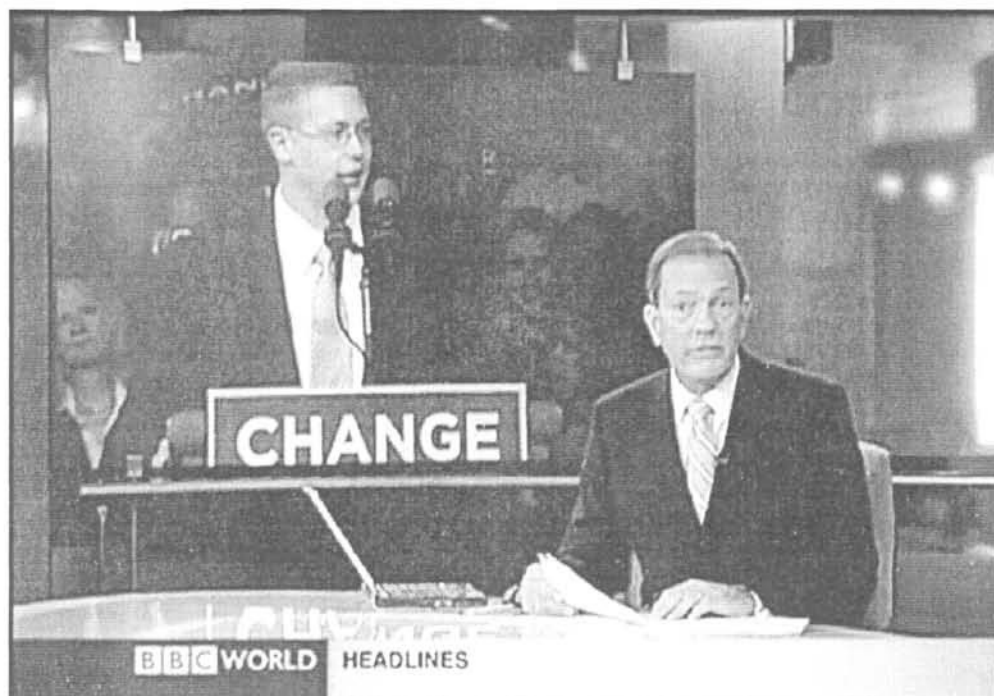
We can see that the frames for anchorpersons during the process of news broadcasting of BBC World are some times wider than that of CCTV News. From the

TV screen of BBC World, audience may find that the directness of the anchorpersons is always changing. The images of the anchorpersons are given not always directly but from different directions, such as slightly to the left or right. It is assumed that the wider frames of anchorpersons present actually a "social distance", and this distance put the anchorpersons as ground and gives events the status of figure. In such a context, audience may feel that they are close to what happened in a news story.

Thereby, it is concluded that the distance between anchorpersons and audience during the process of news broadcasting of CCTV News is too close, making events proximal to audience and giving the audience a feeling of invasion of personal space, while the manipulation of spatial relations during the process of news broadcasting in BBC World is comparatively audience-oriented, making audience satisfied with their need for being close to events and creating a comparatively relaxed context for them to watch the news broadcasting.

4.2.3 Artifacts

Artifacts are the nonverbal devices presented or used during the process of TV news broadcasting, including the set of broadcasting, the objects used to present the information (viewing screen, etc.). The broadcasting conducted inside the studio can be set up in a various ways: the anchorperson may be seated behind a desk with lots of TV screen as the background. It may be conducted on the spot with correspondents reporting the information with the scenes as background, as we see in much broadcasting of wars or other disasters. Whatever the settings and the objects used, it is assumed that it will have some impact on the atmosphere in which the information is presented, and on the effects it may have on audience (Cohen, 1987: 46).

For the broadcasting process of BBC World, the settings of the broadcasting studio are comparatively rich. From the TV screen, audience can see a desk, behind which one or two anchorpersons are seated, a viewing screen, through which the anchorpersons at the broadcasting studio can talk with the correspondents on the spot and the relevant pictorial documents can also be seen, a glass wall, which is the background of broadcasting, through which you can see many TV screens and other personnel at neighbor studio. From broadcasting studio of CCTV News, usually, what audience can see from TV screens is the anchorpersons with a glass wall as the background. Besides this, there are hardly any other settings that can be seen from TV screen.

