

基于语料库的 *Guangzhou International* 中广州城市形象的研究（2023-2024）

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【摘要】广州是中国南方的重要城市。在全球化浪潮中，城市形象已成为城市核心竞争力的关键要素。因此，打造并传播良好的城市形象，是提升城市吸引力与竞争力的有效途径。本研究以“Guangzhou”为检索词，在广州市人民政府门户网站（英文版）上收集了2023年1月1日至2024年7月1日的对广州的新闻报道，自建语料库。使用AntConc3.5.9版本的语料库检索软件，结合费尔克劳夫的三维分析方法，对该语料的高频词及其索引行与词丛进行分析，总结广州在2023年1月1日到2024年7月1日的最新广州国际城市形象。分析结果显示：广州是一座与祖国和国际城市保持紧密联系的城市；广州是一座全球经济和贸易繁荣的城市；广州是一座文化之城。结合城市形象的分析与广州当下的情况，提出广州未来国际城市形象的塑造建议，本研究认为，广州享有“食在广州”的美食之城市的称号，但在语料库检索出来的数据中，并没有明显体现出该特点，因此，本研究建议广州本地外宣媒体应当多宣传广州的岭南美食文化，丰富广州城市形象。

【关键词】广州；城市形象；批评话语分析；语料库

【基金项目】华南农业大学国家级大学生创新训练项目“基于语料库的广州城市国际形象的媒体建构研究”（项目编号：202410564042）；广州市哲学社会科学发展“十四五”规划学科共建项目“广州城市国际形象的媒体建构与传播研究”（项目编号：2023GZGJ230）

【收稿日期】2025年9月23日 **【出刊日期】**2025年10月29日 **【DOI】**10.12208/j.sdr.20250244

A corpus-based research of Guangzhou's city image in *Guangzhou International* (2023-2024)

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【Abstract】Guangzhou, a prominent city in southern China and the capital of Guangdong Province, serves as a vital hub for domestic economy, trade, and transportation. Its strategic location in the Pearl River Delta has made it a gateway for international trade and a key player in China's economic development. In the era of globalization, the image of a city has become a critical component of its core competitiveness, acting as both a driving force for modern city development and a central arena for inter-city competition. Therefore, building and effectively disseminating a positive city image is essential for enhancing a city's attractiveness and global standing. This study focuses on Guangzhou's international image by collecting news reports from the official English website of the *Guangzhou International* between January 1, 2023 and July 1, 2024. Using "Guangzhou" as the search term, a self-built corpus was constructed. The research employs AntConc 3.5.9, a corpus analysis tool, alongside Fairclough's three-dimensional framework from critical discourse analysis, to examine high-frequency words, concordance lines, and clusters within the corpus. The findings highlight Guangzhou's latest international image in the two years following the pandemic (2023–2024). The analysis reveals that Guangzhou is a city deeply connected to both the nation and the global community, a thriving center for global economy and trade, and a cultural hub with a rich historical heritage.

【Keywords】Guangzhou; City image; Critical discourse analysis; Corpus linguistic

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1 前言

城市形象是指一个城市在公众心目中所形成的整体印象和认知。城市形象不仅是城市外在的视觉呈现，更是城市内在精神和文化的综合体现。良好有效的国际城市形象有助于提升该城市在国际上的知名度和吸引力，有利于促进当地经济发展和社会进步，同时对国家形象的进一步构建起到推动作用。

自上世纪 90 年代开始，广州作为华南地区的核心城市，在海上丝绸之路、一带一路与大湾区的建设等国内外交流活动中发挥着不可或缺的作用，彰显着其重要的国内一线城市地位，积极塑造着其在国际中的形象。在 2024 年的全球城市 500 强排名中，广州排到了第 26 名，体现了广州在近年来一直努力打造自身为国际化城市。

李芷莹，李伟冰，邓飞提到新闻媒体作为一种重要交流手段，不仅向受众传播及时且有价值的信息，并可造成一定社会舆论，影响人们的印象观念^[1]，这意味着，研究新闻媒体话语内容有利于研究形象问题。万幸福指出根据认知主体的不同，我们又大致可以将“国家形象”的塑造分为“自塑”、“他塑”和“合塑”3 种模式，其中“他塑”的“国家形象”常常只能充当认识自我形象的参照物，而在“国家形象”的塑造中，更重要的其实是“自塑”^[2]。鉴于此，本文将选取 2023 年 1 月 1 日至 2024 年 7 月 1 日的广州本地外宣媒体广州市人民政府门户网（英文版），即 *Guangzhou International* 的有关广州报道的新闻语料，自建语料库进行话语分析，从形象自塑的角度，得出这两年间广州在本地媒体所塑造的国际城市形象，并对广州在形象自塑角度中的国际城市形象塑造提供建议。

2 文献综述

鉴于本研究的角度，本文将重点对基于语料库的城市形象研究的代表性文献进行回顾。最早在 2016 年，国内学界开始出现结合语料库与批评话语分析对城市形象进行定性与定量的分析。

黄丽娜通过自建贵州新闻语料库，从报道数量、报道议题两个类目，以及语料库分析中主题词、搭配词、目标词汇等角度对这些新闻语料展开分析，以考察大众媒介建构了一个怎么样的贵阳城市文化形象^[3]。周芬运用语料库语言学的研究方法，结合评价理论态度系统视角，从关注情况和接受情况两个

层面，以美国当代英语语料库（COCA）中的媒体语料为依据，对浙江城市形象的话语构建进行了研究^[4]。钟紫薇通过收集、整理和分类 *China Daily* 网站中关于安徽的英语新闻报道，自建语料库，运用语料库语言学理论对不同类别的新闻报道展开话语分析，以此探讨安徽省该如何利用新闻媒介树立良好的自我形象，提高安徽省的知名度和各城市的竞争能力^[5]。赵红霞、俞潇、王蒙蒙提取西方国家五大主流媒体——《纽约时报》《美国有线电视新闻网》《经济学人》《英国广播公司》和《环球邮报》中含有“Xi'an”的新闻语料自建语料库，从语言学视角对国际媒体中的西安国际形象进行新闻标题、主题词检索和分析发现，西方主流媒体从旅游、宗教、饮食、经济等方面来构建西安的城市形象^[6]。崔子涵基于语料库的批判话语分析方法，分析 NOW 语料库中的国外媒体对青岛的报道，从形象他塑的角度，观察海外媒体近 10 年对青岛的话语表征与形象建构^[7]。

