

Discursive Constructions of National Image in National  
Discourse: A Case Study of the Editorials on the 19<sup>th</sup>  
National Congress of the Communist Party of China in  
*China Daily*

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### Abstract

This paper studies the discursive construction of national image in national discourse. The editorials published during the 19<sup>th</sup> National Congress of the Communist Party of China in *China Daily* are taken as the corpus of study. The results showed that the editorials successfully constructed the national image of China by employing the Affect, Judgment, and Appreciation resources in the texts. Domestically, China is constructed as being confident in solving the problem of imbalances of development, boosting people's sense of gain, leading the whole nation to realize the Chinese dream, and having the courage to bear the responsibility to improve people's livelihood and happiness. Internationally, China is constructed as being competent, responsible, valuing fairness and justice, seeking cooperation and mutual benefit, and leading the whole world to pursue common prosperity to build a community of shared destiny for all mankind. The constructed images are themselves the

persuasive rhetorical ethos, which leads to the identification of the editorials with the audience.

**Keywords:** National discourse, The construction of national image, The editorials of *China Daily* on the 19<sup>th</sup> National Congress of the Communist Party of China

## 1. Introduction

National discourse refers to verbal and written language behaviors taken by individuals or organizations to serve their national interests. As the embodiment of the national discourse system and the indicator of national language performance, these language behaviors reflect aspirations of a country, spirits of a nation, and the essence of a culture (Wen, 2016). Communications and exchanges in the international community require efficient and appropriate discourses of a nation. As the world is shifting towards a new international landscape, national discourse, a major soft power of a country, deserves even more research than before, especially for emerging countries like China. The aim of studying national discourse is to explore effective and proper modality in representing the image of a nation through identifying the patterns and characteristics of its discourse system, thus in turn constructing a functional national discourse system that could enhance the rhetoric capability of the nation. In other words, studies on national discourse can be seen as a tool for facilitating the development of a nation, particularly its development strategies in international contexts.

Apparently, studies on national discourse should not be restricted to general, macro-level discussions, and specific areas of research need to be identified for more concrete studies. For that purpose, Wen (2016) proposed four dimensions of national discourse with both oral and written manifestations, which include the discourse of a country's leaders, the discourse of governmental agencies, the discourse of national media, and translated national discourses in foreign languages. These four dimensions consist of a nation's discourse system, which is the basis of a country's national discourse capacity. Currently, previous researches on national discourse system were mainly done in the realms of communication studies and political science, and there has been little discussion about linguistic framing of a nation's discourse system, thus making it a topic that awaits further explorations. The present study hopes to contribute to the growing literature on the linguistic framing of national discourse by focusing on the discursive construction of the national image of China in the discourse of its national media. By adopting perspectives from the Appraisal Theory (Martin, 2000), this study aims to demonstrate the rationale behind the attempts of the national media of China in trying to achieve effective communication and properly narrate the "Chinese story" to the world.

## 2. Literature Review

### 2.1 Appraisal Theory and Its Attitude System

Developed over the Interpersonal Function of Systemic Functional Linguistics paradigm of M. A. K. Halliday and his colleagues (Halliday, 1994; Halliday & Matthiessen, 2004), the Appraisal Theory, as a "comprehensive and principled model of evaluation in discourse"

(Macken-Horarik & Isaac, 2014: 68), was proposed by Martin and his colleagues as a system on textual evaluations (Martin, 2000; Martin & Rose, 2007; Martin & White, 2008) and is widely accepted as the most theoretically grounded and systematically delineated conceptualization of evaluative meanings (Alba-Juez and Thompson, 2014; Hunston, 2011; Song, 2015). The Appraisal Theory focuses on the materials speakers or writers present to express specific evaluation stances and how they align or dis-align themselves with actual or potential audiences, with a major focus on lexical evaluation (Chen, 2007). According to Martin (2000), the Appraisal system has three sub-systems, namely Attitude, Engagement, and Graduation, with the Attitude sub-system as the core, which is “concerned with our feelings, including emotional reactions, judgments of behavior and evaluation of things” (Martin & White, 2008: 35). The Attitude system can be further divided into Effect, Judgment, and Appreciation, covering psychology, ethics, and aesthetics. Affect is the emotional evaluations concerned with the positive and negative feelings of the language users towards behaviors, texts, processes and phenomena. Judgment deals with positive and negative attitudes towards behaviors, which is the assessment of people or their behaviors based on normative principles or moral standards. Appreciation does not involve evaluations of human or human actions, but resources for constructing the value of things, including natural phenomena and semiosis, such as products, processes, texts, or phenomena. The evaluation standard of this resource mainly belongs to the aesthetic category.