Now, let's move on to the objects which the anchorpersons use during broadcasting process. As for BBC World, we can see from the pictures presented at the previous section that a viewing screen is used to present pictorial documents and connect the anchorpersons at studio and correspondents on the spot. Besides this, a computer on the desk is used to help anchorpersons' broadcasting. And sometimes, pencils, pens, or other writing implement and news scripts in print form could be seen on the desk before the anchorpersons. In contrast, from the TV screen of CCTV News, it is very hard for audience to see the objects the anchorpersons used during broadcasting process. Only for sometimes it could be concluded that news scripts in print form are also used.

From the above comparison, it could be concluded that the settings and objects used and seen by audience during television news broadcasting of CCTV News are comparatively fewer than that of BBC World. The reason and effect of this phenomenon will be discussed in the next chapter.

4.2.4 Gestures and Appearances of Anchorpersons

In many cases, the interlocutors' position in the physical world is important in determining certain linguistic choices and their meaning. It is this basic fact that makes videotaped materials so useful for the analysis of conversations and other types of speech events (Verschueren, 2000: 100). Gestures and appearances (including clothing) may greatly influence the effectiveness of one's speech. That holds true when we move on to TV news broadcasting process. Anchorpersons' gestures and appearances will also have impact on the effectiveness of television news broadcasting. In the following part these two points in TV news broadcasting process of BBC World and CCTV News will be compared.

If you watch the hour news of CCTV News often, you would find there is almost no change in the anchorpersons' gestures in this program. They just seat themselves behind a desk straightly and look at the cameras directly for most of the time during their broadcasting process. What audience can see is only the upper part of their bodies.

You cannot even see the motion of their hands. However, the cases with BBC World are not quite the same. From the TV screen, for most of the time audience can see the anchorpersons seated behind the desk, and the gestures of their hands. In other words, on one hand, the frames of BBC World given by cameras of the broadcasting studio are wider than that of CCTV News; on the other hand, the anchorpersons' gestures are much richer than that of CCTV News. These together give audience a much more relaxed context when watching BBC World than CCTV News.

Another point concerns the appearances of anchorpersons. Again it is assumed that the appearances of anchorpersons of BBC World can create a much more relaxed context for audience than that of CCTV News. Firstly, the facial expressions such as changes in direction of gazes and wrinkling their brows could be noticed when an anchorperson of BBC World is broadcasting news. But in CCTV News, you would hardly find such rich facial expressions. Usually, the anchorpersons of CCTV News are quite serious or solemn. Secondly, it is the clothing. From the pictures given in the previous sections, we can find out that the clothing of anchorpersons of CCTV News is very formal. And for woman anchorpersons, they seldom wear such ornaments as necklaces, ear rings and so on. But for woman anchorpersons of BBC World, it is quite common for them to wear necklaces.

In conclusion, the gestures and appearances of anchorpersons of BBC World are less formal than that of CCTV News and can create a much more relaxed context for audience than that of CCTV News.

Chapter V A Pragmatic-adaptation Analysis of the Differences between TV News Broadcasting from CCTV News and BBC World

5.1 Introduction

In the previous chapter, we have analyzed the differences of TV news broadcasting from BBC World and CCTV News from linguistic and contextual aspects. Through the comparison, we know that through linguistic choosing such as voice and rhythm of anchorpersons, word choosing, sentence structure and text organization of news scripts, the television news broadcasting of these two programs have created two different contexts for audience. And through contextual choosing in respect of temporal relations, spatial relations, artifacts, gestures and appearances of anchorpersons, they have also created different contexts. It is believed that these two different contextual choosing both at linguistic level and contextual level may influence the effectiveness of their programs. How the effectiveness is influenced during the program? In this chapter, we will answer this question by applying Verschueren's adaptation theory.

