

中美主流媒体新闻话语中的中国农业形象建构——一项基于语料库的研究

章嘉懿, 邓 飞*

华南农业大学外国语学院 广东广州

【摘要】农业是国家发展的重要基础,随着中国农业现代化转型的深入与全球化进程的演进,其形象的建构与传播具有重要意义。本研究以“Chinese agriculture”和“China’s agriculture”为检索词,分别从《中国日报》和《纽约时报》中收集 2020 年至 2025 年间有关中国农业的新闻报道,自建两个媒体话语语料库,并借助语料库检索软件 AntConc 4.3 进行分析。基于费尔克拉夫批评话语分析的三维框架,本研究对两个自建语料库中的高频实词和索引行进行分析,探讨中国农业在中美主流媒体新闻话语中的呈现特征及其异同。研究表明:在中媒话语中,报道主题较为丰富,中国农业主要呈现出科技创新驱动、重视粮食安全以及现代化发展的积极形象;在美国主流媒体的话语建构中,中国农业更多与国际贸易和市场议题相联系,呈现出一定的发展韧性,但整体话语倾向较为中性。基于全球气候变化背景,本研究认为,中国农业形象的国际传播仍可进一步加强可持续发展理念的呈现,以丰富和完善中国农业形象。

【关键词】中美主流媒体;新闻话语;中国农业形象;语料库语言学

【基金项目】华南农业大学国家级大学生创新训练项目(202510564478):中美媒体话语中的中国农业形象对比分析——基于语料库的研究方法

【收稿日期】2026 年 7 月 10 日

【出刊日期】2026 年 8 月 11 日

【DOI】10.12208/j.ssr.20260273

A corpus-based study of China’s agricultural image in mainstream media news discourse in China and the United States

Jiayi Zhang, Fei Deng*

South China Agricultural University, Guangzhou, Guangdong

【Abstract】Agriculture is an important foundation for national development. With the advancement of agricultural modernization and the deepening of globalization, the construction and dissemination of China’s agricultural image have gained increasing significance. This study uses *Chinese agriculture* and *China’s agriculture* as search terms to collect news reports from *China Daily* and *The New York Times* between 2020 and 2025, constructing two media discourse corpora. AntConc 4.3 is employed for corpus analysis. Based on Fairclough’s three-dimensional framework of critical discourse analysis, this study examines high-frequency content words and concordance lines to explore China’s agricultural image in mainstream media discourse in China and the United States, as well as their similarities and differences. The findings show that Chinese media construct a positive image of China’s agriculture characterized by technological innovation, food security, and modernization, with diverse reporting themes. In contrast, American media tend to associate China’s agriculture with international trade and market issues, presenting a certain degree of resilience while maintaining a generally neutral discourse orientation. Against the backdrop of global climate change, this study suggests that China’s agricultural image construction can further emphasize sustainable development to achieve a more comprehensive international representation.

【Keywords】Mainstream media in China and the United States; News discourse; China’s agricultural image; Corpus linguistics

1 前言

形象,是传播主体在传播过程中被建构而成的认

知表征。它既反映基于传播信息形成的整体印象,也反映传播主体所处的社会语境。媒介是形象生产与传播的

*通讯作者:邓飞

重要场域。形象依托媒介传播而存在, 公众亦通过媒介所建构的形象认识与理解世界^[1]。农业作为国家的重要产业, 其现实发展状况及传播叙事深刻影响着国家形象。作为影响国家形象的要素之一, 农业的形象塑造影响着国家美誉度与国际形象, 正面、积极的农业形象塑造有助于国家形象的正向建构, 并推动国际认同的提升^[2]。

在中国宣布全面建成小康社会, “十四五”规划正式开启的时代背景下, 农业农村持续发展, 乡村振兴全面推进。《中国农业产业发展报告(2025)》指出, 中国以建设农业强国为目标, 紧抓改革开放与科技创新, 实现了农业提质增效, 现代化水平不断提升, 但国际竞争力仍有待进一步增强^[3]。

钱毓芳指出, 新闻报道具有社会性。话语是自然出现在使用中的语言实情, 是相应社会与文化的实践^[4]。辛斌、高小丽同样认为, 话语属于社会实践, 既受到社会结构的影响, 又反作用于社会事实^[5]。鉴于此, 本研究将选取 2020 年至 2025 年的中美主流新闻媒体对华农业的报道作为语料, 自建语料库并进行话语分析, 考察不同新闻媒体语境下中国农业形象的建构特征, 进而从形象自塑的角度提出相关建议。