## *2.2 Analysis of the Construction of National Image in National Discourse*

The concept of national image building (Ding, 2007; Wang, 2003) refers to communicative activities aiming at closing the gap between a projected, ideal national image and the perceived national image. As mentioned at the beginning of this study, the purpose of investigating national discourse is to explore discursive strategies for constructing favorable national images through the analysis of language resources. Guan (2000) defines national image as the collective evaluation and recognition from the general public, both external and internal, on the nation itself, its behaviors, activities, and achieved results. On the one hand, national images can be viewed as “self-image”, which is the self-constructed image a nation has established or is trying to establish. On the other hand, national images also include “others-image”, which refers to a general impression or evaluation people of other nations have towards a certain nation, or as Wang (2008) described, “the climate of opinion formed by collective expressions of perceptions and judgments of a country by its overseas publics”. These two aspects of the national image are closely interconnected, since the construction of the “self-image” often affects the impression and perception by the others, while the “others-image” is entrenched in the construction of the “self-image” of a nation. Consequently, the construction of a nation’s “self-image” appears to be particularly important and a nation’s image in foreign countries requires conscious and purposeful constructions. Studies of national images in China started in the 1990s and have since become the hotspot of research in many academic disciplines and this topic received widespread interest from researchers of various fields and has led to a great variety of interdisciplinary research.

What cannot be ignored is that language and discourse is essential in shaping and constructing national images. Just like the bricks and foundations in skyscrapers, language

and discourse is the most fundamental and significant medium for establishing a nation's image and can thus be considered as important entry points for national image studies. Research on national images would become fantasized edifices if discourse, the key medium in the analysis, were ignored (Zhang, 2017). Therefore it is necessary to investigate the strategy of constructing national images from the perspective of linguistic theories, which are being increasingly employed by several researchers in China (Dong, 2016; Jiang, 2017; Meng, 2017; Shao, 2017; Wen, 2017; Zhan, 2016; Zhang, 2017; Zhou, 2016).

The Appraisal Theory focuses on issues including semantic construction, negotiation of power, and subjective positioning of discourse participants, thus it has been extensively adopted in previous studies, which tended to take the approach of critical discourse analysis and comparative analysis (e.g. Chen, 2007; Han, 2011; Hu, 2014; Li, 2016; Tang, 2009, 2010; Xu *et al.*, 2011). The present study believes that this theory can also be applied in the study of national image. As a major part of the discourse of national media, *China Daily*, a state-run English newspaper media of China with large readership overseas, plays an important role in helping foreign viewers understand China and facilitating international communications and construction of the national image of the country. Through commenting on recent major news, editorials in *China Daily* usually assume the role of vehicles in revealing the stance of the government, gaining support, and shaping the national image of China. For this reason, the present study proposes to investigate how the discursive constructions of China's national images are achieved in the aforementioned editorials by taking the Attitude sub-system in the Appraisal Theory as the framework of analysis.

### *2.3 Attitude System and the Construction of National Image*

Social constructivists believe that nations are not fixed entities, but the integration of concepts and constructions. The constructive function of discourse has been increasingly acknowledged in various disciplines and fields of research. Discourse refers to the language spoken in daily life and language activities, but it has long exceeded the boundary of linguistics and has been considered as a typical interdisciplinary terminology, combining language with studies in other fields, such as the combination of language and politics. According to Fairclough (2010), discourse is the social practice that constructs social reality and reflects power relations and ideologies. The construction of national images influences the "social cognition" (van Dijk, 1993: 251) of the target audience through the selection of discourse strategies, and thus further forms the impression and evaluation of the receiver on a given nation.

It can be observed from the characteristics of the Attitude system, which include "analyzing lexicogrammar from the perspective of the writer's feelings and emotions" (Ho, 2020: 4), that textual expression and attitude negotiation are major discourse strategies of the construction of national images. Selective use of these resources can influence readers' evaluations of people, things, and objects. That is to achieve national image construction through highlighting and stressing certain features of a country and its government under existing values.