The adaptation theory is often applied in analyzing face-to-face communication and its main idea is the interadaptation of linguistic choices and contextual correlates between interlocutors. In analyzing TV news broadcasting, the party having rights to choose is the news producers, news scripts writers included, while audiences have no rights to choose. Thus, in the following sections, we will analyze how the news producers' and news scripts writers' choices at linguistic and contextual levels influence the audiences.

5.2 Adaptation to Audience's Mental World

According to Verschueren (2000: 87-90), audience's mental world in case of TV news broadcasting includes their needs for information, objectiveness and even credibility, their emotional needs for comfortable and relaxed watching context, and their cognitive mechanism of processing information they are given.

5.2.1 Adaptation to Audience's Needs for Information, Objectiveness and

Credibility

It is believed that what audience want to get from watching TV news broadcasting is objective and credible information. Let's see how the news producers of CCTV News and BBC World satisfy their needs in this respect.

Remember what we have discussed in section 4.4.1, which is about their differences in text organization? Their choices in the order of five elements *what, when, where, how* and *why* in the beginning part of broadcasting are different. The order of BBC World is *who – what – where – when – why*; while CCTV News *why – who – when – where – what*, putting *what*, the audiences most want information, at different positions. By highlighting *what*, news producers of BBC World's choice satisfy audience's needs for information better than that of CCTV News. If someone is involved in the news story, *what* comes before *what*, which is adaptative to audience's needs as well. In contrast, the choices of news producers of CCTV are not quite desirable. They put *what* at last. Maybe that is the requirement of Chinese language. To make up for this point, news producers of CCTV News choose to present a piece of teletext consisting of major points of news stories on TV screen. Nevertheless, news producers of BBC World have employed this manipulation as well.

Secondly, the choice of words can also influence the credibility and objectiveness of TV news broadcasting. We have analyzed their choosing in modal words and have found that there are far less modal words used in news scripts of BBC World than that of CCTV News. Modal words can to some extent influence the audience's impression on the objectiveness. The more modal words there are, the more subjective the texts appear to be. Thus, in adapting to audience's needs for objectiveness and credibility, the choices made by news scripts writers of BBC World are more preferable than that of CCTV News.

Thirdly, the changes in voice and rhythm of anchorpersons can also implicate the informativeness of what they are broadcasting. We have noticed that during the television news broadcasting process of BBC World, when broadcasting news items of less informativeness, the anchorpersons' voice would become lower and vaguer than that of more informativeness. This kind of changes in voice and rhythm could help audience tell what is important and needs careful listening from what is not so important. In contrast, for hour news of CCTV News, there are no such changes in voice and rhythm. The anchorpersons of CCTV News are always broadcasting news with the same

rhythm.

The fourth point concerns sentence structure. It is believed that passive sentences are used to express a scientific and objective opinion. Through comparison, we have known that the news writers of BBC World employ far more passive sentences than that of CCTV News. To sum up, news writers of BBC World do better in displaying their objective attitude and the credible source of the news than that of CCTV News.

Till here, we can conclude that in adapting to audience needs for information, objectiveness and credibility, there is a long way to go for CCTV News in contrast with BBC World.

5.2.2 Adaptation to Audience's Emotion

When one is watching TV news broadcasting program, he would feel some of the news stories are attractive and moving and feels that he himself were involved in what happened in these news stories. In other words, audience want a sense of involvement so that they are likely to go on their watching; otherwise they would feel they are divided from what happened in those news stories by the news program. Thus, it would be desirable that the television news broadcasting program creates a sense of involvement for audience to encourage them to watch the next news item continuously. Voice, intonation and rhythm of the anchorpersons may have that effect. It has been concluded that the voice of anchorpersons of BBC World can give news story the status of figure and anchorpersons ground. That could make audience feel close to events and inspire a sense of involvement at their emotional level. At the same time, the voice of anchorpersons of CCTV News is not so rich in rhythm and fails to satisfy audiences' need in this respect.