2 文献综述

目前, 国内以农业为主题的语料库研究数量还较少。而在现有的研究中, 其研究对象往往是农业科技英语, 而非作为产业而存在的农业。早在 2012 年, 就有学者对农业学术英语及其翻译策略展开研究。

吴小夏针对广西农业技术推广汉译英质量待规范的问题, 基于韩礼德的情态动词理论, 自建原版农业英语语料库(AEC)及汉译英语料库(TAEC)进行分析, 发现原版农业英语与普通英语在情态动词使用上差异显著, 中国译者受母语迁移影响存在失衡^[6]。索佳丽探讨了自建的 VOA 农业报道语料库的词汇特征, 结果表明该语料库词汇难度低于通用英语且口语化明显, 常用词重复率高, 专业词则学科交叉性强^[7]。孙圆圆通过自建了农业科技英语语料库, 利用词语搭配研究理论和检索工具, 揭示了农业科技英语词语搭配规律与文本类型特征, 为农业科技英语的教学及翻译提供了实用参考^[8]。陈艳君以 2052 篇农业学科国际期刊高引论文摘要为语料, 分析农科类学术英语论文摘要中的短

语框架使用特征, 利用语料库方法提取出五词和六词短语框架, 丰富了学科专用英语研究^[9]。张恒茂针对农业英语的叙述特点及汉译展开研究, 以 WordSmith Tools 5.0 软件为工具, 通过查询并类比 BBC 农业新闻并对其特征进行量化分析, 发现农业英语具有专业性、结构复杂等特点^[10]。

进一步在知网上搜索“语料库”及“农业形象”, 发现该方面的研究仍相对较少。基于语料库的形象研究并不集中于作为产业的农业, 而集中于农人或农民的形象。张慧玉等以历年中央一号文件为文本来源, 对政策文本进行定量与定性分析, 厘清了我国“三农”双创政策在不同历史阶段的演进逻辑与话语特征^[11]。葛菲菲以《人民日报》2012 至 2021 年间的农民报道为文本来源, 采用自建语料库的方法并结合费尔克劳的话语分析, 揭示了新时代农民报道在主题、形象及话语策略上的新面貌与新特征^[12]。黄加振在批评话语分析视域下运用语料库工具, 对高频实词、关键词及搭配进行分析, 发现《人民日报》的“三农”报道成功构建了复合的农民形象, 其变迁深植于中国社会现实与政策的演变^[13]。施颖针对《农民日报》和《人民日报》中新农人媒介形象, 对 2013 至 2023 年间的相关报道进行了定量定性相结合的分析, 总结了新农人积极多元的媒介形象特征, 及其背后的乡村振兴时代变迁^[14]。

总体来看, 国内基于语料库的农业形象研究仍较有限, 存在若干空白待填补。首先, 在研究对象上, 关于作为产业的农业的形象研究相对较少; 再者, 在研究语料上, 研究语料主要集中在国内报道, 缺乏如美国等国外语料; 最后, 在研究角度上, 现有研究多以单一国家的新闻内容为对象, 对比研究仍然较少。

3 研究设计

以“Chinese agriculture”“China’s agriculture”为检索词, 本研究的中国媒体语料收集自《中国日报》官方网站, 并通过人工阅读的方式确定农业为新闻主题。而美媒语料来自《纽约时报》, 具体来自 LexisNexis 数据库。完成数据收集后, 利用 AntConc4.3.进行分析。建成的两个语料库分别为中国主流媒体对华农业新闻报道语料库(CNNA Corpus)和美国主流媒体对华农业新闻报道语料库(USNA Corpus), 其基础信息如表 1 所示。

表 1 语料库基础信息

语料库	收集的新闻篇数	型符数	类符数	类型比	篇目平均长度
CNNA Corpus	45	27238	4194	15.40%	605.29
USNA Corpus	50	58500	6942	11.87%	1170.00

4 结果与讨论

梵·迪克 (van Dijk) 指出, 费尔克劳 (Fairclough) 的三维框架包括描述 (description)、阐释 (interpretation) 和解释 (explanation)。描述集中于语篇文本本体的特征, 是微观层面的分析。阐释集中于语篇和话语实践过程的关系; 解释则集中于话语与其社会语境之间的互动, 是宏观层面的分析^[5]。

4.1 话语文本分析

为了更好地探寻两国媒体在报道中国农业时的具体话题, 本研究将选取两个语料库各自排名前 30 的高频实词。停用词表来自 NLTK。根据 AntConc 的检索结果显示, 双方高频实词的语义范围均较为广泛, 但在侧重点上仍有不同。

