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## 硕 士 学 位 论 文

### An Appraisal Analysis of the Recruitment Advertisement Discourse in English

#### 英语招聘广告的评价分析

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## Abstract

Appraisal theory, a theoretical system first introduced by linguist J. R. Martin in the early 1990s, is a particular approach to explore, describe and explain the way language is used to evaluate. It is used to analyze the interpersonal function and semantic evaluations at the discourse semantic level and it is also concerned with negotiable attitudes in the discourse. To be specific, the theory explores methods in which people use language to express attitude, judgement and appreciation, and the way of realizing empathy and ultimately achieving the purpose of persuasion. Since its inception, Appraisal Theory has been applied in many texts of different genres and types. This dissertation attempts to apply it to a new domain that it has never been studied before— English recruitment discourse.

In this dissertation, the author conducts a tentative analysis of English recruitment advertisement under the three subsystems of Appraisal—Attitude, Engagement and Graduation. Based on the careful analysis of the data from a corpus of 30 English recruitment advertisements, the author aims to explore the preference of appraisal resources, and their cooperative effect on the realization of communication between writers and readers.

The dissertation is comprised of five chapters. The first part is Introduction, which presents research background, significance of the research, methodology of the study as well as the organization of the dissertation. Chapter 2 introduces the basic concepts of advertisements, reviews the previous studies of advertisements, and then describes the special characteristics of English recruitment advertisements. Chapter 3 is an elaborated account of the theoretical framework—Appraisal Theory for the present study. The three sub-systems—Affect, Engagement and Graduation are introduced in detail. In addition, a review of the previous studies in the field of Appraisal analysis is displayed. Chapter 4 is the central part of this dissertation. In this chapter, an in-depth analysis of the realization of Appraisals in the thirty English recruitment advertising samples is presented with the purpose to find out the

distribution of different Appraisal resources and reveal their functions in English recruitment discourse. Chapter 5 is the conclusion of the whole dissertation, including the major findings of this study, theoretical and pedagogical implications of the research, and the limitations of the study as well as the prospects for the future work in this field.

This dissertation makes exploration and analysis on the Appraisal meaning in English recruitment discourse, which would prove the applicability of the Appraisal theory in this particular discourse and provide reference method for the study of Appraisal resources in discourse analysis. In addition, it sheds light on writing recruitment advertisements and teaching English recruitment advertisement reading, which would be of some directive significance in the practical teaching.

**Key words:** Appraisal Theory; English recruitment discourse; interpersonal function

## 摘要

评价理论是语言学家 Martin 在 20 世纪 90 年代初提出的描述和解释评价性语言使用的理论体系。它从语篇语义层面上研究人际功能, 关注语篇中可以协商的各种态度。具体地说, 这一理论主要研究说话人或作者如何运用评价性语言来表达自己的情感、对事件的判断和对事物的鉴赏, 以及如何与听话人或读者进行潜在互动感情移入, 最终影响听话人或读者对事物的态度。评价理论自产生以来, 就被用来研究各种类型和体裁的语篇。本论文试图把它应用于一种新的尚未涉及的语篇领域—英语招聘广告语篇之中。

本文试从评价理论的三个子系统—态度、介入、级差来分析英语招聘广告语篇。通过对收集的 30 篇英语招聘语料进行细致的分析, 作者试图探讨招聘广告策划者偏好使用哪些评价资源以及这些评价资源如何共同作用来实现语篇的交际功能, 实现与读者的交流。

本文由五部分构成。第一部分引言介绍了本研究的背景、意义、研究方法以及文章的组织结构。第二章介绍了广告语篇的相关理论知识, 着重介绍了英语广告语篇的语言特点及功能, 并追溯了之前的学者在此方面的研究。第三章详细描述了评价理论这一理论框架, 论述了态度、级差、介入这三个子系统的基本概念。第四章深入分析了三十篇英语广告语篇中评价意义的实现手段, 旨在找出不同的评价资源在广告语篇中的分布, 并进一步探究影响其分布的原因以及如何实现招聘广告语篇的交际功能。第五章总结了本文的研究成果, 阐述了本文的理论意义和教学指导意义, 同时指出了出了本文的不足之处以及对进一步研究的建议。

本论文尝试性地探讨了招聘广告语篇中的评价意义, 证实了用评价理论分析招聘广告的可行性, 为其它语篇中评价资源的研究提供了参考方法。此外, 本论文对于学生在阅读或写作招聘广告时了解评价资源在语篇中的互动作用, 具有一定的教学指导意义。

**关键词:** 评价理论 英语招聘广告语篇 人际功能

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## Chapter 1 Introduction

### 1.1 General Statement

With the rapid development of science and technology, modern business and its commercial advertisement through various mass media have greatly influenced people's life. As a sub-genre of advertisements, the English recruitment advertisement belongs to the persuasive genre and functions as a medium between the employer and the potential employees. Thus, the discourse of English commercial advertisement is of great importance in contemporary society and it reflects typical interpersonal relations, which are worth exploring. In fact, it has received much attention from advertisers and linguists, who have mainly focused on its application in the area of stylistics, sociolinguistics, pragmatics and systemic-functional grammar. Some scholars, by means of SFL and Discourse Analysis, studied recruitment advertisements from the perspective of interpersonal meaning. However, this genre has never been studied based on the Appraisal theory.

Appraisal theory is a systematic lexico-grammatical framework based on Systemic Functional Linguistics (SFL). Within this theory, interpersonal meaning at the level of lexicogrammar is analyzed as choices in systems of mood and modality, and as attitudinal lexis. It is concerned with the linguistic resources by which a text/speaker comes to express, negotiate and naturalize particular inter-subjective and ultimately ideological positions. Within this broad scope, the theory is concerned more particularly with the language of evaluation, attitude and emotion, and with a set of resources which explicitly position a text's proposals and propositions interpersonally.

It has opened up areas of research on interpersonal meanings that were largely neglected within SFL. Since its birth in the mid-1990s, this theory has been applied in various genres and types of written text to study how they may conventionally employ



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