One wants to be safe, wherever and whenever he is. To human beings, the sense of safety is a premise to start what they have planned to do or to continue what they are doing. This sense of safety would disappear if one feels that his personal space is invaded in by others. In this respect, the manipulation of spatial relations between anchorpersons and audience come out to be important. It has been noticed that in the news program from BBC World, the spatial distance between audience and anchorpersons are always changing between social distance and personal distance. But the cases in CCTV News are always personal distance. In the latter case, it seems that somebody in the program is invading in the personal space of audience by narrowing

the spatial distance between audience and telescreen. Therefore, it robs audience of the sense of safety. Thus, it could be concluded that in satisfying the audience's emotional needs, news program of BBC World has done better again than that of CCTV News.

5.2.3 Adaptation to Cognitive Mechanism

If one is given too many detailed information at one time, it is hard for him to process all these details at once and further more to grasp the major points. In this respect, when presenting a news story, BBC World and CCTV News have done differently. News writers of CCTV News enumerate a lot of details while that of BBC World the major points. Referring to the cognitive mechanism of human beings, it is claimed that BBC World has done better in adapting to cognitive mechanism than CCTV News.

The second point is related to information processing and temporal relations during TV news broadcasting process. The longer a sentence is, the harder the information process will be. As for TV news broadcasting process, the longer the time for each broadcasting item is, the harder the information process will be for audiences. We have noticed that the lasting times for the major broadcasting styles of BBC World are between 0~9.99 and 10~10.99, while those are 10~10.99 and 20~20.99 for CCTV News. Comparatively speaking, it requires audience more effort to process each broadcasting item of CCTV News than that of BBC World.

Last but not the least is related to information processing and temporal relations during television news broadcasting process as well. Through the comparison in subsection 4.2.1, it is clear that the changing frequency of broadcasting style of BBC World is higher than that of CCTV News (During the same broadcasting time, half an hour, there are more changes in broadcasting style in BBC World than that in CCTV News). Different broadcasting styles can help audience process information better and quicker. It is believed that the more broadcasting styles there are, the more efficiently audience process the information of a news item. Thus, it is claimed that audience can process the information from BBC World more efficiently than that from CCTV News.

Hereto, it is concluded that in respect of adapting to cognitive mechanism of human beings, here referring to audience, news producers of TV news broadcasting from BBC World have done better than that from CCTV News.

5.3 Adaptation to Social World

According to Verschueren (2000: 91), there is no principled limit to the range of social factors that linguistic choices are interadaptable with. Most of them have to do with properties of social settings or institutions. And culture, with its invocation of norms and values, has indeed been a favorite social-world correlate to linguistic choices in the pragmatic literature (ibid: 92).

In this section, we will discuss how linguistic and contextual choices of BBC World and CCTV News we have analyzed in the previous chapter adapt to social world and how these differences result in different effectiveness.

5.3.1 Adaptation to Social Institutions and Settings

According to Verschueren (ibid: 91):

> Sometimes the choice-making, whether it is linguistic or contextual, has to be institutionally sanctioned: only a judge can pass a sentence, and it does not make sense to (literally) read someone's rights unless he or she is a suspect. Within these settings and institutions many linguistic choices depend on relationships of dependence and authority, or power and solidarity, not only between utterer and interpreter but also between utterer and/or interpreter and any third party which either figures in the topic of the discourse or is otherwise involved (Verschueren, 2000: 91).

It is claimed that CCTV channel is one of the tools used to present the national directive orders and that one duty of TV news broadcasting of CCTV is to guide the public opinion, and CCTV News channel is of no exception. Everything it presents should be formal and serious and accordingly the voice, gestures and appearances of its anchorpersons should also be formal and serious. That is why there are few changes in voice and rhythm, in gestures, especially little movements of hands, or facial expressions. In this respect, it should be said that their choices adapt to the social institutions and settings very well.

As for the cases in BBC World, its social roles determine the viability of the changes in gestures and their wearing of ornaments. Therefore, the choices made by TV news broadcasting of these two programs both adapt to social institutions and settings.