进一步地在知网上搜索“语料库”及“广州城市形象”，发现该方面的研究还是相对较少。

李小妹基于 NOW 语料库，提取 2010 至 2019 年关于广州与新老一线城市的报道，对比分析广州与其他新旧一线城市的报道频次，手动检索与广州的搭配词、共现词以及与语料中各国各地区使用词频情况，进一步揭示广州在主流英文媒体话语中的城市国际形象^[8]。杨凯和陈滢钧以“Guangzhou”为主题，收集 2010-2019 年海外社交平台推特有关广州的话语语料，以此自建语料库，通过语料库分析软件分析该部分语料的词频、搭配词、索引行以及情感词，研究海外社交平台上的广州城市形象特征和其形象的传播特点^[9]。任朝旺和罗嘉雯通过在 NOW 语料库平台提取以“Guangzhou”为检索词的英文报道，对该部分语料的动词、形容词和名词搭配词分析，研究广州的国际交通中心形象、经济形象、文化形象、国际社会形象与教育形象^[10]。李芷莹，李伟冰，邓飞收集中美主流媒体对广州在 2010 至 2018 年的相关报道，自建语料库，使用语料库分析软件，提取该部分语料的高频词汇，分析其语义趋向及语义韵，并结合批评话语分析，对比研究中美媒体所塑造的广州国际城市形象^[11]。

应当指出，国内对于基于语料库的广州城市形象的研究还是相对较少，依然有不少研究空白的地

方。首先在研究形象的角度上, 综合目前大部分的研究来看, 所选取的语料都是从“他塑”的角度出发, 从外界对该城市的报道研究城市形象的构建, 很少研究是从“自塑”的角度或者结合“他塑”与“自塑”分析城市形象。另外, 以上研究的所使用的语料时效性较为久远, 大部分为疫情前的语料, 为了探索最新的广州国际城市形象, 研究需要更新所使用的语料, 建立近年的最新语料库。

因此, 为了探索疫情后最新的广州国际城市形象, 本文将从形象自塑的角度, 本文在广州本地外宣媒体以检索词“guangzhou”收集2023年1月1日至2024年7月1日的广州本地英文报道, 旨在回答以下两个问题:

(1) 疫情宣布结束后的2023年1月1日至2024年7月1日, 广州本地外宣媒体塑造了哪些广州国际城市形象?

(2) 对于未来的广州国际城市形象的塑造与传播, 广州本地还需要做出哪些努力?

3 研究设计

本文收集与研究使用的语料全部来源于广州本地外宣媒体——广州市人民政府门户网站(英文版), 即 *Guangzhou International*, 语料内容是以检索词为“guangzhou”搜索得出的2023年1月1日至2024年7月1日的新闻报道内容。*Guangzhou International*是由广州市人民政府办公厅主办, 围绕信息公开、在线服务和公众参与三大政府网站功能定位, 设置了“政务公开”、“政务服务”、“互动交流”、“营商环境”、“魅力广州”五大频道, 它是广州市政府信息公开的窗口。借助该网站, 可以搜集到较为全面、真实和客观的新闻语料。具体的收集步骤如下:

表1 本研究自建语料库的整体情况

收集的新闻篇数	时间跨度	词型总数	词型总数
850	1年7个月(2023.01.01-2024.07.01)	15197	310670

4.1.1 话语文本分析——高频词分析

为了更好地对整个语料背后所表达的意义, 本次研究将会选取语料库中前60位高频词进行分析。前60位高频词见表2。

浏览下表后可以得知, 高频词的词性和词义丰富多样, 范围非常广泛。通过对按照不同语义类别, 可以了解这些高频词背后, 2023年1月1日到2024

(1) 在网页中输入 <http://www.gz.gov.cn/guangzhouinternational/index.html>, 登录进入 *Guangzhou International*。

(2) 在该页面中的搜索框中输入“guangzhou”, 然后调整为按时间顺序分布, 再查找2023年1月1日到2024年7月1日的所有新闻报道内容。

(3) 基于已经搜索到的新闻报道内容, 一篇一篇的点击进入, 再通过复制黏贴的方式, 将每一篇文本新闻复制到文本文档中。若遇到PDF文件或者图片, 则需要通过文字识别功能, 将文件和图片中的文字提取出来, 通过这样的方式自建语料库。

(4) 利用语料库检索工具 AntConc3.5.9版本对该语料库进行语料分析。通过语料库检索工具的数据分析, 对该语料库提取前60个高频词和索引行。分析广州本地外宣媒体是从哪些方面塑造自己国际城市形象。

对已经提取出来的高频词按照词性进行选择, 选取具有代表性的高频词, 检索其索引行, 结合批评话语分析理论的三维框架, 探索其背后这些高频词出现的原因, 并结合广州当下的情况, 给出在广州国际城市形象的塑造与传播方面的建议。

4 结果与讨论

4.1 话语文本分析

费尔克劳夫的三维分析中的话语文本维度是指描述文本的各类结构特征, 在本小节中, 将通过对语料库的高频词与索引行分析, 有利于深入研究文本和语篇的核心内容。本研究通过将在广州市人民政府门户网站收集到的2023年1月1日到2024年7月1日对广州的报道语料, 导入进AntConc语料库检索软件, 可以得知以下语料库信息, 如表1所示。

年7月1日的广州本地媒体对广州城市的关注点。

从地域类词语上看, 有不少语义上呈现有关地区、地域类的词语出现在这60位高频词中, 比如: *Guangzhou* (广州)、*China* (中国)、*Guangdong* (广东)、*district* (地区)、*international* (国际的)、*area* (地区)、*city* (城市)、*Hong Kong* (香港)、*foreign* (外国的)、*Macao* (澳门)。从这些表示地域类的

词语来看, 广州市 (Guangzhou) 作为广东省 (Guangdong) 的省会城市, 与祖国 (China) 有很强的紧密联系, 并且依附在祖国的强大的背景下, 与国际 (international, foreign) 方面搭起坚固的联系桥梁。同时, 广州作为国内一线城市, 积极推动粤港澳 (Guangdong, Hong Kong, Macao) 大湾区建设。除此以外, 广州 (Guangzhou) 关注地区区域 (district, area), 重视基层发展。从此可以看出广州媒体在对广州城市的地区与发展有正面积极的评价。

