视频弹幕的多模态话语分析——以哔哩哔哩为例

Abstract

With the expanding of online video media, video barrages as an innovative and unique online communication form has gradually permeated into mass culture and obtained large audience. They are more intricate than traditional comments. The barrages are comments that float on the screen rolling from the right to the left which combine various materials such as texts, colors, and images.

In order to enrich the interpretation of the cultural phenomenon of video barrages and explore the reasons why it is favored by mainstream video clients and users, this paper conducts a multimodal discourse analysis of video barrages based on Zhang Delu's theoretical framework of multimodal discourse analysis. It selects barrages in the videos of Huanong Brothers on Bilibili as the research object, summarizes their three functions and makes a multimodal discourse analysis of them at the cultural level, the contextual level, the content level and the expression level. Bilibili is the barrage video website with the most users in China, and Huanong Brother is one of the most famous uploaders on Bilibili.

Results show that under particular cultural and contextual background, words, layouts and colors together participate in the construction of multimodal discourse of video barrages, which makes the meaning of the barrages exceed what pure words can communicate and contributes to the audience's understanding of the contents of videos.

Keywords: multimodal discourse analysis; comprehensive theoretical framework; video barrages; Bilibili

摘　要

随着网络视频媒体的发展，视频弹幕作为一种创新性和独特性的网络交际形式逐渐深入大众文化，并收获了广大的受众。比传统评论更加复杂，弹幕是由文字、色彩、图像等多种素材组合而成的在屏幕上由右向左滚动飘过的评论。本文基于张德禄提出的多模态话语分析综合理论框架对视频弹幕进行了多模态话语分析，以期丰富对视频弹幕这一文化现象的解读，探索其受到主流视频客户端及广大用户青睐的原因。本文以哔哩哔哩（Bilibili）上华农兄弟（HuanongBrothers）的视频中的弹幕为研究对象，将弹幕分为三类，并从文化层面、语境层面、内容层面和表达层面对它们进行多模态话语分析。哔哩哔哩（Bilibili）是国内用户最多的弹幕视频网站，华农兄弟（Huanong Brother）是哔哩哔哩（Bilibili）上知名度最高的视频上传者之一。结果表明，在特定的文化和语境之下，文字、布局和颜色等符号共同参与了视频弹幕的多模态话语意义的构建，这使得弹幕的意义超出了纯文字可以传达的内容，有助于观众对视频内容的理解。

关键词： 多模态话语分析；综合理论框架；视频弹幕；哔哩哔哩

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