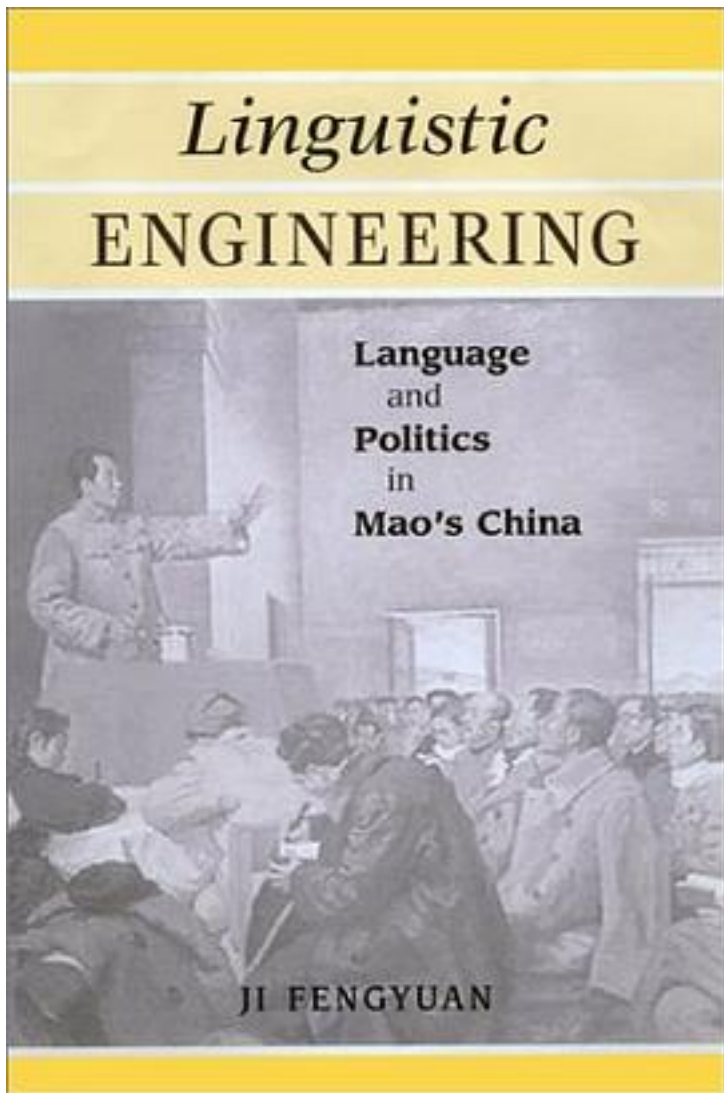


# Linguistic Engineering



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When Mao and the Chinese Communist Party won power in 1949, they were determined to create new, revolutionary human beings. Their most precise instrument of ideological transformation was a massive program of linguistic engineering. They taught everyone a new political vocabulary, gave old words new meanings, converted traditional terms to revolutionary purposes, suppressed words that expressed "incorrect" thought, and required the whole population to recite slogans, stock phrases, and scripts that gave "correct" linguistic form to "correct" thought. They assumed that constant repetition would cause the revolutionary formulae to penetrate people's minds, engendering revolutionary beliefs and values.

In an introductory chapter, Dr Ji assesses the potential of linguistic engineering by examining research on the relationship between language and thought. In subsequent chapters, she traces the origins of linguistic engineering in China, describes its development during the early years of communist rule, then explores in detail the unprecedented manipulation of language during the Cultural Revolution of 1966-1976. Along the way, she analyzes the forms of linguistic engineering associated with land reform, class struggle, personal relationships, the Great Leap Forward, Mao-worship, Red Guard activism, revolutionary violence, Public Criticism Meetings, the model revolutionary operas, and foreign language teaching. She also reinterprets Mao's strategy during the early stages of the Cultural Revolution, showing how he manipulated exegetical principles and contexts of judgment to "frame" his alleged opponents. The work concludes with an assessment of the successes and failures of linguistic engineering and an account of how the Chinese Communist Party relaxed its control of language after Mao's death.

Linguistic Engineering is a powerfully argued and innovative work that has much to offer all those with an interests in language, political communication, Chinese communism, the literature of revolutions, and the psychology of persuasion.

作者介绍:

Fengyuan Ji is lecturer in Asian studies at the University of Canterbury, New Zealand.

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标签

毛泽东

语言运动

语言

文化大革命

中国政治

中共党史

东亚研究

Chinese\_studies

## 评论

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大笨狗老师给两星是有道理的。立场现行，把党等同于国，把人民化约为绝对被动，ta自己陷入自己所批评的对象之中。。我想多给一个，是觉得ta的选题比较有意思。

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這個看的更暈。

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對此書批評蠻多，但是第一部分的理論基礎梳理很有幫助~~另外，Gao的那篇書評都不如直接罵街

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## 书评

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