从城市未来发展的角度来看, 有不少词语可以体现该方面, 比如 will (将会, 表示未来的时态), new (新的), development (发展), update (升级), high (先进的, 高级的)。从这些高频词, 可以了解到广州市在未来 (will) 的发展 (development) 中, 会从革新 (new) 发展的角度来升级 (update) 自己的城市形象, 不断向高位 (high) 发展。由此, 广州本地媒体对广州未来发展持有期待, 充满希望的态度。

表 2 前 60 位高频词

顺序	高频词	频率	顺序	高频词	频率	顺序	高频词	频率	顺序	高频词	频率
1	the	20873	16	from	1767	31	development	863	46	high	639
2	and	11510	17	at	1587	32	international	861	47	can	627
3	of	10942	18	Guangdong	1484	33	source	861	48	GDToday	617
4	in	7249	19	by	1317	34	update	852	49	photo	612
5	to	6732	20	be	1308	35	more	821	50	station	606
6	Guangzhou	4859	21	has	1188	36	area	819	51	fair	597
7	a	4692	22	new	1185	37	city	812	52	people	564
8	for	2952	23	year	1103	38	also	765	53	first	576
9	on	2469	24	that	1094	39	cultural	756	54	railway	569
10	s	2368	25	Chinese	1013	40	have	742	55	its	564
11	with	2288	26	an	998	41	said	738	56	was	564
12	will	2134	27	it	989	42	or	734	57	their	535
13	is	1999	28	this	989	43	hong	680	58	such	515
14	as	1977	29	are	987	44	kong	665	59	one	511
15	China	1828	30	district	940	45	foreign	652	60	Macao	508

the five bus routes: 288A, 301A, 303A, Guangzhou 309A, and 312. During Chunyun, the departure time overseas bank cards to these services. In Guangzhou, a bustling business hub with a rich lent application requirements of each district in Guangzhou. A Card holders can enjoy 15 benefits, mainly glimpse of the situation of women in Guangzhou a century ago. In the exhibition hall, certificate from Li Ronglin, a resident of Guangzhou a century ago, maps the evolution of he smart automobile industry and aviation sector. Guangzhou, a city in the Guangdong-Hong Kong-part of the international aviation hub in Guangzhou, a comprehensive transportation hub in the wester were already living in Guangdong — mostly in Guangzhou — a figure that had increased by 85 percent Uzbekistan Journalists in China: Nansha Port of Guangzhou a gateway to more trade with Uzbekistan Fair draws over 10m overseas buyers, making Guangzhou a global hub Update: 2024-04-15 Source: GDTod options for passengers of the two countries. Guangzhou, a place of cultural integration Update: 2023-06- Global CEO Miliind Pant, have also made Guangzhou a popular destination for business visits. Zheng On March 21, Guangzhou held "An Evening in Guangzhou," a promotional event for foreign consulates and will be held from March 23 to 25 in Guangzhou. A promotional video of the event has n 1958, are celebrating their 65th anniversary in Guangzhou: A special exhibition "From Paper to the enterprises in Guangzhou in 2022, ranking first in Guangzhou. A technology enterprise accelerator park in Huan search. China-Thailand mutual visa exemption makes Guangzhou a top tourist market for Thailand Update:2024-01- COVID-19. The import and export volume of Guangzhou, a traditional trade hub in the Guangdong- COVID-19. The import and export volume of Guangzhou, a traditional trade hub in the Guangdong-trains. Among them, routes 288A, 301A, and Guangzhou 309A will start at 6:00 AM, while route 303 in Zengcheng, a suburb district in eastern Guangzhou. A women's half-marathon takes place important traditions for the Spring Festival in Guangzhou. A young lady visits the sculpture exhibition for High-quality Development" was held in Guangzhou. About 70 people participated in the event, inclu for High-quality Development" was held in Guangzhou. About 70 people participated in the event, inclu .com Hundreds of students have turned the Guangzhou Academy of Fine Arts (GAFA) into Guangzhou' being displayed at the Art Museum of Guangzhou Academy of Fine Arts (Changgang Campus) in on Mondays Venue: Hall 1, Art Museum of Guangzhou Academy of Fine Arts (Changgang Campus) (广州美术学院美术馆 subscription account of the Art Museum of Guangzhou Academy of Fine Arts (GAFA) to make being displayed at the Art Museum of Guangzhou Academy of Fine Arts (Changgang Campus) in Daviddi also expressed his gratitude to the Guangzhou Academy of Fine Arts (GAFA), one of on Mondays Venue:Hall 1, Art Museum of Guangzhou Academy of Fine Arts (Changgang Campus) (广州美术学院美术馆

图 1 以“guangzhou”为选定词的前 30 句索引行

4.1.2 话语文本——索引行分析

本研究选取以“*guangzhou*”（广州）作为特定词语进行索引行的检索，为了研究的客观性，本研究直接选取 AntConc 自动检索出来的前 30 句索引行以作分析，可看图 1。

从上面 30 句以“*guangzhou*”为选定词的索引行来看，可以大致地提取出两大不同主题，分别是经济主题和文化主题。

先从经济主题上看，*Guangzhou International* 把广州的经济定位表现得非常清楚，高亮其经济方面的成就。先从数量上看，30 句索引行中，有 12 句索引行体现出广州的经济地位或者经济成就。*Guangzhou International* 通过直接表达的方式，直接点明广州是一座商业繁华，贸易开放的城市。其中，*Guangzhou International* 多使用同位语的语法结构，来点明广州的经济定位。比如“In *Guangzhou*, a bustling business hub with a rich history, the answer is undoubtedly yes!”，从这句索引行看，*Guangzhou* a bustling business hub 是一个同位语结构，直接解释广州是一个繁华的商业中心；另外，在“By then, the Pearl River Delta Hub (Guangzhou New) Airport will become one of the international aviation hubs in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), an important part of the international aviation hub in *Guangzhou*, a comprehensive transportation hub in the western part of the GBA, as well as one of the international cargo aviation hubs in the GBA”中，*Guangzhou*, a comprehensive transportation hub 这一结构是由逗号间隔的同位语结构，也是直接地说明了广州是一座综合交通枢纽，同时也可以说明广州交通的繁荣和便利，代表着广州经济的蓬勃之势；而在其他索引行中，出现了多次国家名或者表示与国际有关方面的词语，比如“Uzbekistan”，“global”，“China-Thailand”，“import and export”，由此可见，广州与不同国家有良好的经济联系，在国际贸易方面，也是保持积极开放的态度。

另外，值得关注的是，有一个词是“Fair”，结合该索引行后面提示的时间“2024-04-15”，不难发现，这是指广州每一年的国际贸易盛典——广交会。因此，广州媒体除了积极塑造广州的繁荣商业贸易和便利的交通中心形象以外，还主动向外宣扬广州

