

# 壹週刊中與性愛有關之隱喻、轉喻委婉語與粗鄙語

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## 摘要

X-phemisms 包含了中性語、委婉語和粗鄙語。委婉語和粗鄙語常在語言中被使用，但是卻很少有人探討其認知語言概念的一面。2007年時，一些X-phemisms字詞在臺灣對其定義引起了熱烈的爭辯和討論。教育部國語重編字典在2007年時解釋「打炮」是「放鞭炮」和「嫖妓」的意思。然而打炮現在常見的意思是純粹上床而沒有交往的性行為。因此這樣的定義就會造成語言使用者理解上和使用上的錯誤。這詞備受爭議，直到現今年教育部國語重編字典還是註明此條註釋研議中。為了改善X-phemisms定義上的不足，研究者選用壹週刊中的XY情色檔案。壹週刊是臺灣最受歡迎的八卦雜誌之一，內容報導小道消息和各式各樣的醜聞。並且對於所搜集到的字詞做了文本研究和問卷調查。本研究的目的是探討中文中委婉語和粗鄙語的譬喻性語義，並找出其中隱藏的cognitive-semantic mechanisms認知語義學機制(隱喻和轉喻)的角度，這些機制又是如何影響委婉語和粗鄙語的譬喻性語義。本研究的著重點在發現什麼原則會影響這些認知語言學機制。文本研究中，研究者先採用教育部國語重編字典來找委婉語和粗鄙語字詞的定義和原本的來源領域(source domain)並判定是隱喻還是轉喻。針對比較模糊或是不能確定是隱喻還是轉喻的字詞，研究者採用「相似測驗」'is-like test' 將所搜集到字詞分類。問卷研究著重在調查大眾對於一些X-phemisms的看法，分成三個部份：「直接或是不直接」、「丟臉或是不丟臉」以及該字詞是「委婉語或是粗鄙語」。問卷資料分析分成三個步驟：第一、從這些字詞的平均質回答大眾認定他們是委婉或是粗鄙的。第二、採用相關係數分析來回答「直接或是不直接」、「丟臉或是不丟臉」和「粗鄙語或是委婉語」之間的關係。第三、採用單一樣本檢驗來回答研究中隱喻性和轉喻性X-phemisms是否比中性字詞「性交」來的委婉。研究的結果發現隱喻和轉喻在委婉和粗鄙的字詞本義上相當的重要角色。主要的兩個發現是：(1)在壹週刊中形容性交的轉喻共有四類(部份代表整體、整體代表部份、事件代表事件集合情境、事件集合情境代表事件)。而性交的隱喻來自二十種概念領域，並且其中四個屬於「一射」的創意隱喻。(2)大部份與性愛有關的隱喻都比中性字詞「性交」來的較委婉。只有在性交集合情境中，牽扯「主要的動作」的轉喻較粗鄙。

關鍵詞：委婉語、粗鄙語、隱喻、轉喻、中文、壹週刊

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