(1) 高频实词分析

在中国媒体方面, 主要出现以下三类高频实词, 具体如表 2 所示: 首先是与农业生活相关的词汇, 农业 (agricultural, rural) 的劳动主体农民 (farmers) 不可忽视, 其生产活动 (production, products) 的细节, 例如重要作物 (rice) 受到关注。其次是与政治规划相关的词汇, 粮食 (food, rice) 安全是农业重要议题。其次, 农

业这一产业是宏观设计与微观实践相结合的, 不仅需要关注国家 (China, Chinese) 层级的长远规划 (development), 在各个地区 (local, areas) 的基层实践动态亦须把握。最后是与数据相关的词汇, 中国媒体会通过具体数字和事实 (percent, year) 来报道农业议题, 使其论证更有说服力。总体来看, 中国媒体的报道结合了生产生活与政治规划, 并在报道时给出一定的细节。

在美国媒体方面, 主要出现以下三类高频实词, 具体如表 3 所示: 首先是与国际关系有关的词汇, 中国农业会被置于国际框架 (China, world, states) 之内进行讨论, 或与美国进行对比 (united, states)。其次是与商业贸易 (trade, tariffs, price) 有关的词汇, 尤其是在重要作物 (soybean) 的问题上。最后是与评价相关的词汇, 美国媒体话语中呈现出一种更加明显的人物 (mr, trump) 评价特征。尽管在 CNNA 语料库中也有同样的情况出现, 但 USNA 语料库中, 政治人物出现的词频显著较高。总体来看, 在美国媒体的报道中, 中国农业的形象较为模糊, 其生产细节较少而贸易语境较多。从高频实词来看, 美国媒体在对中国农业的报道上没有明显的情感倾向。

表 2 CNNA 语料库排名前 30 的高频实词

排序	词项	词频	排序	词项	词频	排序	词项	词频
1	rural	224	11	farmers	82	21	xi	61
2	said	198	12	food	82	22	new	58
3	agricultural	195	13	local	80	23	industry	57
4	china	184	14	products	80	24	one	56
5	percent	108	15	production	75	25	yuan	56
6	year	100	16	rice	74	26	country	51
7	areas	99	17	people	71	27	high	50
8	agriculture	95	18	chinese	67	28	work	50
9	also	92	19	development	64	29	grain	49
10	will	84	20	million	64	30	land	49

表 3 USNA 语料库排名前 30 的高频实词

排序	词项	词频	排序	词项	词频	排序	词项	词频
1	china	696	11	american	149	21	soybeans	117
2	said	456	12	prices	149	22	people	106
3	mr	373	13	food	149	23	country	104
4	trump	271	14	united	143	24	like	104
5	trade	250	15	states	143	25	one	90
6	chinese	216	16	world	140	26	can	89
7	tariffs	186	17	also	130	27	president	89
8	farmers	181	18	last	125	28	many	88
9	year	164	19	will	123	29	soybean	88
10	percent	153	20	government	117	30	agriculture	81

(2) 索引行分析

本研究选取“food”作为节点词进行索引行分析。该词汇在两个语料库中都高频出现, 并且位次相近。CNNA 语料库和 USNA 语料库中均选取 20 条以作分析。图 1, 图 2 分别为 CNNA 语料库, USNA 语料库中关于“food”的具体条目。

在 CNNA 语料库中, 以“food”为节点词, 一共有 82 条相关索引行, 部分具体如图 1 所示。其中, 出现频率最高的搭配为“food security”“food safety”“food production”。例如“Underscoring food security as the top priority in China’s agricultural work, the guideline stressed that grain production must be a priority in using farmland resources.”(《China Daily, “China issues guideline to stabilize grain production”, 2020-11-18), 利用分词状语前置的结构, 体现其国家导向的特点, 整体情感色彩偏正面。“Food safety in China has, in general, been improving in recent years. Last year, 97.6 percent of food available on the domestic market met standards, 2.9 percentage points higher than in 2014, according to the State Administration for Market Regulation.”(《China Daily, “One-year campaign aims to make food in rural areas safer”, 2020-11-10) 这一例子中, 通过总分结构, 以及多项事实数据的支撑, 展现了中国农业在食品安全方面的向好趋势。而“Imported food products account for 30 percent of the total food consumption in China, so by increasing domestic food production, agricultural modernization can reduce imports and further stabilize the

food supply.”(《China Daily, “Modern agriculture key part of Chinese modernization”, 2023-12-19) 则通过非谓语句结构展现了调节农业生产的情况, 反映出中国农业的韧性, 释放积极信号。