### 3. Data Collection and Methodology

According to Wen (2016), the discourse of national media refers to the formal articles published in the print media, broadcast, television and new media of the government, or speeches of similar nature from TV presenters. Therefore, the editorials published during the 19th National Congress of the Communist Party of China in *China Daily* have been selected for investigation. The time frame of the data collection was from 18<sup>th</sup> to 24<sup>th</sup> October 2017 and four editorials with 2295 words were collected. We first added tags to the Attitude resources in the texts, which were then statistically analyzed with corpus-analytic tool AntConc 3.4.4 as a way to investigate the construction of national images in the discourse of national media from the perspective of dynamic construction of the national discourse, thus to provide strategic implications for the construction of national images with the discourse of national media aimed at facilitating international communications of a nation.

### 4. Results and Discussions

#### 4.1 Preliminary Findings

Through observing and analyzing the data collected, we found that Attitude resources occurred very frequently in the editorials published during the 19th National Congress of the Communist Party of China in *China Daily*, with at least one Attitude resource in every clause. This is closely related to the major function of editorials, which is to voice opinions and to persuade the readers, especially to comment on important and major events that happened recently, so as to make clear the stance and attitude of the media and the organization it represents, thus to influence the general public and affect the society. Therefore the amount of the Attitude resources in editorials often outnumbers those in other newspaper texts, such as news reports. Also, the Affect, Judgment, and Appreciation resources of the Attitude resource were not evenly distributed, as can be seen in Table 1:

Table 1. Distribution of attitude resources in the editorials

System	Sub-system	Quantity	Percentage
Attitude	Affect	33	13%
	Judgment	97	38%
	Appreciation	126	49%
	Total	256	100%

It can be seen from Table 1 that the Appreciation resource appeared most frequently among the three resources of the Attitude system, representing 49% of the total, followed by the Judgment resource, which accounted for 38% of all the resources, and only 13% of the Attitude resource were the Affect resource. Thus it is safe to say that the Appreciation and Judgment resources were major sources of the Attitude system of the editorials. This is also highly related to the functional tenor of the editorials as although they are often aimed at evaluating and persuading, the principle of achieving these purposes is through providing seemingly objective evaluations, rather than presenting overly emotional and subjective impressions to the readers. In accordance with the Systemic Functional Linguistics, the degree of subjectivity of the Affect, Judgment and Appreciation resources follow a

descending order and naturally the degree of objectivity among the three follow an ascending order with Appreciation being the most objective resource and Affect being the most subjective resource, which explains why the Affect resource occurred least frequently in the editorials. The Judgment and Appreciation resources shift the focus from evaluators to the evaluated, including people and objects. By doing so, subjective emotions, attitudes and stances are transformed into attributes of the evaluated, thus reducing the subjectivity of evaluators and influencing the readers in a more subtle and seemingly objective manner. This kind of persuasion usually outperforms personal and sentimental persuasions.

The four editorials published during the 19th National Congress of the Communist Party of China by *China Daily* followed the functional tenors of editorial texts, that is to advocate the spirits of the 19<sup>th</sup> CPC Congress to both internal and external audience and facilitating new understandings of the readers on the Communist Party of China and the Chinese government and ultimately achieve persuasion and identification. The prerequisite for realizing this purpose is the construction of a favorable national image since it is a major source of the most persuasive ethos. In the next section, we will further discuss the national image constructed with the Attitude resource in the aforementioned editorials.

#### *4.2 Attitude Resources in the Construction of National Image*

Based on the analysis of the data, the purposes, implications, roles, and the correlations of the Attitude system and its sub-systems in the editorials of *China Daily* published during the 19<sup>th</sup> CPC Congress in this section are further discussed, thus to present the national image constructed in the said editorials.

##### *4.2.1 Construction of National Image at Domestic Level*

Four themes were included in the editorials when discussing internal matters of the country, namely China entering the new era, the CPC and the government striving to address unbalanced development, the development goal of boosting people's sense of gain, and the confidence of the people on the leadership of the CPC. Discussions of these themes reflected the viewpoints of the editorials, which are the foundations of constructing the national image of China and achieving the rhetorical effects of guiding and influencing the target audience. The present study found that the Attitude system has become a crucial language resource for revealing the viewpoints in the texts of these editorials during the discussion of relevant themes. In the following, we will give some examples.

