

Research on British Attitude towards "The Belt and Road Initiative" from the View of Evaluation Theory

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Abstract: *With the development of the times and the progress of society, "the Belt and Road Initiative" has won the recognition and positive response both at home and abroad. Its construction and economic strength along and around its surrounding areas continue to grow. National policies have further created the national strength and national image, and promoted the progress of the international economy. In this context, this paper, based on the evaluation theory, collects reports from the Western media, especially the British media, on the construction of "the Belt and Road Initiative" so as to summarize the attitudes of the Western countries, and in particular, the British attitudes towards the Belt and Road Initiative, including positive attitude, doubts and concerns in the economic and cultural aspects.*

Keywords: *"The Belt and Road Initiative"; evaluation theory; media reports; attitude study*

1. Introduction

With the development of global economy and the continuous progress of social economy, "Belt and Road" has become an important national top strategy in China. This strategy is of great significance and involves many countries^[1]. Meanwhile, a series of corresponding work has an important impact on global economic integration, and is also crucial to the assistance and economic improvement of countries along the Belt and Road. Overall, the strategy involves more than 60 countries along the route, and Britain, as an important economy, whose series of attitudes have an important impact on the strategy. From the perspective of evaluation theory, it is also of extraordinary significance to study the attitudes towards the Belt and Road in the UK.

2. Analysis of relevant basic concepts from the perspective of evaluation theory

People have their own attitudes and feelings on basically every event. Under different attitudes, feelings and perspectives, an event may have different interpretations and even change a little bit. As a top national strategy, "Belt and Road" also has a significant impact on neighbouring countries; in turn, the comments and attitudes of other countries, whether positive or negative, will influence this national strategy to a certain extent. From a practical point of view, from the perspective of evaluation theory, attitudes are generally concerned with vocabulary. In the process of daily communication, we will involve a lot of vocabularies, especially for English. The application of English grammar and vocabulary greatly reflects the situation and the hidden attitude behind it. The evaluation significance is similar to the emotional meaning. From a practical point of view, in the process of language communication, all the words, whether positive or negative, can be specifically reflected from the vocabulary.

Under such a basic conceptual theory, the corresponding series of words all reflect emotions and attitudes. Our everyday language, everyday communication, is in essence an emotional communication, not a statement of facts^[2].

Often in the process of communication and interpretation, people are more likely to bring their emotions and ideas and carry out some "subjective processing". Such a series of processing, seemingly to be subjective rather than objective, but in the process of stating the facts is actually constantly expressing feelings and making comments and evaluations on people's feelings rather than the essence of fact. In view of the characteristics of this series, there are a certain degree of differences in the words applied in the process of communication, and there are also some differences in the attitudes and emotions hidden behind the words. In view of this series of characteristics, there are certain differences

in the vocabulary applied in the process of communication, and there are also certain differences in the attitude and emotion behind the vocabulary. In view of this, if we can make corresponding analysis based on the above theories while reading the reports of the British media on the Belt and Road, we can get relatively correct research results on English attitude towards "the Belt and Road"^[3].

3. Background on UK attitudes to "Belt and Road"

With the proposal of the "Belt and Road" initiative, it has gradually become a frequent word for China to carry out international exchanges. As the first Western power to apply to join the Asian Infrastructure Bank, its views and attitude towards the "Belt and Road" initiative have also attracted much attention. At present, China and the UK have reached an in-depth consensus on "Belt and Road" cooperation, and have deployed specific cooperation plans in many areas. The UK has publicly stated that participation in the Belt and Road is consistent with the UK's common interests. In the long run, the key to the success of the Belt and Road initiative is whether its international financing capacity can be fully mobilized to provide broader development opportunities for UK companies, including the services sector. As for the UK's views and attitudes, on the one hand, the UK has shown some sincerity to participate in the Belt and Road initiative, strengthening the connectivity between the government sector and private enterprises to better leverage the UK's advantages in the service sector. On the other hand, the Chinese and British governments have not officially completed the signing of the Belt and Road cooperation agreement. Although some cooperation agreements have been signed in some areas, the two sides still need further dialogue on the general framework. This further shows that the participation in the Belt and Road initiative can bring commercial benefits to the UK, but there are still some concerns about the actual implementation of the UK. In the face of such a situation, China should further conduct research on the attitude of the UK. In addition to showing the correctness of the "Belt and Road" initiative, more is to prove to the UK that China has the economic strength and economic ability to meet the development needs of the "Belt and Road" initiative. In addition, promoting the implementation of any initiative may encounter corresponding setbacks and challenges, which will be one of the concerns for the UK. For example, as the Belt and Road initiative continues, the UK often faces certain legal issues and disputes, as well as improving project transparency and management levels, and certain difficulties in infrastructure financing. In this regard, China should play a more critical role in the "Belt and Road" financing, and make full use of their own development opportunities, and then expand the professional ability in this aspect. This will not only help to increase the complexity of China's financial market, but also can further promote the international development of China's financial market. With continuous efforts, the UK can also find new development opportunities, and establish a new attitude and view on the Belt and Road initiative, and further deepen the concept demonstrated in the Belt and Road initiative. By strengthening the communication and exchanges among international partners, it will help to provide solutions to the uncertainties existing in the construction of "Belt and Road", and to build a more stable environment for the development of relevant economic cooperation and diplomatic activities. "Belt and Road" framework construction, for the transparency of investment projects and the sustainability of the financial environment have put forward higher requirements, only the British positive participation concept and attitude, can help to develop more deep dialogue, to effectively establish good international cooperation relations, play both sides in the advantages of financial services and professional services