Another point is related to artifacts employed in broadcasting process. We have

known from the presentation in subsection 4.2.3 that the artifacts used in CCTV News during TV news broadcasting are fewer than that in BBC World. That can be explained here with reference to social institutions and settings. It is assumed that the status of CCTV broadcasting as a means of guiding the public opinion and announcing national directives and guidelines or rules and regulations has restriction on the settings and objects used in the news broadcasting program. While the social institutions and settings in the UK have no such restriction.

5.3.2 Adaptation to Unique Culture

Verschueren (ibid: 92) has claimed that cultural dimensions of variability include ethnicity and race, nationality, linguistic group, and so on. As for analysis of TV news broadcasting process, we only take linguistic group to illustrate the different effectiveness of their different choices.

The major audiences of the two channels are of different culture circles. It is common that some choice-makings in TV news broadcasting of these two channels are different from one another. This can be illustrated with reference to the contrasts in appearances of anchorpersons. That the anchorpersons of BBC World have richer facial expressions is a good example. This phenomenon do interadapt with their unique culture. Another example is the changes in rhythm. English is an intonation language while Chinese tone language. With this in mind, it is easy to explain why there are far richer changes of rhythm in English than that in Chinese. However, Chinese is tone language, and it has its own way to display its own melody, though not so obviously in contrast with English.

5.4 Adaptation to Spatial Relations

Verschueren (ibid: 98) has claimed that spatial concepts are central to human thinking, as they form the basis of standard metaphors in numerous areas of experience and the relevance of space as a contextual correlate of adaptability stretches beyond mere spatial reference. In this section, spatial relations mean not space in real or physical world but space in mental world. As for TV news broadcasting process, it means the spatial relations between audience, anchorpersons and events. From subsection 4.1.1, we have known that the voice and rhythm of anchorpersons of BBC World give the events they are broadcasting a status of figure, while the anchorpersons

themselves the status of ground. As a result, mentally, the distance between audience and events is close in BBC World. While in the TV news broadcasting process of CCTV News, the never changing frames of anchorpersons and the never changing rhythm of their sound make events proximal to audience. In this sense, this section somehow overlaps with what has been discussed in subsection 5.2.2 in the sense of involvement. Nevertheless, the problem is pursued from a different perspective of spatial relations in this section. And in this perspective, news producers of BBC World have succeed in giving events the status of figure while those of CCTV News have not done so well. Therefore, the effectiveness of watching is influenced.

5.5 Adaptation to Communicative Channel

5.5.1 Communicative Channel

According to Verschueren (ibid: 103):

> ...for verbal communication, only one linguistic channel is biologically given, which is speech sounds. ...And all other linguistic channels are somehow 'artificial' (Verschueren, 2000: 103).

But it is known that the way in which context functions in relation to some types of oral discourse, for example, face-to-face communication, is different from the way it functions to types of language use employing different channels, such as radio and TV broadcasting. The content of the latter type is often pre-scripted and it is not enough when you analyze its channel just biologically. So here, as to TV news broadcasting, we will propose a new concept of communicative channel. By communicative channel, it means the medium through which communication is realized. In this sense, the communicative channel of TV news broadcasting is obviously TV broadcasting, through which the communication between news producers and audience is realized during the process of TV news broadcasting.

In the following subsection, we will discuss how CCTV News and BBC World adapt to this communicative channel during their processes of TV news broadcasting and the realization of different effectiveness due to their different manipulation of adaptation.

5.5.2 Adaptation to Communicative Channel in TV News Broadcasting

When talking about adapting to the communicative channel in TV news broadcasting - TV broadcasting, we must firstly figure out clearly what the characteristics of this kind of communicative channel are. As for TV broadcasting, three characteristics will be mentioned here: linear in time, no repetition and no immediate feedback. In the following part, we will discuss the difference in effectiveness of TV news broadcasting of CCTV News and BBC World with reference to these three aspects.

The presentation of news stories through TV broadcasting channel is leaner in time, so it is required that the sentence structures and vocabulary should be comparatively simple. It has already been noticed that the sentence structures and vocabulary are simple in news script for TV news broadcasting of BBC World and CCTV News. This point is clear with reference to the following examples.