在 USNA 语料库中, 以“food”为节点词, 一共有 100 条相关索引行, 部分具体如图 2 所示。其中, 出现频率最高的搭配为“food price”“food security”“food supply”。例如“Falling food prices played an important role, notably a 30 percent plunge in pork prices as Chinese farmers began raising more pigs.”(《The New York Times, “Prices Tumble Again in China, Renewing Deflation Fears”, 2023-11-10), 通过同位语补充展现了价格波动与农业结构之间的关联。结合其前后文语境, 即国际通胀的时代背景之下, 中国经济回稳。而在“On Sunday, Mr. Xi sent condolences to Mr. Yuan’s family, declaring that Mr. Yuan had ‘made major contributions to our national food security, agricultural scientific innovation and global food development,’ The Hunan Daily reported.”(《The New York Times, “Yuan Longping, Plant Scientist Who Helped Curb Famine”, Dies at 90, 2021-05-23) 总结并升华了袁隆平的贡献, 情感庄严, 具有高度的肯定性。“Ensuring food supplies has become part of Mr. Xi’s political brand.”(《The New York Times, “Record Rainfall Spoils Crops in China, Rattling Its Leaders”, 2024-09-02) 这一例子体现农业与粮食安全的战略地位。此外, 中国农业也与国际事件相联系, 例如世界粮食项目。

outlook in agriculture is significant to ensure China's	food	security and the effective supply of major agricultural p
ty of China, said the document has made ensuring	food	security a top priority to further the growth of the
grain production to ensure food security. Underscoring	food	security as the top priority in China's agricultural work,
esolutely shoulder the responsibility of ensuring national	food	security, continually enhance the supply capacity of impo
as the government ratchets up measures to ensure	food	security, helps farmers bolster incomes and consolidates
productivity and rural revenues and ensuring national	food	security. Huang Zonghong, a political adviser from Guizh
r prosperous population, while helping strengthen overall	food	security. Imported food products account for 30 perc
e nation always holds the initiative to guarantee its	food	security. The Central Rural Work Conference held in E
s. It is imperative to safeguard and ensure national	food	security through continuously improving the supply of key,
arable land and stabilizing grain production to ensure	food	security. Underscoring food security as the top priority
ologies and report cases of non-grain farmland use." "	Food	safety in rural areas across China is expected to im
streaming promotions on e-commerce platforms, he said.	Food	safety in China has, in general, been improving in r
n rural areas so they have increased awareness of	food	safety and are better able to identify counterfeit goods
it. The ministry will supervise the handling of major	food	safety crimes in rural areas over the next year to
Ministry of Public Security, told the conference that	food	safety problems such as producing and selling counterfei
law enforcement campaign, the ministry will intensify	food	safety publicity and education for residents in rural are
6 3 Chinese enterprises have invested in not only	food	production and processing but also irrigation, storage, loc
activities such as adding nonedible substances during	food	production and selling counterfeit or substandard food or
countries, and other countries contributed to increased	food	production. A highway reconstructed and operated by Ch
ood consumption in China, so by increasing domestic	food	production, agricultural modernization can reduce imports ar

图 1 CNNA 语料库以“food”为节点词的前 20 条索引

r and poverty in the world's poorest countries. Global	food	prices have already	climbed sharply, with wheat up near
" said China's agriculture minister, Tang Renjian. Rising	food	prices have long	been a catalyst for social and politic
in those two months alone, at the same time that	food	prices and living	costs were rising. The central governm
in the overall price level of an economy. Excluding	food	prices as well	as energy prices -- gasoline became sl
Chinese farmers began raising more pigs. Changes in	food	prices can be	abrupt and do not necessarily lead to
squarely in the positive territory," she said. But falling	food	prices do not	explain a far broader decline in wholesa
National Bureau of Statistics said on Thursday. Falling	food	prices played an	important role, notably a 3 0 perce
harvest is bad in the coming weeks, it could drive	food	prices up further,	compounding hunger and poverty in th
desperate. Trucks in South Korea had to be idled.	Food	prices, already high,	could rise even further. This is a
started production. As for the big question of whether	food	prices are about	to shoot up globally, John Baffes, a
ge numbers of people to face hunger, and increased	food	prices could cause	even more to have trouble meeting
currently, then we are certainly going to see higher	food	prices," he said. "There's no question about it."	China
e heat wave and drought are also starting to drive	food	prices higher in	China, especially for fruit and vegetable
ed Nations Food and Agriculture Organization's index of	food	prices is already	at its highest level since 2 0 1 1
ners have less money to spend on other items. "If	food	prices keep going	up for an extended period of time,
road decline in prices, known as deflation. But when	food	prices rise, consumers	have less money to spend on
cultivation. Xi Jinping, China's top leader, has made	food	security a paramount	focus, notably when commodities bec
historically led to unrest, and leaders have long made	food	security a policy	priority. The latest flooding is a remi
th, with nothing but soup for dinner. He has called	food	security "a red	line that would trigger terrible consequen
and we must always be on high alert to ensure	food	security." China's	agriculture minister, Tang Renjian, stirred