本地的国际贸易活动，向世界展示广州贸易开放的形象。

从文化主题的索引行上看，共有 16 句索引行体现了广州在文化方面的表现，可见文化也是广州一个不可磨灭的标签。在这些体现文化内容的索引行中，也有直接体现广州与文化之间的关系的句子“*Guangzhou, a place of cultural integration*”，这句话也是通过同位语结构来体现广州的文化地位，句中

“*Guangzhou, a place of cultural integration*”是一个同位语结构，直接解释广州是一个文化交融的地方，从这里可以明显看出，广州这个城市欢迎国内外五湖四海的文化，对不同文化保持包容开放的态度。

其他索引行大多数是通过广州举办的活动来体现广州的文化活动的缤纷多彩，比如“a promotional event for foreign consulates”，“A promotional video”，“A special exhibition”，“A women's half-marathon”，“the sculpture exhibition”，“About 70 people participated in the event”，“Academy of Fine Arts (GAFA)”，从这些活动或者活动表现上看，广州积极举办各式各样的文娱或体育活动，丰富市民的生活，提升城市的文化生活水平。

4.2 话语实践分析

在上一章中，本研究通过在费尔克劳夫三维框架中的文本分析维度，对该语料出现的高频词和与“*Guangzhou*”相关的索引行进行了分析。在接下来的章节中，本研究将基于三维框架中的话语实践分析维度，对新闻报道的语料库进行深入研究，着重分析其新闻来源与引用类型。

互文性在话语实践分析中充当极其重要的一环，其中易罗京对互文性做出解释“文本的生产力，即文本如何改造先前的文本，重组现有的惯例(体裁、话语)以产生新的惯例”^[11]。另外，潘艳艳和董典提到新闻利用者可以通过选择、编辑等不同手段，调整新闻报道的重点，从而将受众的注意力转向新闻记者想要强调的内容^[12]。

4.2.1 话语实践分析——新闻来源分析

本文自建的语料库所选取新闻是来自于 *Guangzhou International*，该网站是属于政府对外传播信息的一个官方渠道，代表着政府的态度，同时广州政府这一政治地位，使得从该网站上选取的新闻，具有真实、客观和可靠的特点。此外，这种建立在规则和条例之上的官方权威，在国际传播中确立

了一种高于普通听众的地位, 这有助于听众更好地理解和接受演讲的内容。

另外, 该语料库中的新闻并不是完全由广州政府单独发布, 还包含了该网站中转发的其他本地新闻机构的新闻。在高频词列表(表 2)中的“*GDtoday*”一词是广东省的一个新闻资讯平台, 专注于提供广东省及周边地区的新闻、政策解读、经济动态、文化资讯等内容。作为地方性媒体, *GDtoday* 旨在为读者提供及时、准确、深入的报道, 帮助公众了解广东的发展动态和社会热点。*Guangzhou International* 引入广东本地新闻机构平台, 大大地扩充了该网站中新闻的丰富性。同时引入 *GDtoday* 一个非政府直接主导的新闻平台的新闻, 从不同视角报道有关广州的新闻, 从一定程度上, 极大地增强了新闻内容的客观性, 也更好地受众于不同群体。此外, *Guangzhou International* 和 *GDtoday* 属于本地粤区的对外新闻媒体, 在报道有关广州的新闻内容的时候, 体现出本地媒体积极主动地塑造着广州的城市形象, 这对广州本地甚至广东地区的市民来说, 有着很强的接

platforms such as Amazon and Costco, Li said. A Chinese herbal tea maker is seeking
 me a lot of time and labor," said a financial staff member at Tongcheng Service
 the city's foreign investment environment, he said. A glimpse into the splendid world of
 for arbitration to resolve the above disputes," said a main official of the Office of
 the partnership between the two nations," said. A Mexican's China journey: Canton Fair
 the administration of the Hong Kong SAR, said a new move allowing multiple-entry endorsement
 Delicate Anthuriums' and 'Lucky Star Anthuriums'" said a representative from the Guangzhou Flower Resear
 ke breakthroughs in the pharmaceutical industry," said a representative of the company. (Photo provided
 customize their own tourist routes accordingly," said a staff member of the website's
 ngers to open domestic electronic payment tools," said a staff member of Baiyun Airport. Optimize
 Hong Kong International Airport beginning June 1, said a statement released by the terminal on
 a record high of 15 billion USD in 2022," said Abdullah bin Touq Al Marri, Minister of
 in specialized and innovative development," Yang said. Abdullah bin Touq Al Marri, Minister of
 visitors from all over the world," he said. According to Harisharan Pudasaini, consul genera
 promote deep cooperation with the city," Luo said. According to Huang Xingyao, deputy director of
 a resilient and flexible supply chain," he said. According to the Shanghai municipal government,
 biggest foreign trader of the country," he said. According to Wen, Guangdong's lithium battery,
 checked and secured a ticket successfully," she said. Acrobatic show "Swan" to present ballet on
 favorable option among the four candidates, he said, adding that all four options are reserved
 business in China is export-oriented, Zhao said, adding that China has a comprehensive industrial
 the world for seven consecutive years," he said, adding that in addition to the city'
 quality of exports to international standards, he said, adding that industrial upgrading will optimize C
 the service lifetimes of international peers, Yan said, adding that the company's dedicated efforts

图 2 与“said”相关的索引行

因此, 鉴于语料库中“said”引导的论述频繁出现这一情况, 本章将主要侧重于对直接论述的分析。本文将从语料库中随机选取三个完整的句子作为分析例句。

受度。

4.2.2 话语实践分析——引用类型

选自于 *Guangzhou International* 的新闻, 已经具备明显的权威和客观的特点, 但仅从新闻来源的角度, 无法对话语实践分析维度做出全面的解释, 因此还需要对新闻的引用类型做出分析。费尔克劳夫提出“话语描述”, 并将其应用于新闻引语, 政治演讲和其他文本话语现象的分析。与“言语报道”不同, 他将“话语描述”看作为互文性的一种表现形式。易罗京认为被描述的话语不仅限于口头语言, 还涵盖了书面表达、语法特征、话语结构、社会环境以及叙述语气等多重维度^[11]。此外, 进一步提出了四种话语描述的方式, 分别是直接话语、间接话语、直接话语的变体形式、转述。

在表 2 中列出的前 60 位高频词汇中, “said”这个词位列其中。仔细查看与“said”相关的语句, 对照其内容后可以发现, 这些句子大多是对他人话语的引用, 可见图 2。

例一: *Guangzhou Wanglaoji Health Industry Co., Ltd.*, based in south China's Guangdong Province, *said* the move is aimed at opening up the international market as well as spreading Chinese tea culture (from

Chinese herbal tea brand seeks to expand int'l market share 2024-02-29).