(37) The Croatian general Ante Gotovina is charged alongside two other generals with killing a hundred and fifty Serbs during the war in Croatia 13 years ago. 200, 000 people were also forced to flee because of the military offensive.

(38) …this young girl was just thirteen years old when her family removed her from her English secondary school, took her to Pakistan, and forced her to marry a man who then assorted and raped her.

(39) 在当天的选举当中，米尔扎在总共 342 个议席的国民议会当中获得了 249 票赞成，远远超过了宪法规定的国民议会一半以上议员的支持，在前国民议会议长乔杜里·阿米尔·侯赛因的主持下，米尔扎宣誓就职并开始行使议长的职责。

(40) 19 号，反战人士在首都华盛顿举行了主题为 5 年代价太高的系列反战示威活动。人们举着写有伊拉克战争一天的花费高达 7 亿 2000 万美元的标语，包围国内税收署大楼，抗议在战争中大发不义之财的军火商和能源企业。

In these examples, there are no such complicated sentences and vague vocabulary as that appears in news from newspapers. Therefore, it is claimed that from this point of view both the news programs of BBC World and CCTV News are quite effective in news broadcasting.

No repetition of information is also known as one of the most obvious characteristics of TV broadcasting. The result is that certain information would be easily forgotten, neglected or missed. What news producers of BBC World and CCTV News have done to make up for this is quite different in this respect. We have noticed in the last chapter that the news producers of the two programs in adapting to this characteristic of TV broadcasting adopt different ways. There are repetitions of the major news through broadcasting by anchorpersons in the hour news from BBC World. Besides, the teletext of what have been broadcasted in a certain hour news scrolling at

the lower part of the telescreen also can remind audiences of the information they might forgotten, neglected or missed. The latter way of employing captions scrolling at the lower part of the screen can also be found in news broadcasting process of CCTV News. However, their watching effectiveness is still different from that of BBC World due to their lack of repetition by the anchorpersons. See the following examples:

> (41) Also in the program on new series on the global cost of food begins, today we'll report some of the British farmers expecting a bumper harvest.
> (42) In the moment on major news series on the cost of food. We look on the knock fact from the global explosion in grain crisis. Stay with us for that.

TV broadcasting is different from our day-to-day oral communication; another reason is that one party of the communication, news producers, cannot get immediate feedback from the other involving party, the audience. And the context of their communication through TV broadcasting is pre-set by only one involving party, here the news producers, which is different from the fleeting occurrence of the context created by two involving parties in their face-to-face communication. In this respect, news producers and news writers should know and may have already known that what they have chosen at contextual and linguistic levels would have effect on the watching effectiveness of the TV news broadcasting. Thus, to improve the watching effectiveness of news programs, before beginning the broadcasting, they should make or could have made the most preferable choices both at linguistic and contextual levels. From this point of view, taking what we have discussed in the previous sections in mind, we could conclude that news producers and writers of the hour news program of BBC World have done better than that of CCTV News.

Chapter VI Conclusion

In this chapter, we will summarize what we have presented, compared, analyzed and discussed in the previous chapters.

6.1 Summary of the Thesis

Through our presentation, illustration and discussion in the chapters above, we could summarize this study on the pragmatic-adaptation analysis of the differences between TV news broadcasting from CCTV News and BBC World as follows:

To improve the watching effectiveness of TV news broadcasting program, for CCTV News, at linguistic level:

(1) To give audience a sense of involvement and to help them to figure out what are the informative items and what are not, the voice and rhythm of anchorpersons is suggested to be improved.

(2) To satisfy audience's needs for objectiveness and credibility, the word-choosing is suggested to be thought carefully, especially the employment of modal words in news scripts which could affect objectiveness efficiently.

(3) Again to meet audience's need for objectiveness, choices of sentence structures of passive or active sentences are suggested to be made carefully.