图2 USNA 语料库以“food”为节点词的前20条索引行

4.2 话语实践解释

费尔克劳指出,互文性(intertextuality)在不同的话语和体裁交汇时产生,是话语分析的重要组成部分。它连接了话语实践和社会实践两个环节。其中,话语实践聚焦于文本生产者的行为,即如何创造与解读文本^[15]。杨娜,吴鹏指出,新闻工作者在新闻的组织与生产过程中遵循一定的规则。新闻内容的选择受到社会语境影响,同时也会反过来影响社会中新的话语实践^[16]。

从语料库规模与词汇分布特征来看,USNA 语料库在文本平均篇幅上显著高于 CNNA 语料库,表明《纽约时报》语料在单篇报道中更倾向于提供更长篇幅的叙述;而 CNNA 语料库虽然总词数相对较少,但其类型比更高,说明其词汇多样性相对更强,在较短篇幅中呈现出更高的词汇密度。二者在文本长度与词汇使用策略上呈现出一定互补性差异。

CNNA 语料库的语料收集自《中国日报》,而 USNA 语料库的语料收集自《纽约时报》。《中国日报》是中国对外传播的主流英文媒体,具有较强的官方话语属性,其报道通常强调国家立场与政策导向。而《纽约时报》作为美国主流商业媒体,其报道更强调议题分析与多元视角,常通过国际比较呈现相关议题。例如,在《纽约时报》讨论粮食问题时,常常将美国、欧洲与中国进行对比。

4.3 社会实践阐释

钱毓芳指出,新闻报道是一种社会实践。新闻通过语言这一中介呈现和解释世界,然而,语言并非毫无偏

向的载体,而是受到价值观、立场或意识形态的影响^[4]。因此,作为社会实践的新闻话语,一方面受到其所处的社会语境的塑造;另一方面,它不止于反映现实,更能够反过来参与对现实的再造。对 CNNA 语料库和 USNA 语料库的社会实践阐释,将从中国农业的科技与政策层面展开。

(1) 科技层面

《中国农村农业发展报告(2025)》提到:“提升我国农产品市场竞争力的根本途径在于依托科技进步推动农业全要素生产^[3]。”科技进步对我国农业发展至关重要。两个语料库中对中国农业科技均有提及,CNNA 语料库侧重于科技发展及其效益,在 CNNA 语料库中,“development”“industry”“technology”分别位于高频实词的第 19, 23, 39 位。以“technology”为节点词进行检索,部分索引行如图 3 所示。例子“Compared with traditional manual operation, this technology can save 75 percent in labor usage and provide more smooth sowing. (China Daily, “Agricultural technology helps ramp up rice growth”, 2023-11-15)”描述了新农业生产技术的实际运用及其正面收益,体现了中国农业的现代化转型。而“Within those technologies, Fungal Grass Technology was employed in more than 100 countries, benefiting millions of people.”(China Daily, “Food facilitator”, 2023-12-27)则体现了中国农业科技的国际推广,体现了中国农业科技的不断发展,有助于提升正面国际影响力。

