

摘要

本研究结合中国/本土话语研究和批判话语分析，通过实地走访、个案访谈、文献调研等多种数据收集方法，采取三维度框架，对北京南锣鼓巷地区的主街道语言景观及政策文本、媒体报道、居民访谈等不同类型的数据进行分析和研究。

研究发现，南锣鼓巷地区主街的语言景观，一方面遵循地区语言文字使用传统，另一方面则倾向于脱离地方知识、塑造个性化的品牌特色。而围绕南锣鼓巷构建的多元话语中，政府部门的监管话语表现出互文性与技术化特征，软性权势凸显。居民为主体的日常生活话语，展现了旅游话语、偏见话语、怀旧话语、有关“四合院”的想像话语等丰富的话语类型。此外，西方媒体话语对南锣鼓巷的“他者”塑造被国内媒体话语吸收，转而用于塑造旅游观光范本的地方意义，展示出东西方媒体话语间权势差异。

本研究进而得出如下结论：多元话语在空间建构过程中以一种张力态共存并竞争，形成了“一显多微”的局面。当代中国旧城更新建设进程中，资本逻辑不可避免地介入了地区空间生产。世界范围内的消费文化催生了空间商品化，而这一遵从资本逻辑的商品化进程，又进一步衍生出空间同质化问题。上述背景下，当前文化话语的构建，在多重意义上受到西方话语所蕴含意识形态、价值取向的左右，其所引导的旧城更新建设易形成既定模式，难以体现出“历史”“文化”精髓所在。

本研究旨在论证话语证据可揭示语言对实践活动与空间意义的形塑，进而揭示话语视角在社会问题研究中的积极作用，在呼吁审视和反思文化话语建构的同时，为研究旧城更新问题提供一种语言学路径。

关键词：语言景观；话语；旧城更新；文化话语研究

Abstract

This study chose a mixed research methodology by combining Chinese/Oriental Discourse Research and Critical Discourse Analysis together. Data collection took place at South Luogu Lane (Nanluoguxiang) area in Beijing, including visits and observations, case interviews of residents and literature research. Different types of data are analyzed mainly according to the three-dimensional framework from Critical Discourse Analysis.

The study found that the linguistic landscape of the main street in South Luogu Lane, on the one hand, follows traditional ways of using Chinese language and specific characters, while on the other hand, tends to break away from local knowledge, for creating special brand features. By analyzing the existence of diverse kinds of discourse, it was found that municipal regulatory discourse of the government shows features of intertextuality, technologization, and soft power. Daily life discourses made by residents is more of a combination of different sub-types, such as tourism discourse, prejudice discourse, nostalgic discourse, and imaginary discourse about "Siheyuan". In addition, the imagination of the 'Other' about Oriental culture made by Western media discourse has been absorbed into Chinese media discourse, which is used to build up local meaning as a model of tourism and sightseeing, reflecting an imbalance of discursive power behind.

The study further concludes that different kinds of discourse co-exist and compete in tension during the process of space construction, forming a situation that can be concluded as "one leader while others unseen". Moreover, during the process of gentrification happening in contemporary China, capital is involved in space construction inevitably. Meanwhile, the culture of consumption among the whole world speeded up the commodification of space, which follows the logic of capital and further derived the problem of spatial homogenization. Based on such social background, culture discourse nowadays is actually influenced by Western ideology and value orientation in many ways. Self-reflection is absolutely needed, or urban renewal will turn into a stiff mode, which is difficult to display the essence of

"history" and "culture".

The purpose of this study is to improve that discourse can play a positive role in the study of social issues according to discussion based on discursive evidence which may reveal how language helps to shape practical activities and space meaning. Also, the study provides a linguistic path for the study of urban renewal while asking for self-reflection on the construction of cultural discourse.

Keywords: linguistic landscape; discourse; urban renewal; cultural discourse studies