

## 摘要

2004年，法新社等媒体开始注意到汉语。同年，中国开始孔子学院全球推广计划。汉语在法国媒体中的关注度自此飞速上升。由于汉语媒介形象对社会、民众态度有巨大影响。其对汉语的声望规划乃至语言规划都有重要意义。本文试从批判话语分析视角，综合运用计量分析和费尔克劳夫三维分析法，对法国排名第一的全国性综合大报《费加罗报》2005年到2017年的含“汉语”相关关键词的报道和汉语主题专题报道进行分析。主要问题有三：一、汉语语言形象及其相关形象的建构和变化；二、汉语专题报道和含汉语相关关键词的报道间的差异及报刊态度；三、汉语主题报道是否受广义意识形态的影响。

研究发现：一、《费加罗报》建构了一个发展速度惊人、在国际竞争中强势、有侵略性的“妖魔化”的汉语形象。汉语形象及相关形象都主要呈现为消极、负面的。该报对汉语越来越警惕、态度敌对。二、204篇含汉语相关关键词的报道的报道趋势由单一（如教育等领域），慢慢转变为政治、国家安全、经济等的多元领域。相比专题报道，此类报道意识形态更明显，其语言形象的建构主要服务于中国等相关主体的负面建构。三、在汉语形象建构中，该报明显受到意识形态影响，并建构了鲜明的“刻板印象”，有明显的他者化倾向。在中法关系和不同意识形态的影响下，汉语及相关形象被关联在一起进行主观联想建构。

希望本研究可为汉语声望规划、语言工作提供一定海外情况参考，并为汉语全球推广工作提供一定信息。但汉语媒介形象研究仍待通过其它报刊和不同类型媒体进行完善。

**关键词：**汉语国际形象；《费加罗报》；批判话语分析；声望规划；媒介形象

## Abstract

In 2004, French media, like AFP, began to report the Chinese language, and China start promoting Confucius Institutes all over the world. Then, Chinese receives more and more attention from French media. Media image constructed by media, has a strong influence on society. And it can have a strong influence on Chinese prestige planning and on language planning. Its analysis can also be a reference to the development of Confucius Institutes. From the perspective of Critical discourse analysis, the dissertation will use quantitative analysis and Fairclough's three-dimensional analysis to analyze 204 reports of *Le Figaro* which is published from 2005 to 2017. All those reports analyzed here involve key words, like Chinese language. The analysis will focus on media image of the Chinese language, which is constructed by *Le Figaro*. It will try to understand three questions: firstly, the construction and the change of the image of Chinese language and related images, as well as media's attitude. Secondly, difference (if there is) between reports which mention Chinese language and special reports. Thirdly, whether those reports are influenced by ideology in its broad sense.

The study finds that *Le Figaro* constructs a demonized image of Chinese language. It develops well and rapidly and is very aggressive to other languages in international competition. But the image of Chinese language and related images are negative. The newspaper's attitude is wary and unamiable. At the start, Chinese language is only mentioned by reports on limited subjects, especially education. Then, it almost gets attention from all fields, like national security. And the research of the construction shows that the influence of Sino-French relation and long-standing ideology is strong on *Le Figaro*.

The analysis may offer a vision of the media image of Chinese language to prestige planning and useful information for the promotion of Confucius Institutes.

**Key Words:** International Image of Chinese Language; *Le Figaro*; Critical Discourse Analysis; Language Prestige Planning; Media Image