rove self-sufficiency," Wang said. The vertical greenhouse	technology	can also be	applied in scenarios such as border patr
the sector. "A seed can change a world, and a	technology	can create a	miracle," Xi said. With quick and decisiv
percent. "Compared with traditional manual operation, this	technology	can save 7 5 percent	in labor usage and provide
continuously provided high-quality seedlings and advanced	technology	to further improve	the quality of the transplants. While
for farming, but now we can rely on the advanced	technology	to improve efficiency,	and on cutting-edge agricultural techi
to coordinate all strengths in agricultural science and	technology	to make breakthroughs,	speed up promoting the broad
cutting-edge technologies affordable, accessible, and equitable.	Technology	is not just	for a few privileged people. It must be
species, as well as ecological ethics, to make sure	technology	is used in	the right way," he said. "BGI will stick
countries, benefiting millions of people. Fungal Grass	Technology	was called "Juncao	China" and the experts reduced its
7 0 percent. Within those technologies, Fungal Grass	Technology	was employed in	more than 1 0 0 countries, benefitin
of Agricultural Sciences' Institute of Food Science and	Technology.	About half of the	8 3 2 national-level counties that
ssociate professor at the Faculty of Life Science and	Technology	at Kunming University	of Science and Technology. Guo
University. As a leading company that exports genomics	technology.	BGI Group said	it recognizes the importance of making
more than 1 2 years. It was initiated as "small	technology.	big harvest" and	turned into "small beans, big nutrition",
ast Agricultural University said that exports of genomics	technology	by Chinese enterprises	are beneficial for global scientific
l Chu Changming, director of the company's agricultural	technology	center. "We can	set automatic temperature and water cc
fulfill an even greater role," said Ying. "Aided by	technology.	Chinese genomics	firms such as BGI Group are helping
orts, and increased rice production due to China-Liberia	technology	cooperation were	primarily for domestic consumption. At th
t and Road countries through China-supported Agricultural	Technology	Demonstration Centers	and China's agricultural experts' field
seed hull and stalks. Labor intensive maize production	technology	disseminated in	more than 1 0 villages in the Morog
es, equipment and practices, and using automation and	technology-	driven solutions	to make up for the shortage of labor

图3 CNNA 语料库中“technology”部分相关索引

(2) 政策层面

“十四五”发展规划下，国家坚持农业农村现代化道路，关注农产品业态布局，关注粮食质量产量，并持续推动绿色标准体系^[17]。《中国农业产业发展报告（2025）》指出，2024年，中国谷物生产稳中有增，稻谷、小麦、玉米产量实现增长^[3]。“rice”“grain”分别位于CNNA语料库高频实词的第16、29位。以“rice”为节点词，部分索引行如图4所示，呈现出中国农业对粮食安全的制度性强调。例子“China has basically achieved seed self-sufficiency in two of its staple grains -- rice and wheat. However, in terms of corns, another staple in China, the country remains partially dependent on imported seeds as its corn breeding capabilities still lag behind the international advanced level.”（*China Daily*, “Sowing for future: Xi leads China’s seed industry vitalization”, 2022-02-24）展现了农业建设成果，并反映出粮食安全在农业政策中的优先位置，并用客观的态度面对目前还存在不足的地方。在例子“For instance, intermittent rice irrigation, in which the field is alternately watered and drained, can control methane released from rice fields, Zhao said.”（*China Daily*, “Agricultural sector key to carbon goals”, 2022-03-28）中，反映出中国农业正向绿色农业治理扩展具有责任心与可持续发展意识。同时，从“rice”相关的索引行可以看出，中国农业不局

限于国内治理，更发展了跨国技术传播与合作，体现了农业政策的外向型延伸。例如“Liberia, rice is grown by 71 percent of farm families but rice consumption is still highly dependent on imports, and increased rice production due to China-Liberia technology cooperation were primarily for domestic consumption.”（*China Daily*, “Food facilitator”, 2023-12-27），中媒报道体现了中外农业合作带来的粮食自主能力提高，中国农业发展经验在全球粮食治理中发挥作用。

在2020至2025年间，中美农业贸易扩张与回落并存，整体呈现波动性调整特征。一方面，受全球供应链、阶段性关税等多重因素影响，部分农产品贸易在特定时期出现恢复性增长。但另一方面，受贸易摩擦，政策不确定性以及全球市场变化等影响，双边农业贸易也同样出现收缩，尤其是在大豆等重要作物上。在USNA中以“soybeans”为节点词，共有117条结果，部分索引行如图5所示。在对于大豆的讨论中，抽象的政治经济话语代替了具象的生产细节，例子有“China has stopped buying U.S. soybeans to protest Mr. Trump’s tariffs on imports.”（*The New York Times*, “They’re Small, Yellow and Round and Show How Trump’s Tariffs Don’t Work Guest Essay”, 2025-10-21）而在讨论中国农业时，往往伴随着多方比较，在全球框架中展现中国的国际参与，例如“Brazil, which will

harvest its crop early next year, is the only other country with enough soybeans to meet Chinese demand and enough trains and port capacity to move those soybeans