4. Study the practical analysis of the British attitude towards "Belt and Road" from the perspective of evaluation theory

4.1. Practical analysis of positive words and attitudes in related articles

Through the study, we found that in many reports and related articles, some positive words accounted for a large proportion. For instance, *The Telegraph* has a report titled "*China's new Silk Road to the West is an opportunity Britain must grasp*" which is quite positive and eloquent; throughout the story, we found that the attitude was quite positive^[4]. In this kind of articles, it can be clearly found that the number of positive attitude vocabularies is significantly higher than the number of negative attitude vocabularies. According to the statistics in this paper, there are 47 positive words while only 1 negative one.

The proportion difference is very large. From such articles and reports, using such a perspective and theory, it can be found that the positive attitudes and other aspects are very obvious in such articles and

there is often a positive attitude towards the relevant content. As one of the important economies of China's strategies, Britain's attitude in such articles is that such a strategy is a strong practical one, which can drive the related economic development of the UK, and is a new force of the economic recovery. It can also be said that these articles and relevant contents have supportive and responsive attitudes toward China's strategy, which is quite beneficial. Through such reports and articles, it is found that its overall attitude and other aspects are relatively positive, and also with some sense of advocacy, believing that the UK should actively join in this initiative and strategy, and do its best to cooperate with this initiative, so as to achieve greater benefits^[5].

From a practical point of view, such a positive attitude is conducive to the economic development and improvement between countries. Such a positive attitude is also very important for China's strategic plan to obtain the cooperation of countries around the world. Its significance and relevant views will have a decisive impact on the development of global economic integration and other aspects. If there are approving voices, there will be accompanied by relevant negative voices, which are two important voices at the pace of the development of the times. In the process of continuous absorption, exchange, communication and controversy, the two voices have gained new discoveries, new development and new paths. The two voices are also two different attitudes, and through our understanding of vocabulary and other aspects, it can be better found that the two different attitudes have different performance and concerns.

4.2 Practical analysis of negative words and attitudes in related articles

In the article "*The new Silk Road stretching the threads*" of The *Economist*, it is found that the attitude and content expressed are more negative than positive, and the content expression of emotion and attitude is more obvious. Read through two articles, it is found that the positive words and negative words in the article are not proportional to each other, and the number of negative words is much less than the number of positive words. In this article, it is found that negative attitudes were significantly higher than positive attitudes^[6].

It can be seen in these articles that there are concerns about the strategy and the related risks. Especially in the Middle East countries along the Belt and Road, the turmoil and war are cloudy, and there are serious risks that investment may obtain economic benefits. In such articles, the more concerned part lies in the turbulence of the countries along the routes and the risk of related strategies.

In general, there are significant differences in a series of expressions, viewpoints and attitudes expressed in different articles. From a practical point of view, the discrepancies in the language itself lead to various attitudes, and the relevant content and expression attitudes aren't the same, which results in the differences in all advocacy to a certain extent. Under a variety of attitudes, there are also significant practical diversities in the nature of the corresponding series of words. On the one hand, these differences reflect the viewpoints of the article, on the other hand, they reflect the unique views and viewpoints of the article. Its views and viewpoints, the content of consideration, the reality of the combination are all different, therefore, all of which express disparate emotions, and have slight difference in the use of vocabulary and other aspects.

5. Practical analysis of attitude words with different semantic functions in related articles

Attitude can be divided into three types, and its various types of words always express diverse contexts and content. The corresponding series of emotional expressions can be distinguished so as to better analyze the relevant content. In these articles, this perspective can be used to analyze the number of different semantic functional attitude words to a certain extent, and to analyze the related attitude problems. Emotion is an important part of people's communication, and emotion will also drive people to do a lot of things, including approval, initiative and criticism, which will further affect the actions, experience and results^[7].

Just because of its own strong emotional characteristics, the article is much easier to be accepted by others and people would have a feeling of empathy so as to win more support. Such emotions further link the author and the audience, making their feelings and other aspects of the content have a better linkage, and further effectively enhance the relevant empathy, therefore, the audience and the author's views are reasonably closely linked. However, from a practical point of view, in fact, people's articles and views are not absolutely subjective nor objective, only relative. Because subjective views need to refer to objective facts, some content of objective facts also need to be "processed" by subjective views.