例二：“I usually have to drive two hours to Shenzhen to deal with the business that cannot be handled at the electronic tax bureau, and it cost me a lot of time and labor,” said a financial staff member at Tongcheng Service Group. “But now we can handle Shenzhen’s tax-related affairs locally in Guangzhou. It’s so convenient!” (from *Cross-city tax location set up in Tianhe 2023-02-28*).

例三：Imports and exports between Guangzhou and Japan totaled US\$ 9.41 billion in the first 10 months of this year, with actual foreign investment from Japan rising by 9.7 percent, said Hong Qian, director of Guangzhou’s commerce bureau (from *Guangzhou builds on Japan-invested enterprises 2023-12-22*).

例子一、二和三分别取自不同的组织和公司。在例子一中，作为全国知名的品牌，王老吉代表了广州草药茶的特色，为这一陈述增添了权威性。这种论述有助于激励国内的中国茶品牌在国内和国际上树立自己的地位，鼓励它们推广中国茶文化。

例子二采用了第三人称的视角，来自一位普通民众的叙述，而该陈述对广州的跨城税务服务给予了积极评价，增强了评估的客观性。例子三中的陈述强调了广州与日本之间进出口活动的高频率以及来自日本的外国投资的持续增长。由于这一信息来源于政府官员，所以该消息具有可靠性和真实性。

直接引语的特点是客观性和公正性。这是因为直接引用的真实直接来源能够为话语提供证据，来支持来源的事实陈述。在上述提到的三个例子中，既有政府官员的直接言论，也有私营部门员工的言论，这不仅使新闻具有很高的可信度，还扩大了新闻的覆盖范围并增强了其影响力。此外，来自私营部门员工的直接引语扩大了受众群体，使新闻更加生动且具有相关性。

4.3 社会实践分析

前两个小章节对费尔克劳夫三维框架中的文本分析维度和话语实践分析维度做出了分析，本章节将对三维框架中最后一个维度，也就是社会实践分析维度作出解释。在该维度中，将会对语言与社会之间的关系作出分析，揭示话语背后所受到因社会文化而引起的约束。同时，费尔克劳夫指出，语言不

仅是社会的重要组成部分，更是一种社会实践形式，任何社会实践都不可避免地受到社会环境的制约与影响。新闻话语同样如此：一方面，其生成过程深受社会背景和语境的约束；另一方面，新闻话语也对社会产生反作用，塑造和影响社会现实。因此，对社会实践分析维度的解释，将会对该语料库的批评话语分析，丰富了其社会文化角度的内容。接下来将就广州的经济 and 文化方面展开探讨。

4.3.1 社会实践分析——经济方面

曾玲玲提到自秦汉时期成为重要的海上交通枢纽以来，广州在中国的国际海上贸易中一直占据着关键地位，这一地位延续了近两千年^[13]。在古代，广州作为海上丝绸之路的起点之一，早在秦汉时期就与海外地区建立了贸易联系。在唐朝，贸易繁荣且经济开放，广州设立了海上交易所，成为当时中国最大的对外贸易港口，吸引了来自世界各地的商人。在宋朝，广州的海外贸易进一步繁荣，诸如瓷器、丝绸和茶叶等商品通过广州港出口到世界各地。

尽管明朝和清朝实施了海禁政策，但广州仍是唯一的对外贸易开放港口，尤其是在清朝时期建立了“十三行”，这使得广州成为重要的对外贸易枢纽。在此期间，广州的经济主要由对外贸易主导，这也促进了手工业和农业的发展。

改革开放后，广州作为中国最早的一批沿海城市之一，率先对外开放。随着经济的快速发展，广州逐渐形成了以制造业、服务业和高新技术产业为主导的多元化经济结构。在 21 世纪，广州继续深化改革开放，加快经济转型和升级，大力发展现代服务业和战略性新兴产业。广州的经济发展不仅对中国具有重要意义，而且在世界上的影响力也在不断增强。如今，广州作为中国南方的经济、金融、贸易、航运和科技创新中心，在粤港澳大湾区中发挥着关键作用，并以其独特的魅力吸引着全球的目光。

基于广州经济发展的历史，并参考表 2 的高频词中出现的许多地理术语，如“Guangzhou”，“China”，“Guangdong”，“Chinese”，“Hong Kong” 和 “Macao”。另外结合图 3 有关 “Hong Kong” 和 “Macao”的索引行可以看出，在 2023 年 1 月 1 日至 2024 年 7 月 1 日期间，广州积极投身于大湾区的建设，并积极与作为国际城市的澳门和香港保持良好的经济和文化交流。特别是可以看到，“actor”，“actress”，“academy” 等文化词汇出

现在“Hong Kong”的相关索引行中。而在“Macao”的相关索引行中，可以注意到有“business licensing”、“cultivating cultural brands”、“Guangzhou Business Conference”等经济词汇。从这个角度来看，可以看出在过去两年里，广州对广州与澳门及香港的经济和文化交流保持了积极开放