to China.” (*The New York Times*, “In Tariff Standoff With Trump, China Boycotts American Soybeans”, 2025-09-04) 。

o welcome relatives and friends to eat the homegrown	rice	and drink the wine made from it. The upland rice vai
In 2 0 1 0 , Randall planted one hectare of hybrid	rice	and harvested more than 7 tons of rice, a yield thi
an 2 million yuan (\$ 2 8 0 . 3 0 0) from Shanlan	rice	and related products. The village's products are a prime
ed seed self-sufficiency in two of its staple grains --	rice	and wheat. However, in terms of corns, another staple
ure mainly come from methane and nitrous oxide from	rice	fields, fertilizers, and gas emissions and feces from anima
programs and preferential support policies." "In the vast	rice	fields of Mahitsy, Madagascar, local farmers are harvesting
watered and drained, can control methane released from	rice	fields, Zhao said. Using fertilizer more effectively can redu
reached the standard," he said. "All of my high-quality	rice	has been purchased by grain merchants for 2 . 7 4 0
ter three days of drying, the moisture content of the	rice	has reached the standard," he said. "All of my high-que
ansplanting stage," he said. "With precise fertilization, my	rice	has shown good growth throughout all its stages." The
University to promote genomics technology-enabled perennial	rice	cultivation, which reduces labor-intensive tasks and lowers th
. Madagascar today has Africa's largest area of hybrid	rice	cultivation with the highest yield. It is also the first Al
tion is still highly dependent on imports, and increased	rice	production due to China-Liberia technology cooperation were
ry that has set up a full industrial chain of hybrid	rice	production. The success of hybrid rice in Madagascar has
nnovation and change are always needed to help new	rice	strains adapt to new environment." In order to find high
his team successfully cultivated three high-yielding hybrid	rice	strains that fit the local climate and soil conditions. The
"We have cultivated more than 2 0 . 0 0 0 mu of	rice	with each mu yielding 5 5 0 kg of grain," Wei said
ang province, harvested around 4 0 0 metric tons of	rice	with the help of agricultural machinery. "After three days
of hybrid rice and harvested more than 7 tons of	rice	a yield three times that of the local rice. By the er
Alafah Village, Ambatondrazaka, successfully planted hybrid	rice	after attending training courses and knowledge-sharing workshe
are estimated to decrease by 3 percent. Imports of	rice	are estimated to decrease by 1 4 . 3 percent, while th

图 4 CNNA 语料库中“rice”部分相关索引行

of Mr. Trump's tariffs to sell more of its own	soybeans	to China -- yet Mr. Trump is planning to bail ou
, which exported more than 7 0 percent of its	soybeans	to China before Trump unveiled the new tariffs this
l States and China. The United States sells more	soybeans	to China, by value, than any other single product.
id enough trains and port capacity to move those	soybeans	to China. "I think they could probably go without
a all been missing the same thing: The sale of	soybeans	to China. Soybeans are the single largest American
lack of these fertilizers?" Brazil sells most of its	soybeans	to China, which uses much of the crop to feed
and the Chinese would be able to buy American	soybeans	to feed their pigs. We do not live in a zero-sur
pigs and chickens. China imports genetically modified	soybeans	to feed these animals. Genetic modifications are almos
ergency he created. China has stopped buying U.S.	soybeans	to protest Mr. Trump's tariffs on imports. In response
e best. Many rotate their fields between corn and	soybeans	to improve soil health and for diversification. But the
next year, is the only other country with enough	soybeans	to meet Chinese demand and enough trains and por
States over soybeans, however: strategic stockpiles of	soybeans	to use during war, agricultural disaster or other crise
l of the tariffs. Ms. Lopes, whose company plants	soybeans	and corn across more than 1 7 0 . 0 0 0 acres,
used fertilizer, critical for many major crops including	soybeans	and corn. But even before the Ukraine war, Belarus's
worth up to \$ 2 5 million. The properties grow	soybeans	and corn in a state that exports most of its agri
'Our family is involved in the farming business, in	soybeans	and corn, so I'm very sensitive to this and very
l be in a rough place. Continued slow sales of	soybeans	and an expected bumper corn crop in a number c
farmers struggling to figure out how to sell their	soybeans	and keep their finances from falling apart. To farme
l United States. China's reluctance to purchase American	soybeans	and other agricultural products is expected to be a
an uphill battle against the tariffs, to get both	soybeans	and pork into those markets," Mr. Legan said. "In
l Caterpillar and farmers who grow commodities like	soybeans	and sorghum, which China imports. That put him in

