

摘要

近年来，方言影视剧、方言栏目剧和方言新闻等方言电视节目大量涌现，各种各样的方言电视形态成为了媒体竞争中电视台的突破口，方言成为提高收视率争夺观众的制胜法宝。

2013年12月31日，国家新闻出版广电总局发出一则通知，要求“广播电视类节目规范使用汉语通用语言文字，在推广普通话方面起带头示范作用。”（《广电系统大力规范广播电视节目用语》，国家新闻出版广电总局官方网站，2014）此举被媒体报道为电视语言的方言“禁令”（以下简称“禁令”），引起巨大争议，其争议的焦点在于普通话推广和方言保护关系间是否可能获得平衡。本文将广电总局的方言“禁令”看作自上而下的媒体语言政策，以“禁令”为切入点去研究电视中的方言使用和方言传播。研究以Haugen语言规划过程理论为基本理论框架，并参考了T B Smith政策执行过程模型，从政策的出台背景，政策的依据和内容，政策的实施效果和政策的完善设想等四方面去理解“禁令”这一语言政策的规划过程，主要回答两个问题：广电总局为什么会出台“禁令”、“禁令”的效果如何。

本研究发现，方言电视节目的兴起引发的方言滥用，尤其是方言的庸俗化和娱乐化倾向以及语言障碍的形成不利于民族语言的规范性和纯洁性，并与国家一贯坚持的普通话推广政策形成了一定程度上的冲突。大众媒体特别是广播电视，在语言文字规划化方面起着重要的示范性作用，因此方言的滥用需要大众媒体切实承担起责任，据此引出广电的方言“禁令”政策。该政策主要以《中华人民共和国国家通用语言文字法》（以下简称《国家通用语言文字法》）为法律依据并不断完善调整自身的内容，从短期效果来看，它抑制了粗制滥造的方言节目传播，但长期效果并未改变“方言热”的现状。

本文希望通过对2014年“禁令”的解读来厘清普通话推广和方言保护间的关系，为广电这一政策的调整完善，以及方言节目的生存发展空间提供思路。

关键词：语言政策；“方言禁令”；媒体语言；方言保护

Abstract

In recent years, the mass media have witnessed the prevalence of dialect TV programs in various forms including dialect news column, dialect entertainment and dialect TV drama in China. Nevertheless, in 2014, SARFT have introduced the latest policy that requires media should play a demonstrative role in using formal language and promoting Mandarin. This policy is interpreted as “dialect ban” and arouses a huge controversy, the focus of which lies in the balance of Mandarin promotion and dialect protection.

This thesis takes the theoretical frame of Haugen’s language planning process as well as T.B Smith’s Policy Implementation Process Model and tries to understand the process of SARFT’s media language policy from 4 aspects—background, foundation, effect and assumption for the policy’s perfection.

In this study, we have found out that dialect abuse that accompanies the “dialect fever” in TV programs leads to negative consequences and goes to the opposite side of China’s policy on the popularization of Mandarin. Under this circumstance, the “dialect ban” comes out. It is based on the National Common Language Law. In a short term it has inhibited the spread of dialect programs of low quality, yet in a long term it has limited effect on the current state. Finally, we have made assumptions for the future improvement of SARFT’s media language policy.

Through the interpretation of SARFT’s media language policy in 2014, we hope more researchers would acquire a better understanding of the relationship between Mandarin popularization and dialect protection. This thesis may offer a vision for the improvement of SARFT’s media language policy and further research of the dialect programs’ living space.

Key words: Language Policy; “Dialect Ban”; Media Language; Dialects Protection