So either of the two, it is relative. Thus, in the relevant reports and articles, its objectivity and subjectivity have a certain degree of relativity, because of the which, there is the opposition between the former and latter. Therefore, in the articles and reports, the relevant emotions are very important. Such emotional vocabulary is to make the audience and the author have a certain degree of resonance, so as to better do the most important premise and emotional foundation for everyone to accept the follow-up views^[8].

From a practical point of view, if the article lacks an effective emotional vocabulary, then the article and the report itself will be somewhat controversial, the strength and degree of its support will be greatly reduced, and its views and content will be questioned by the public. Because of the characteristics of this series, the accompanying emotional views and other aspects also have certain differences, and there is an inseparable connection between emotion and attitude, which connection is very compact and close. On this basis, because of the close connection between the two, the relevant content is more compact, so the emotion also shows the attitude. Many emotional words and descriptions, to a great extent, describe the author's own concerns about the Belt and Road strategy;"Countries bordering on China are wary of its ambitions"^[9].

They are concerned partly about China's economic clout, fretting that it will derive disproportionate benefits from the links. " Beyond that, And something similar to it; "Chinese goods, they worry, may flood their markets and drown their own nascent industries. " These contents indicate a certain degree of concern about the strategy. Such emotions further affect the degree of cooperation and related attitude towards such strategic plans. In particular, these articles greatly express the concern of different levels in the various classes. At the same time, the unrest in countries along the Middle East further affects the relevant actual content, making the development and progress of relevant work often face many practical difficulties. According to these, it is known that the UK has a certain degree of concern and worries about the Belt and Road strategy, especially for the current political changes, China's national economic strength and other issues, the British media and the British classes have different degrees of concern. These concerns are not about the correctness and significance of the Belt and Road strategy, but about whether China has such economic strength and capacity. In addition to the concerns, the relevant positive attitude is based on the importance and treatment of the essential significance of the national strategic plan and the relevant theoretical construction content like China.

6. A comprehensive study of the British attitude towards "Belt and Road" from the perspective of evaluation theory

From a practical point of view, the UK is very positive and its attitude towards our Belt and Road is optimistic, and the corresponding series of support attitudes and voices are also one after another. The UK's attitude towards China's Belt and Road initiative is still very positive and optimistic, with a series of supporting attitudes and voices. At the same time, its concerns still exist, such as issues around the Middle East and related countries along the routes, and China's economic strength. On the whole, the UK is very positive and willing to cooperate and benefit from it. Especially in many articles, the perceptual and emotional color is very strong, a series of related content also has a strong rendering power and infectivity. Because of this series of characteristics, the overall relevant attitude has also undergone a series of changes.

In general, from the current situation, there are a certain degree of differences in the foreign understanding of "Belt and Road", and the objective understanding is not enough. From a practical point of view, such a strategy has had a good start in China, but it needs to better enhance its international influence and practical significance of the strategy, expand its influence and other aspects. The direction is correct, and the overall attitude of all classes in Britain is relatively positive, which is of great significance to the future development of strategy and has a strong practical role.

Compared with the previous qualitative research results in similar directions, the most prominent feature of this research is the application of quantitative analysis thinking^[10]. Based on the perspective of evaluation theory, the attitude words in media reports are extracted and implemented for quantitative and motivation analysis, so as to explore the real meaning more deeply. Combined with the results of the relevant data analysis, the British attitude to the "Belt and Road" strategy is belongs to the state of both opportunities and challenges, under the influence of the turmoil in the Middle East cause the UK cannot completely put down doubts, but also for the development of "Belt and Road" space and prospects, think to join them can realize the level of British economic development.

The application of evaluation theory provides convenient conditions for data acquisition, collation

and analysis. The research of relevant data can not only realize the quantification of its attitude, but also further highlight its visibility and data characteristics, so as to point out the direction for the subsequent research. It is worth noting that the current number of foreign reports on "Belt and Road" is still very limited, so it also brings some limits to the advancement of research. In the process of studying the attitude of the UK, there is insufficient theoretical support to some extent, and there is still much room for improvement in the investigation of the change of attitude over time and the comparison of attitude with other relevant countries.

It can be seen that China should further strengthen the publicity for Belt and Road, and the relevant publicity team should take the right medicine for different targets, so that on the one hand can better grasp the attitude law of the research objects and develop targeted regional publicity strategies and policies according to the underlying reasons, and continuously promote the improvement of social dignity and social status of Belt and Road to win the recognition of more countries and regions.

7. Conclusion

With the development and progress of the times, China's economic and political and other aspects are rising, the corresponding "Belt and Road" strategy also has a good start. The international side also has a more practical positive impact. From the perspective of evaluation theory, the UK's attitude towards Belt and Road is also very positive.

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