图 5 USNA 语料库中“soybeans”部分相关索引行

4.4 中国农业形象总结

总体来看,中美主流媒体对中国农业形象的建构上既有共性,也有差异。中国主流媒体话语中所塑造的中国农业整体呈现积极形象,重视科技创新,协同国家政策,发展国际合作,突出农业现代化路径,并对农业发展进行量化呈现,传递积极信号。而美国主流媒体话语中,中国农业整体呈现存在积极性但较弱,整体看来更为中性,强调其对粮食安全的重视及在国际农业事务中的参与,同时也呈现出在外部冲击下具有一定韧性的特

征。然而相关叙述对具体生产细节的关注相对较少,更多聚焦于农业所引发的贸易与政策事件。

4.5 未来形象塑造建议

《中国农业产业发展报告(2025)》指出,未来气候变化将对中国农作物进口造成影响;中国农业稳步推进“双碳”目标。保障粮食安全是中国农业未来规划中不可缺少的一环^[3]。

目前中媒语料中已经有所体现中国农业对于粮食的重点保障,但可以继续展现中国农业发展的韧性,尤

其是在面对飞速变化的国际形势的时候。此外,可以更注重绿色叙事,强调走可持续发展的道路。目前“green”在 CNNA 语料库中仅出现 26 次,在高频实词中位列 73 位,部分索引行如图 6 所示。最频繁的搭配集中在“green agricultural development”,核心呈现的是一个以“绿色”

为首的话语体系,覆盖绿色乡村振兴项目、绿色共识、绿色转型等政策性话语。未来传播时,可以进一步结合新时代农民的故事,呈现农业的可持续发展进程,使叙事更具感染力与现实温度;并给出数据与事实,展示绿色发展的长远计划,也体现其具体落地的现实成效。

It is necessary to draw on the experience of the	Green	Rural Revival Program to steadily promote rural develop
res a 1 3 -item index system that evaluates China's	green	agricultural development in terms of resource conservation,
dream." "China has made great improvements in the	green	agricultural development from 2 0 1 9 to 2 0 2 0
of technological revolution will provide opportunities for	green	agricultural development," he added." "BEIJING -- The Ge
as the first batch of long-term observation posts for	green	agricultural development. However, Mei said China was s
id more projects of digital agriculture, e-commerce and	green	agricultural development. Other regional cooperation mechanis
; functions, enabling it to play a significant role in	green	development and ecological agriculture. "After two years (
valuation, as well as theories and local examples on	green	development, said Mei Xurong, vice-president of the acad
id China was still in its initial phase of developing	green	agriculture in the past five years. The utilization and
nd were being monitored as the production areas of	green	and healthy food, seeing a year-on-year increase of 3
the guidance of agricultural experts I have replanted	green	cabbage and now it's time for the harvest," said Har
essential to implementing the rural revitalization strategy. "	GREEN	CONSENSUS" IN VILLAGES The Yangtze River Delta se
ow have access to hygienic toilets. To usher in a	green,	low-carbon transformation in the agricultural sector, the gr
in terms of resource conservation, environmental safety,	green	product supply, and people's prosperous life. Based on
ustainable development by, among other things, following	green	production methods, reducing greenhouse gas emissions, be
sticides with high toxicity and encourage the use of	green	technologies instead. The circular use of waste from aq
ment from 2 0 1 9 to 2 0 2 0 in terms of	green	theory, evaluation, production, technology and other dimensi
chains and industrial chains, actively driving digital and	green	transformation and upgrading, and the convergence of ad

图 6 CNNA 语料库中“green”部分相关索引行

5 结语

经过以上研究可以发现,在 2020 至 2025 年间,中美主流媒体对中国农业形象的建构存在若干共同特征,即均较为关注粮食安全议题,并强调其在国际农业合作中的参与。同时,两类媒体在叙事侧重点上亦存在差异:中国媒体话语中,中国农业更强调以科技创新驱动现代化转型;而美国媒体话语则更侧重于从进出口贸易与国际市场互动的角度呈现中国农业的发展状况。

此外,基于语料库索引行分析,本研究认为,在中国农业形象的建构过程中可进一步强化绿色叙事。目前,全球气候变化加剧,国际社会对环境与可持续发展议题的关注持续上升。在绿色叙事中,可以加入事实描写与客观数据来描绘生产活动本身,并结合农民故事加强传播。增强国际影响力。

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