视觉语法视角下的奥运会徽多模态分析

Abstract

In recent decades, the Olympic Games has gradually become the most influential sports event in the world, so it is more important to interpret the Olympic emblem and grasp its unique cultural connotation. From the perspective of visual grammar, this paper analyzes the three levels of the emblem of 2008 Beijing Olympic Games, 2012 London Olympic Games and etc. In this paper, through the use of visual grammar and multimodal discourse analysis, the meaning of symbols in the Olympic emblem is studied, and some examples are used to study the methods of abstract symbol conversion, in order to make an effective and feasible language interpretation of the Olympic emblem, and realize the conversion of abstract symbols and emotional language expression. Through the analysis and research of three Olympic emblem, this paper tries to summarize a series of feasible image symbol conversion strategies based on the existing visual grammar theory in the context of cross-cultural communication, and provide theoretical basis for people's daily interpretation of the meaning of the emblem when restoring the abstract symbol meaning.

After the careful analysis of this paper, the profound meanings concealed in abstract emblems may be learned, and the English major’s sensitivity to conotation meaning of the images may be improved in the social and cultural context.

Keywords: Visual Grammar; Multi-modal Discourse Analysis; Olympic Emblems; social and cultural context

摘　要

近几十年来，奥林匹克运动会逐渐成为世界上最具有影响力的体育盛会，因此解读奥运会会徽，把握其独特的文化内涵就变得更为重要。本文在视觉语法视角下，分别对 2008 年北京奥运会会徽，2012 年伦敦奥运会会徽等会徽进行再现意义，互动意义和构图意义三个层面的分析。本论文通过使用视觉语法，研究奥运会徽中的符号意义，用一定的实例来研究抽象符号转换的方法，以求对奥运会徽，做出有效可行的语言解释，实现抽象符号与情感语言表达的转换。通过分析研究三个奥运会徽，力求在跨文化交际背景下，根据已有的视觉语法理论，总结归纳出一系列可行的图像符号转换策略，在还原会徽等抽象符号意义时，为人们对其意义的日常解读提供理论依据。

仔细分析本文后，人们可以发现符号背后的深刻意义，而英专生在社会文化语境下对抽象图片意义了解的敏感度也会得到提高。

关键词：视觉语法；多模态话语分析；奥运会徽；社会文化语境

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。

如要下载或阅读全文，请访问：

https://d.book118.com/447045006160006060