) rehearses for their inaugural concert at the Hong Kong Academy for Performing Arts (HKAPA). It kicks off this evening (August 11) at the Hong Kong Academy for Performing Arts (HKAPA). The to 14, 2024, featuring a stellar cast, including Hong Kong actor and singer Jordan Chan Siu-. The musical boasts a talented cast. Veteran Hong Kong actor-singer Jordan Chan will act of the "Blessing Wall". (Photo: Yuexiu Fabu) Hong Kong actress Kingdom Yuen visits the Yuexiu Pacific China Airlines Mandarin Airlines EVA Air Hong Kong Airlines HK Express Air France KLM terminal in Pazhou for boarding at the Hong Kong airport. Guangzhou, Los Angeles strengthen Friend . Guangzhou Nansha Port to resume routes to Hong Kong Airport on March 20th Update: 2024-03-18 Sour Kong dollar price is applicable in the Hong Kong Airport only. How to buy a of seven social security service centers in Hong Kong, allowing Hong Kong residents to directly the network line to access supercomputer to Hong Kong, allowing nearly 300 Hong Kong, Macao and the network line to access supercomputer to Hong Kong, allowing nearly 300 Hong Kong, Macao and Services Association of Hong Kong, said that Hong Kong and Guangdong province have plenty of connections and cooperation among companies from Hong Kong and Guangdong. Highlights of Turkish Food medical faculty members at Chinese University of Hong Kong and Guangzhou's Nansha district health . "As two core cities in the GBA, Hong Kong and Guangzhou have long maintained close dence. The comprehensive advantages of Guangdong, Hong Kong, and Macao will be given full erly care in 30 years of development, with 10,000 Hong Kong and Macao residents and 5,000 expats. 10. Jiaomer munity with a 103,500 permanent population, 800 Hong Kong and Macao residents, and 400 expats. Moreover, 21. Overseas flights, including those to and from Hong Kong and Macao special administrative regions, carried area for financial cooperation between Guangdong, Hong Kong and Macao. In addition, Guangzhou will mote comprehensive cooperation between Guangdong, Hong Kong, and Macao by further deepening the 'omote comprehensive cooperation among Guangdong, Hong Kong, and Macao by further deepening the by nearly 150 enterprises from both Guangzhou and Macao. (A Photo taken at last year's to youth from Guangdong, Hong Kong, and Macao. A referee from Hong Kong said that and director of the Hong Kong and Macao Affairs Office at Clifford Group, a Hong Residents Permanent residents of Hong Kong or Macao aged 18 or above who already have bank accounts , Kazakhstan, and China's Hong Kong and Macao, along with teams from 6 cities in Guangdong , as well as those from Hong Kong, Macao and abroad. Whoever participates in the activiti and aggregate talent from Hong Kong and Macao, and boost the coordinated development of medical policies for citizens of Hong Kong and Macao, and business licensing, according to Zuo. The mode of "sci-tech R&D in Macao and conversion in Hengqin" is becoming the cultural heritage in Guangdong, Hong Kong, and Macao, and cultivating cultural brands in the Greater II continue strengthening services for Hong Kong, Macao, and foreign-funded enterprises and help create Bureau of Commerce Luo Zheng said that Macao and Guangzhou are both core engines of , I have understood the important role of Macao and Guangzhou as coastal port cities in o gathered at the "Portuguese-speaking Countries, Macao and Guangzhou Business Conference and Investment : News gd.com The "Portuguese-speaking Countries, Macao and Guangzhou Business Conference and Investment , the new opportunities for joint development of Macao and Hengqin, and the work plan and the business environment and advantages of both Macao and Hengqin, inviting representatives from enterp ial cooperation between Guangzhou, Hong Kong, and Macao and optimize the allocation of financial resource to Hong Kong, allowing nearly 300 Hong Kong, Macao and overseas scientific research teams to use to Hong Kong, allowing nearly 300 Hong Kong, Macao and overseas scientific research teams to use nal cooperation between Guangdong, Hong Kong, and Macao, and strengthen supportive services for Hong Kong o 16 foreign-invested enterprises from Hong Kong, Macao and Taiwan and the world's top 500

图3 部分与“Hong Kong”和“Macao”相关的索引行

4.3.2 社会实践分析——文化方面

广州是中国一座著名的历史文化名城，岭南文化是广州的一大特色。岭南建筑、粤剧和粤菜都是广州文化遗产的象征。此外，海外华人文化也是广

州的态度，积极与国际城市进行接触。

根据广州当地国际媒体的新闻报道内容，可以清楚地看出，在过去的两年里，广州一直保持着在全国范围内的重要地位。同时，也可以注意到，广州正积极加强与国际城市的联系，以提升其作为国际城市的地位和形象。

州身份的重要组成部分。作为海上丝绸之路上的重要港口，广州长期以来一直是中国与世界文化交流的枢纽，吸收了来自东南亚、南亚、中东甚至欧洲的文化元素，并形成了开放包容的文化特色。

在近代中国历史中，广州是许多重要文化运动的发源地，例如在越秀区举行的第三次中国共产党全国代表大会就是一个突出的例子。1911年革命前后，广州成为传播革命思想的中心，并推动了社会变革。此外，广州也是现代中国新闻出版业的摇篮之一，并为新文化运动的发展做出了重大贡献。近年来，广州大力开展文化活动，使其逐渐成为华南地区重要的文化中心。广州歌剧院、广东美术馆和洪涛艺术设计工厂不仅展示了其丰富的文化遗产，还为当代艺术和文化创新提供了发展平台，为将文化价值转化为经济价值提供了无数机会。

从广州的文化发展角度来看，这一成就实至名归，并且受到了 *Guangzhou International* 的广泛报道，这为塑造这座城市形象提供了良好的视角。同时，当地媒体积极向世界宣传广州包容开放的文化，也吸引了全球对广州文化丰富性的关注，从而肯定了广州作为文化城市的身份。

基于这些文化方面的内容，并参考表 2 中的高频词汇，“cultural”这个词也在列表中名列前茅。如图 4 和 5 的相关索引行和词丛搭配所示，“cultural”一词的匹配结果表明，该词在语料库中的频繁出现表明广州在过去两年里高度重视文化活动。这揭示了广州增强城市文化形象、向国际受众宣传其文化优势的意图。

ion displays, and industrial enterprise displays. Cultural activities, an intangible cultural heritage artef Yang, the district will launch more than 280 cultural activities and Cantonese-style Chinese New Year (the "Ten Elegances", namely ten major traditional cultural activities, and enjoy the beauty of orchid off the city's series of popular cultural activities at the grassroots level in 2024. The enriched. Over the course of months, nearly 100 cultural activities covering diverse fields such as forum) Since February 5, the temple fair has held 220 cultural activities. Data shows that sixty percent of at that time. Guangzhou kicks off popular cultural activities in 2024 Update: 2024-03-11 Source: to come alive with a variety of cultural activities, including skill competitions, cultura Ramos Romo, Director General of programs and cultural activities of the Madrid City Council, was pate in media interviews, recordings, and related cultural activities," Sandoval says. He sounds more than Tourism Area, carrying out a series of cultural activities such as flower boat parades, theatrica March 2. The event features more than 10 folk cultural activities such as singing and dancing performanc exhibition. According to him, a series of cultural activities, such as Italian Language Week and . The flower show will be complemented by cultural activities, such as calligraphy and painting exhi and dance programs as well as about 70 cultural activities. The 101 programs were selected across intangible folk custom displays, and festival and cultural activities. Three venues and several flower-selli active art space integrating galleries, cafes, and cultural activities, which has become a representative of online. Furthermore, during the event, almost 70 cultural activities will be available at the Guangzhou activities at the grassroots level in 2024. The cultural activities will be held both online and rmances in February. Moreover, there are abundant cultural activities with themes such as reading, Chinese , traditional goods, and a diverse array of cultural activities. You are warmly invited to join in Warsaw. In 2018, he was appointed Youth Cultural Ambassador to the city of Guangzhou. After with the Penang Miaohui in Malaysia through cultural ambassadors, artistic performances, and intangibl

