

## 摘要

语言和空间认知一直都是人类认知研究关注的重点。随着人类活动范围日益扩大，人们经常遇到人生地不熟的情况，也就不可避免地需要向他人问路或是为他人指路。“指路”这一空间描述过程会涉及到方向、距离、参照物等等。但并非所有人都使用着相同的指路策略，就同一问路请求，不同的人会给出不同的回答，例如在信息类型、详尽程度上都会有差别，尤其是在空间参考框架的选用上会有明显不同。关于这一日常交际行为，在网络社交平台上流传着这样的声音，指路策略存在着南北差异和性别差异，并且部分前人研究也表示存在这样的现象。网络上关于南北差异存在的原因主要归结于中国南北方地理环境的差异，而对性别差异的存在缺乏科学的解释。可以看出指路策略受多因素共同影响，那么地理环境因素和性别因素具体是如何交互作用的，尤其是具体到个体身上，是否还受其他因素影响，都需要进一步深入研究。并且随着社会的发展变化，尤其是 GPS 导航技术和手机地图应用程序的普及，以及个人迁移行为的频繁发生，有必要从历时角度观察人们的指路策略是受到影响。

基于前人研究主要集中在心理学和认知语言学领域，采用的都是定量研究方法，本研究将从社会语言学和语用学角度，观察真实交际场景下个体的指路策略，采访了 15 位不同年龄段、不同性别，目前在北京和上海生活的人关于指路的问题。用质性方法观察分析个体的指路策略如何受性别、年龄、来源地等社会因素影响，以及从历时角度看经济社会发展是如何影响个体的。

通过分析访谈内容发现，南北差异在受访者中显著存在，并且强于性别差异。个体之间还存在代际差异，同 90 年代前出生的人相比，90 后受访者大多表示自己不如他们的方向感好，也不擅长使用绝对参考框架。但 90 后也表现出，随着年龄的增长会越来越有意识的使用绝对参考框架的趋势。这种趋势变化可能是因为进入社会后来自语言市场的压力越来越大。在问路指路这样的交际对话中，指路者受到合作原则的影响，力求遵守质量准则和数量准则，为了确保信息准确往往优先使用自己更有把握的参考框架，在无法给出准确方位时则使用地标信息作为替代补充。部分指路者还会根据问路者的认知能力和具备的背景信息来决定自己的指路策略。

**关键词：**指路策略；空间参考框架；南北差异；语言市场

## Abstract

Language and spatial cognition have always been the focus of human cognition research. With the increasing scope of human activities, people often encounter unfamiliar situations in life, and inevitably need to ask others for route-instruction or guide others. The spatial description process of “route instruction” will involve directions, distances, spatial frame of reference, and so on. However, not all people use the same route instruction tactics. Different people will give different answers to the same request. For example, there will be differences in the types of information and the degree of detail, especially in the selection of spatial frame of reference. Regarding this daily communication behavior, this kind of voice is circulated on the social networking platform that there are differences between the southerner and northerner and different gender in route instruction. Some research also indicated that there are such phenomena. The reason for the existence of differences between the southerner and northerner on the Internet is mainly attributed to the differences in geographical environment between South and North China, but there is a lack of scientific explanation for the existence of gender differences. We can find that route instruction strategies are influenced by multiple factors. How do the geographic and gender factors interact in a concrete manner? Whether the individual is affected by other factors requires further research. And with the development of society, especially the popularization of GPS positioning technology and mobile phone map applications, as well as the frequent occurrence of personal migration behavior, it is necessary to observe people's route instruction tactics from a diachronic perspective.

Since previous research mainly belongs to psychology and cognitive linguistics and quantitative research methods are most used, this study observes the individual's route instruction strategies under real communication scenarios from the perspective of sociolinguistics and pragmatics. Interviews are conducted among 20 people of different ages, genders living in Beijing or Shanghai. This qualitative research observes and analyzes how the individual's route instruction strategies are affected by social background factors such as gender, age, and origin, and how the economic and

social development affects individuals from a diachronic perspective.

Through the analysis of the interviews, it is found that the North-South differences are significant among the respondents and are stronger than gender differences. There are also intergenerational differences between individuals. Compared with people born before the 1990s, interviewees after the 90s mostly state that they are not as good as their sense of direction and are not good at using absolute reference frame. However, it also shows that as their age grows, they will become more and more conscious to use the absolute reference frame. This change in trend may be due to increasing pressure from the language market after entering the community. In dialogues such as asking for route instructions, guides are affected by the Cooperative Principle, and strive to abide by the Maxim of Quantity and the Maxim of Quality. To ensure the accuracy of information, they often prefer to use the spatial frame of reference they are confident about. When it is difficult to provide accurate orientation, landmark information is used as an alternative supplement. Some guides will also determine their own tactics based on help seekers' cognitive ability and knowledge of this area.

**Key words:** route instruction strategies; spatial frame of reference; difference between Northerner and Southerner; linguistic market