- (1) *With General Secretary Xi Jinping declaring the dawn of a new era of socialism with Chinese characteristics and redefining the primary contradiction of present-day China in his speech at the opening of the 19th National Congress of the Communist Party of China, the backwardness of social production has officially been rendered a thing of the past.*

Example (1) is the beginning of an editorial. In this example, President Xi announced that China has entered a new era where the major task is to try to redefine the primary contradiction of society and addressing the backwardness of social production, among which the Appreciation resource *new, primary, backwardness, and a thing of the past* defined the

nature of the new era and outlined the major task of eliminating backward productivity. By using these evaluative words of Appreciation, the writer highlighted the characteristics of the new era and pinpointed the theme of the entire text, and also constructed a favorable national image of China in such times, the essence of which is to develop the country into an advanced nation ranked high in the global stage based on the continuous promotion of the development of productivity from the CPC and the Chinese government, thus constructing China as a responsible leader in the new historical era. Since this kind of national image itself possesses strong persuasive ethos, therefore it would naturally achieve identification with the audience, thus realizing the goal of editorials, which are the guidance and influence of public opinions. Abundant examples of this nature can be observed in the data collected, such as the following three statements:

- (2) *For while the national economic landscape has by and large taken on a new look over the years, and people's livelihoods have dramatically improved, not all areas and people have benefited equally in the process. And given its role in leading national development, and its unmatched command of public resources, the government is in the best position to address the imbalances that have emerged, especially the imbalances resulting from unfair distribution.*
- (3) *Thus, as the country shifts the emphasis of development from speed to quality, the central theme of the new era will be honoring Xi's promise to boost people's sense of gain.*
- (4) *And throughout Chinese society, there is a broadening consensus that the country, as well as the world, needs strong, efficient leadership. That is what Xi and his colleagues have presented, and what they have received praise for, not only at home but also elsewhere.*

Example (2) consists of two cohesive sentences with the former being the background information and rationality of point-making for the latter. The Affect, Judgment, and Appreciation resources of the Attitude system were all employed in these two sentences. The words *new*, *dramatically*, and *equally* in the first sentence belong to the Appreciation, Affect, and Judgment resources respectively, describing the fact that the Chinese economy received rapid development in recent years. The Appreciation resource *new* was used to stress that the economic landscape of China presented a new image. The Affect resource *dramatically* underscored the fundamental and dramatic change of people's lives thanks to economic development. This evaluative word fully demonstrated the emotional acknowledgment and support of the writer of the editorial on the betterment of the living standard of the people, followed by the Judgment resource *equally*, with its preceding negative word *not*, which highlighted the issues raised in the editorial and paved the way for the expression of the meaning in the second sentence, that is although the living standards of the people have been greatly improved, the issue of imbalanced development and unfair distribution of economic dividend needs to be rectified. The three Attitude resources in the first sentence constructed a rational, responsible, and capable national image that focuses on objective analysis of national development situations and promotion of even and comprehensive improvement of the living standards of people in all regions. The Judgment and Appreciation resources including *unmatched*, *best*, *unfair*, and *imbalances* in the second sentence delineated a picture

that the government is capable of solving these problems. Specifically, as “capacity” in “social esteem” (Martin & White, 2008: 53), the Judgment resource *unmatched* and *best* emphasized the unparalleled capability of the government in the control of public resources, thus making it the most suitable candidate for addressing this issue. The Judgment resource *unfair*, as “propriety” in “social sanctions” (ibid), has corresponded with *not equally* in the first sentence to a certain extent, suggesting that addressing the unfair distribution of resources and uneven development remains an acute issue for the government to tackle. Furthermore, the Appreciation resource *imbalances* is the keyword of the second sentence, as it appeared twice to underline the importance of eliminating unbalanced development and narrowing wealth disparities while lifting people’s living standards in all regions and gradually achieving common prosperity in China. The “targeted poverty alleviation” proposed by the Chinese government is a reflection of these concepts and is also one of the keywords in the report of the 19<sup>th</sup> CPC Congress. This editorial closely followed the main idea of the said reports and attempted to construct a fair, equal, and responsible image of the Chinese government with the task of building a comprehensively well-off society for the country. This is one of the national images that the editorials of *China Daily* intended to construct at domestic levels during the 19<sup>th</sup> CPC Congress.