图 4 部分与“cultural”相关的索引行

从索引行及词丛搭配的角度来看，“cultural”一词常与以下词汇搭配使用：“cultural heritage”，“cultural relics”，“cultural integration”，“cultural exchanges”和“cultural activities”。值得注意的是，“cultural heritage”和“cultural relics”这两个搭配尤为突出，在语料库中出现频率很高，以下例子可作进一步说明。

例子四：He pointed out that Guangzhou is an important city in China, an international trade center, a comprehensive international transportation hub, and a center for international exchanges, with a rich historical and cultural heritage, a wide range of industries, and an excellent environment for investment and entrepreneurship (from *Mayor of Guangzhou meets with Finnish Ambassador to China 2024-04-18*).

例子五：A total of 178 cultural relics are on display at the exhibition. With stone statues, porcelain, eaves tiles, patterned bricks, and other artifacts, this exhibition fully showcases the politics, economy, culture, religion, as well as overseas exchanges and trade of the Bohai Kingdom and the Nanhan Kingdom (from *Exhibition of ancient Bohai Kingdom and Nanhan Kingdom underway in Guangzhou 2023-01-06*).

Concordance Concordance Plot File View Clusters/N-Grams			
Total No. of Cluster Types 155		Total No. of Clu:	
Rank	Freq	Range	Cluster
1	162	1	cultural heritage
2	100	1	cultural and
3	33	1	cultural relics
4	28	1	cultural integration
5	26	1	cultural & art
6	26	1	cultural exchanges
7	21	1	cultural activities
8	20	1	cultural industry
9	17	1	cultural tourism
10	15	1	cultural center
11	14	1	cultural park
12	13	1	cultural exchange
13	11	1	cultural events
14	11	1	cultural performances
15	10	1	cultural heritages
16	8	1	cultural & arts
17	8	1	cultural festival
18	7	1	cultural products
19	6	1	cultural enterprises
20	6	1	cultural exhibition
21	6	1	cultural trade
22	5	1	cultural attractions

图 5 部分与“cultural”相关的词丛搭配

Guangzhou International 描绘了一座充满历史和文化遗产丰富的城市，并指出广州在国家的历史和文化中占有非常重要的地位。同时，这个例子也表明广州在全国范围内具有重要的经济和贸易地位，并且是一个具有国际交流和环境保护功能的国际化城市。

4.4 广州城市形象总结

突出的文化遗产和文化遗址，以及频繁的文化活动，为广州成为文化城市并向世界宣传当地文化提供了坚实的文物基础，这便于外国朋友通过了解这些当地的历史和文化活动更好地探索广州的当地文化内涵。这也帮助广州树立了作为国际城市的文化形象。

在依据费尔克劳夫的三维框架对该语料库进行分析之后，可以得出以下广州城市形象：广州是一座与国家和世界紧密相连的城市，是一个充满活力的全球经济和贸易中心，同时也是一个有着深厚历史底蕴的文化中心。

4.5 对 *Guangzhou International* 未来塑造广州城市形象的建议

蔡晓梅和赖正均认为“食在广州”这四个字表明着广州饮食历来受到各方关注，同时也成为吸引游客前往广州的重要品牌^[14]。广州的饮食文化已成为这座城市形象不可或缺的一部分，自然也应当成为其宣传工作的重中之重。然而，通过在 AntConc 对本研究的语料库中高频词汇的分析，发现与食物相关的词汇并未占据显著位置。王辉，徐红罡，廖倩华认为“早茶是广州传统文化中浓墨重彩的一笔，被广州人视作是消遣休闲的重要活动。”^[15]因此，本文专门搜索了与早茶相关的词汇，如“dessert”和“dim sum”，以及诸如“food”、“fruit”和“Cantonese cuisine”等其他词汇，这些词汇代表了广州的饮食文化。与食物相关词汇的检索情况如图 6 所示。

从图 6 所展示的检索结果来看，可以明显看出在过去两年里，与食品相关的词汇在广州市地方媒体的报道中并不常见。因此，本文建议 *Guangzhou International* 应充分利用该市的烹饪成就，积极在国际舞台上推广广州市的地方美食，并加强粤菜的宣传力度。这将丰富广州市国际城市形象中的烹饪元素。

, tepsi kebab (oven baked kebab) and künefe dessert (kadaiyif dessert with cheese). "I was pleased shops such as Nanxin Double Skin Milk Dessert Shop (南信双皮奶), and Chen Tian Ji Fish gastronomic delights, such as Tong sui (Cantonese dessert soup), and beef offal. Indulging in authentic (oven baked kebab) and künefe dessert (kadaiyif dessert with cheese)." I was pleased to host

