

摘要

全球化进程中，国际移民的规模和范围日益扩大，语言实践的形态和内涵也因此变得更加多元。跨国移民往往身处多语环境，可使用更多的语言资源。随着网络技术的发展和新媒体的出现，社交媒体成为新的网络话语空间和交际空间，移民群体在社交媒体中通过多语实践来进行自我表达和自我呈现，建构虚拟身份，同时也展示其语言意识形态与价值观。本研究聚焦意大利华裔青年在 Instagram 这一社交媒体上的多语实践，探究其外在表现、原因与影响因素。基于 Goffman 的拟剧理论和 Spolsky 的语言政策理论，本研究将虚拟网络空间和现实生活空间视为舞台的前台和后台，社交媒体上的交际行为视作舞台上的表演，研究对象通过多语实践进行自我呈现和印象管理，并认为前台和后台的言语社区中语言政策的三个组成部分——语言实践、语言意识形态、语言管理——相互影响和制约。本研究采用在线民族志、影子跟随、观察、访谈等研究方法，聚焦意大利华裔青年的网络语言生活，观察其在网络空间中的语言实践情况，分析华裔青年的多语实践过程，探究影响华裔青年作出语言决策的因素，并聚焦语码背后的社会文化因素，展现其多元文化身份建构过程，进而探索语言、媒介和社会语境之间的三角关系。研究发现，意大利华裔青年的在线交际语库包括意大利语、英语、汉语等三种以上自然语言，以及表情符号等符号资源。有三种类型的多语实践：（1）以英语为主导的多语实践；（2）意、英、中三语相对均衡的多语实践；（3）以“不纯洁的意大利语”为主导的多语实践。影响第一类多语实践的因素主要为媒介机制和语言的经济价值，影响第二和第三类多语实践的因素则主要为语言的情感价值和文化价值。此外，研究结果显示：研究对象在社交媒体进行多语实践的主要原因是期望通过在前台的多语实践表演进行印象管理，以建构意大利华裔青年的多元文化身份。本研究不仅以移民群体中较少被关注的意大利华裔青年群体为研究对象，还结合了传播学、符号学与社会语言学相关理论，探讨微观的隐性语言政策，有一定的理论价值。

关键词：多语实践；网络语言；意大利华裔；语言政策；拟剧理论

Abstract

With the continuous wave of immigrants under the process of globalization, the form and the connotation of language contact and language integration have been expanded. As digital media developed, social media platform is now becoming the new discourse and communication space on the Internet, the immigrants, hence, encountering much richer multilingual contexts. Immigrant groups in social media unfold self-expression through language practices, thereby revealing their ideology, values and identity. This study focuses on the multilingual practice of the Italian-Chinese youth on Instagram, trying to figure out its manifestations, causes and influencing factors. Based on Erving Goffman's dramaturgical theory and Bernard Spolsky's theory of language policy, this study regards the virtual space as the front stage, the realistic space as the back stage, and the communicative actions on the social media as the performances on these stages, in this way, the research participants conducting their self-presentation and impression management through multilingual practices. The study holds that the three components of language policy in the speech community of virtual space - language practices, language ideology, language management - interact with one another. Through the qualitative research methods of online ethnography, shadowing, observation and interview, the author collects the data of language practices of the Italian-Chinese youth in the cyberspace, whose process will be observed in order to explore the influencing factors on their language choices and the process of their multicultural identity construction which reflects the social and cultural factors in the linguistic repertoire. Therefore, the triangular relationship between language, media and social context can be revealed. The results demonstrate that there are more than three language resources in the linguistic repertoire of Italian-Chinese youth during their online communication, including Italian, English and Chinese, as well as semiotic resources such as emoji. Generally, there are three types of multilingual practices: first, an English dominated multilingual practice; second, a relatively balanced one among Italian, English and Chinese; third, a multilingual practice dominated by "impure Italian". The factors

affecting the first type are mainly the media mechanism and the economic value of language, while the factors of the second and third types are mainly the emotional value and cultural value of language. The expectation of impression management through multilingual performances at the front stage to construct the multicultural identity of Italian-Chinese youth is the main reason why the participants conduct multilingual practices on social media. This study adopts the theoretical perspectives of communication, semiotics and sociolinguistics, turns the spotlight on the Italian-Chinese youth, a group less emphasized in the immigration study, and on micro language policy, which brings language policy issues into specific social contexts, this study shows certain theoretical value. Besides, as the thesis takes online ethnography as the research method to expand its application scenarios in the field of social media research, it also reveals certain practical value.

Keywords: multilingual practice; cyber language; Italian-Chinese; language policy; dramaturgical theory