Another keyword of the report of the 19<sup>th</sup> CPC Congress, i.e. *sense of gain*, is mentioned in the third example. It can be reflected from this example that the Attitude resource is also essential for the construction of favorable national images. The Affect resource *honoring* and Appreciation resources like *speed*, *quality*, *central*, *new*, and *gain* can be identified in this statement. As an Affect resource in the editorial, the word *honoring* expressed positive emotional responses to the commitment made by President Xi on behalf of the Chinese government in boosting people’s *sense of gain*, and demonstrated the writer’s approval of this commitment. The five evaluative words *speed*, *quality*, *central*, *new*, and *gain*, according to Marin and White (ibid: 56), are in the “reaction” and “valuation” categories in the Appreciation resource. The use of these words showed the switch from the pursuit of speed to the pursuit of quality in the development process and stressed that the *sense of gain* is the theme of the development for China in the new era. The positive emotional support from the Affect resource and acknowledgement on the commitment of President Xi reflected from these five evaluative words constructed the national image of a government that serves the people and considers the benefits and gain of the people as the center of the development of the country, thus achieving the goal of publicizing the spirit of the 19<sup>th</sup> CPC Congress and showing support to the CPC and government under the leadership of President Xi. The use of these resources helped the writer of the editorial to achieve identification with the audience, which was one of the major rhetorical purposes that *China Daily* intended to realize in the construction of national images of China at domestic levels during the 19<sup>th</sup> CPC Congress.

Example (4) demonstrated another theme of the editorials, which is the confidence of the people in the leadership of the CPC and government under President Xi’s administration. All three types of resources of the Attitude resource can be observed. Specifically, the Affect resource *needs* and *praise*, the Judgment resource *strong* and *efficient*, and the Appreciation resource *broadening*. The Affect resource in this statement is the emotions expressed by



“behavioral process” (ibid: 46), and all appeared to be positive, stating that China needs the strong leadership of CPC and the government guided by President Xi. The Judgment resource in this example defined the leadership that China and the world need, the words *strong* and *efficient* positively evaluated the competence of the leadership of the governing party and the current government from the perspective of “capacity” in “social esteem”. The Appreciation resource *broadening* noted an increasing consensus that more people have recognized that robust and efficient leadership is necessary for China, which is in line with the nature of the CPC and the government led by President Xi. These Attitude resources constructed a national image that is supported by the people in the country, which delineated a picture of people having full confidence in the CPC and the government in achieving the “Chinese Dream” of entering a beautiful and prosperous new era while guiding the world in the face of new challenges. This is also one of the national images that *China Daily* intended to construct at domestic levels during the 19<sup>th</sup> CPC Congress. The good ethos of national images constructed in these editorials did not only establish identification with the domestic audience, but also intended to influence readers at international levels.

The aforementioned examples show that these editorials tended to focus on positive actions taken by the government in building a society in the new era, determinations of the government on promoting comprehensive economic advancement and eliminating uneven development, and the confidence of the country in boosting people’s sense of gain and realizing the “Chinese Dream”. The texts of the editorials depicted a great prospect of China’s future development after the 19<sup>th</sup> CPC Congress and constructed a national image featured by dedication to economic and cultural revitalization and a practical government aimed at providing equal and inclusive benefits to the people under President Xi’s leadership. The ethos of this national image established identification with the stance and empathy of the target audience, which is favorable for facilitating consensus between the text and the reader, thus achieving the rhetorical purpose of guiding and influencing the public.

#### 4.2.2 Construction of National Image at International Level

When discussing international issues, themes including world peace, win-win cooperation, and establishing new world orders were included in the editorials. The writers intended to construct a favorable national image of China in these discussions. As aforementioned, appropriate use of language is crucial to the construction of national images and discourse resources can be viewed as building blocks of good national images. The persuasive nature and pursuit of identification in the editorials are thus inevitably grounded in highly evaluative language resources. The Attitude sub-system of the Appraisal system observed in the data collected played irreplaceable roles in the construction of national images, at both domestic and international levels.

Creating a community of shared destiny is an innovative concept and approach on international relations put forward in the report of the 19<sup>th</sup> CPC Congress and it proposed to establish a new world order under the principles of world peace, common development, equality, and justice, which are also important topics of discussion in these editorials. The constructive functions of the Appraisal resource provided possibilities to the construction of

influential national images during the discussion of these topics, as can be reflected in the following examples:

- (5) *The building of a community of shared future for all mankind that General Secretary Xi Jinping proposed in his report to the 19th National Congress of the CPC on Wednesday offers a vision of where such a collective journey could lead.*
- (6) *To create an environment conducive to forging such a community, the world's governing mechanism must be inclusive and accommodating, so that more countries can participate.*
- (7) *By adhering to the principles of amity, sincerity, mutual benefit and inclusiveness, China will strive to work with others to realize the common aspiration of the people of all countries for peace, development, cooperation and progress.*

The Appreciation resource *shared future* in example (5) is not only a representation of the core concept proposed by President Xi in building a community of shared destiny for mankind, but also a definer of the word *community*. The combination of these two resources portrayed an international community with a shared future, with an emphasis on cooperative development and win-win cooperation. The Affect resource *propose*, as wishes expressed through behaviors, is a proposal from President Xi of seeking common development in the world and awaiting responses from the international community. Then the Appreciation resource *collective* further defined the nature of the cooperation, declaring that China sees herself and other countries in the world as partners and companions in the journey of development, and only through cooperation and unity can they achieve the goal of common development.