will showcase time-honored brands and traditional food. (A photo taken in last year's ranging from family doctors and classes to food. All within a 15-minute radius. This canteen s automotive, furniture, beauty, medical, design, food, and animation industries. In February, 14 exhibi furniture, medical treatment, industrial design, food and animation will be held in the furniture, medical treatment, industrial design, food and animation will be held in the elivering fresh aquatic products, beverages, fast food, and daily necessities arrive in succession, gett rich tourist resources while most of the food and daily necessities are imported. "More than 60 d in clean energy, sustainable packaging, health, food and digitalization in Guangzhou and the Guangdong ench National Research Institute for Agriculture, Food and Environment (INRAE) in 2015. Currently, the f dig deep into their pockets for delicious food and exciting activities. At the same time, ball games in wonderful stadiums, enjoy delicious food and fantastic scenery, and immerse themselves in in Guangzhou's Xiguan business circle for food and photos Update:2024-06-17 Source: SilkRoadP Exhibition and Sales Center exhibit many foreign food and products, including milk powder from Australi with family and friends to eat special food and see the wonderful flowers. Vanhpheng Saisomph advantages in industries such as home appliances, food, and textile manufacturing," said Yang. The semi as one of "China's Top Ten Food and Tourism Streets" in 2023. Yongqingfang, in t additional art, traditional sculpture, traditional food, and traditional medicine will be held at earthquake relief, the local people gave us food and water," said Li Zongchao, member of Fabu) In addition, a bazaar, the Cantonese food area, and sales promotions will continue at trains, and provide emergency supplies such as food as needed. Simultaneously, we are committed to nd cultural products, and try authentic Cantonese food as well as other distinctive cuisines in and information services, modern agriculture and food, automobiles. It will also foster 3 more industri hs in the market, including 118 flower booths, 28 food booths, six new year stalls, six couplet and attention to detail. The range of dim sum at lunch is dazzling, with deep- gnan culture-themed exhibition hall also presents dim sum, Cantonese-glazed porcelain, and pith paintings by tea masters. Savor delicately hand-crafted dim sum creations and signature Cantonese dishes that in restaurants that offer delicately hand-crafted dim sum creations and signature Cantonese dishes. After e Bay and Shangxiajiu Pedestrian Street, enjoying dim sum during the Pearl River Cruise, or Guangdong Update: 2024-02-08 Source: GDToday *dim sum, fireworks, light performances, flower market...* English-speaking tour guides, scenic spot visits, dim sum for lunch, and other services will g traditional Cantonese cuisine and Lingnan-style dim sum. On the night of the Lantern Hall is prized for its exquisitely crafted dim sum ranging from the classics to novel and receive the warm invitation from them! dim sum, the lanterns, the beautiful lights, outdoor opeanContemporary/时尚欧陆菜 Cantonese/粤菜 Dim Sum/点心 Chao Zhou/潮州菜 Cantonese/粤菜 with beef. Hotels will also offer delicious Cantonese cuisine and big discounts. As of now, to include a food tour featuring traditional Cantonese cuisine and Lingnan-style dim sum. On eaturing experts in traditional Chinese medicine, Cantonese cuisine, and traditional crafts showcasing their skills. gzhou has developed a diverse landscape featuring Cantonese cuisine as the foundation, embracing a myriad aying coffee and trendy drinks, recreated ancient Cantonese cuisine, Cantonese dialect, cultural and creative product were lined up, and the characteristics of Cantonese cuisine *combining the East and the West cultural heritage programs of Yuexiu, such as Cantonese cuisine cooking and Cantonese Siu Mai making, electrical boxes are painted with images of Cantonese cuisine, flowers, cartoon characters, and cute animals, culinary arts and the international influence of Cantonese cuisine. However, the exchanges between Guangzhou and ai Heen The Penthouse Restaurant serves authentic Cantonese cuisine in a stylish and contemporary ambience. cross-cultural friendship at tables full of Cantonese cuisine. In addition, an exhibition of dragon named the "famous village of master of Cantonese cuisine in Guangzhou" in 2022. Currently, there are lights, outdoor festive activities, Yuxiu Park, Cantonese cuisine, New Year Day Lion Dancing, Beijing of Guangzhou's vibrant culinary scene is Cantonese cuisine, renowned for its bold flavours, delicate * brand, (3) the aggregation of resources in the Cantonese cuisine stronghold, (4) abundant related industries, and , a Chinese New Year Poetry Carnival, and Cantonese cuisine tasting activities. Moreover, a Chinese chess cultural significance, as well as its renowned Cantonese cuisine. The exhibition served to enhance Belfast meats, Shumai (a type of dumpling), and Cantonese cuisine. These provided one-stop experiences, tasting experiences in this city, such as tasting Cantonese cuisine, visiting scenic spots, and being impressed renowned gastronomic city that blends traditional Cantonese cuisine with fashionable international dining, outstandin

Exposition Park and the Guangzhou Conghua Hualong Fruit and Vegetable Company, enjoying a variety ofower litchi cultivation Guangzhou Conghua Hualong Fruit and Vegetable Company is a leading agriculturalstitute and Chairman of Guangzhou Conghua Hualong Fruit and Vegetable Company, the company plans toputy General Manager of Guangzhou Conghua Hualong Fruit and Vegetable Company. "Feizixiao and Jingang Hon uangzhou, the village has created a 1.5-kilometer fruit and vegetable greenway. This features 16 varietie gicultural sightseeing park, the village museum, fruit and vegetable greenway, and wetland park. This cultural park flower festival, a flower and fruit expo, and Lingnan flower market. In addition, 38 running children, graceful dancers, and cheerful fruit farmers, the scroll illustrates the communication al, Wine Festival, Flower Festival, Carnival, and Fruit Festival are held every year. To date, which, our people can enjoy this distinctive fruit from Guangdong." said Yamileth Ye Li, the g everywhere, urinating and defecating, littering fruit peels, paper scraps, and other waste. Scribbling such as driving, cycling, camping, fishing, and fruit picking. Address: Shilou (石楼) Town, Panyu distri the national exports of this juicy summer fruit. The lychee industry in Guangdong has currently and Italy by air and ship the fruit to Southeast Asian countries such as the cluding clothing, cultural and creative products, fruit trays and costumes. This is an embroidery I corridor, some landscape sketches, flowers, and fruit trees, providing a beautiful backdrop in every via Guangzhou Port, delivered to the Jiangnan Fruit & Vegetable Wholesale Market in Baiyun District i from Southeast Asia via Nansha Port is fruit while major exports are furniture, home appliance

图 6 与食物相关词汇的索引行 5 结语

经过以上的研究,可以发现,在疫情结束后的两年里,广州与国内外保持着紧密的联系,同时广州是一个国际经济和贸易中心,文化活动也是广州的一大特色。2019年,广州经济实现了强劲增长,但随着2019年年底新冠疫情的爆发,广州像全国其他城市一样,经历了长达三年的经济衰退。自2022年底疫情宣告结束以来,广州在过去两年中在城市发展的各个方面都实现了强劲复苏,尤其是在经济和文化领域。

此外,基于语料库分析以及广州发展的现状,本研究为 *Guangzhou International* 塑造广州的城市形象提出了建议。广州被誉为“中国美食之都”,粤菜以其美味和多样性而闻名。早茶文化是广州的一大特色,虾饺、叉烧包和米线卷等美食深受当地人和游客的喜爱。然而,在研究过程中,发现 *Guangzhou International* 很少强调其成就,并且未能充分利用广州的烹饪声誉。对广州烹饪文化的忽视阻碍了城市形象的丰富。因此,本研究得出结论,作为美食之都, *Guangzhou International* 等广州当地媒体应积极在国际舞台上推广当地美食,以扩大其全球影响力。

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