(4) At textual level, firstly, to adapt to audience's need for information, the five elements of lead should be reordered; secondly, to adapt to human beings' information processing mechanism, the content of lead should focuses on major and informative points but not on details with little information; thirdly, to convey the information what news producers and writers want to and to succeed in guiding public opinions, news producers and writers are suggested to make full use of pragmatic rhetoric devices; fourthly, to adapt to the characteristic of TV broadcasting, no repetition, it is suggested that some major news items should be repeated as what have been done in BBC World.

And at contextual level:

(1) To adapt to the information processing mechanism, it is suggested that the

lasting time for each kind of broadcasting style and the changing frequency between different broadcasting styles are to be improved.

(2) To satisfy audience's need for the sense of safety when watching TV news broadcasting, the spatial relations between audience and anchorpersons should be adjusted; and the second point is, to give broadcasting events the status of figures, the spatial relations also should be adjusted.

(3) Choices made in the respect of gestures and appearances of anchorpersons have done desirable, which adapt to the mission of mass media in China well, which is to guide the public opinion and to announce directives or rules and regulations.

(4) Choices made in the field of settings and objects employed in news program during TV news broadcasting process can be dynamic. What they have applied now has adapted to the Chinese culture well. But as part of the pre-set context of TV broadcasting, the settings and objects of TV broadcasting can be changed according to contextual requirement.

All above are the suggestions for TV news broadcasting program of CCTV News with reference to the relevant choices in BBC World and the application of adaptation theory by Verschueren. And in the next section, the limitations of the study and suggestions for further research will be presented.

6.2 Limitations of the Study and Suggestions for Further Research

Despite the great efforts made in writing this thesis, the thesis still has some limitations.

Firstly, in order to correspond with the differences observed in the collected data, not all the ingredients of structural objects of adaptability at any layer or level of organization proposed by Verschueren are covered, which may affect the scientific analysis of this thesis.

Secondly, although the author has tried to cover all the ingredients of context (physical world, social world, mental world and linguistic context) advanced by Verschueren in analyzing TV news broadcasting, there is still something missing. The analysis from the perspective of "adaptation to physical world" is not included in this thesis. Is there no such adaptation to physical world during the process of TV news broadcasting? The answer may be negative. However, as the limitation of the collected

data, it is beyond the author's ability to cover this perspective.

Thirdly, because, in the process of illustrating the differences between TV news broadcasting from CCTV News and BBC World, the division of sections and subsections is from the author's understanding, there may be overlapping in the linguistic and contextual comparison and the pragmatic-adaptation analysis of the data, which affects the objectivity of the study.

Fourthly, because of the time limitation, the record of TV news broadcasting programs collected for the data collection of this study may be insufficient. The author has only collected the TV news broadcasting programs of the hour news from CCTV News channel and BBC World channel and the news scripts used in this thesis are all the dictations by the author herself by listening to the TV news broadcasting from CCTV News and BBC World. This may affect the objectivity of this study.

Since the thesis is far from being perfect and satisfactory, there is much room for improvement in future studies in this field. At the end of this thesis, we wish to make three pieces of suggestions.

One is about the approach to which investigation like the present study could be conducted. As is mentioned in Chapter Three, the notion of adaptability has made it possible for us to carry out pragmatic descriptions and explanations from four angles, which are also regarded as four tasks for pragmatics: contextual correlates of adaptability, structural objects of adaptability, the dynamics of adaptability and the salience of the adaptation process. The present study has proposed an "adaptation to communicative channel" approach to TV news broadcasting process. Future researchers could do more profound investigations into TV news broadcasting process if they can go into the details such as the dynamics and salience of adaptability, which are not mentioned in the present study due to the limited space.

The second one is that up to now the study on TV news broadcasting process overwhelmingly emphasizes the analysis on characteristics or effects of news scripts. However, as both the linguistic level and the contextual level are the inseparable parts of the process of TV news broadcasting process, there is much room to be improved at the level of contextual study.

The last one is that because the context of the communication during the process of TV news broadcasting is pre-set by news producers and audience have no right to make immediate choices, in future study, we can further the investigation from the perspective

of pre-set context.

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