The Appreciation resource *inclusive* and *accommodating* in the sixth example revealed the expectations of the Chinese government on the international governing system, as these are intrinsic mechanisms of win-win cooperation and also prerequisites for the establishment of a community of shared destiny. Only an *inclusive* and *accommodating* global governing system can attract more countries in joining the journey of common development with great prospects.

Example (7) involves several nouns that defined the characteristics of the resources, first by illustrating the principles followed by China, which are *amity*, *sincerity*, *mutual benefit*, and *inclusiveness*, then *peace*, *development*, *cooperation*, and *progress*, words depicting common aspirations of mankind. These resources are substantially connected with China and its behaviors, showing positive emotions, and in turn, presented an image that the actions and conducts of China are justified and praised. The verb phrase *strive to* in the example is an “affective behavioral” resource, expressing a strong will with positive connotations, which reveals that China is keen on seeking common development with the rest of the world. Another Affect resource in the sentence, *aspiration*, showed a desire to bring happiness, security, and satisfaction, combined with *strive to*, demonstrated the strong will of China in achieving common prosperity with the international community. Moreover, the Appreciation resource *common* placed before *aspiration* stressed that this is a goal not only for China, but

also for the entire world since the pursuit of peace, development, cooperation, and progress is the common aspiration for people in all nations.

The Attitude resources in the three examples discussed in the above represented the national image of China at international levels constructed by the editorials as a promoter of peace and inclusiveness, cooperation between countries, mutual-benefits, and friendliness. These national images are in line with the concept of the community of shared destiny proposed by President Xi during the 19<sup>th</sup> CPC Congress. As China is increasingly centered on the global stage, it starts to shift its focus to the well-being of mankind and the common development of countries in the world, hence the proposition of such a concept. Meanwhile, the editorials also helped construct a national image of China as a responsible major country in the world with the task of seeking effective solutions to international problems rather than solely focusing on domestic development. As quoted by *China Daily* at the beginning of the editorial published on 19<sup>th</sup> October 2017, President Xi said that “China will continue its efforts to safeguard world peace, contribute to global development, and uphold international order” (2017: 23), highlighting a positive national image through demonstrating the stance of the nation with discourse. The power of ethos from this national image is one of the key factors that influenced the international audience and achieved identification with the international community.

## 5. Conclusion

This study analyzed the construction of national images of China in the editorials published by *China Daily* during the 19<sup>th</sup> CPC Congress. It is identified that the Affect, Judgment, and Appreciation resources of the Appraisal system were often adopted in the editorials, among which the Appreciation resource was used most frequently, followed by the Judgment resource and then the Affect resource. These Attitude resources were highly evaluative and demonstrated the attitudes of the editorials, thus achieving the rhetorical purpose of influencing and persuading the audience and the public and thus achieving identification. The national images constructed by these resources can be divided into domestic and international levels. Domestically, a new image of the CPC and the government in the new era was constructed, which were represented by the capability and confidence of the Party and the government in eliminating uneven development, boosting people’s “sense of gain”, and leading the Chinese people in realizing the “Chinese Dream”. At international levels, China was depicted as a builder, contributor, and guardian of the new world order, specifically a capable and responsible major global power pursuing equality, justice and win-win cooperation as well as guiding the world in establishing a community of shared destiny with mutual-respect and common prosperity.

Until now, studies of the Appraisal system have been focusing on the analysis of ideologies in discourse, and trying to reveal the mechanisms of power operations behind it, especially those of political discourses. Consequently, the present study managed to contribute to the growing research of the relationship between textual Appraisal and national image, and provided a new analytical perspective to the study of national discourse. It is suggested that the quantity and variety of data on national discourse research could be further enhanced to explore the

relationship between evaluative discourse and national image under the context of globalization in a more comprehensive manner. For that purpose, we hope more research of this nature could be conducted from linguistic or rhetorical frameworks.

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