

Attitudinal Resources of Shaanxi Red Culture News Reports in *China Daily*

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Abstract: Based on Appraisal theory, this paper analyses news reports about Shaanxi red culture in *China Daily* from the perspective of positive discourse analysis, in order to explore the distribution of attitudinal resources and the positive meanings conveyed by the discourses, and to further clarify how to spread the red culture and the Chinese red story with the Chinese media. The study shows that most of the news articles about Shaanxi's red culture adopt positive attitudes, with the overall characteristics of Appreciation > Judgement > Affect. Appreciation resources highlight the precious nature and charm of Shaanxi's red culture; judgement resources show Shaanxi's determination and perseverance in promoting and innovating red culture; and affect resources present people's admiration and pride to red culture. This study aims to explore how *China Daily* spread Shaanxi red culture to the world, with the hope of enhancing the influence of Shaanxi red culture in international communication.

Keywords: International Communication; Red Culture; Positive Discourse Analysis; Attitudinal Resources; *China Daily*

1. Introduction

China red culture is an advanced culture with Chinese characteristics, and its inherent political, popular and advanced qualities play an important role in consolidating the ideological field and enhancing China's discourse power [1]. Telling China red stories to the world is important for spreading Chinese value and enhancing China's international discourse power. As one of the mainstream media in China, *China Daily* makes great contribution for transmitting China's voice to the world and constructing China's image. At the same time, there are a lots of news reports about Shaanxi red culture, which provides a rich corpus for this study.

Existing studies on attitudinal resources mostly focus on news [2], business [3] and court trials [4]. Among them, especially the studies on news discourse, the politics and economy [5][6] and public health [2] is its hot topic. However, the study of attitude systems on international communication are far from enough. Nowadays, we need to show the world China wisdom and improve international communication more effectively. It has to be integrated by interpersonal meanings to integrate their attitudes, claims, and perspectives, so as to allow the audiences known [7]. Obviously, it is necessary to study the discourse of Shaanxi red culture in *China Daily* from the perspective of positive discourse analysis.

2. Theoretical Framework

2.1 Attitude systems

Appraisal Theory, as an extension of the interpersonal functioning domain of Systemic Functional Linguistics, focuses on exploring the various stances and attitudes that can be negotiated in a discourse at the semantic level [8]. In 2005, Martin and White provided a comprehensive and in-depth exposition of three subsystems of Appraisal theory: Engagement, Attitude and Graduation [9]. As the heart of appraisal theory, the attitude system can be subdivided into three parts: affect, judgement and appreciation. Among them, affect is at the core, complementing judgement and appreciation.

Affect refers to the subjective reaction of language user to a certain thing or phenomenon, reflecting the emotional impact on the subject. Specifically, affective resources can be divided into four categories: un/happiness, dis/satisfaction, in/security and dis/inclination. Judgment, on the other hand, are based on two dimensions: social esteem and social sanction, and it makes an evaluation based on ethical and moral

standards. Social esteem has three categories: normality, capacity and tenacity; social sanction has veracity and propriety two aspect. Lastly, appreciation essentially belong to the aesthetics, which involves the evaluation of the value of things, covering the three aspects of reaction, composition and valuation. The above attitudinal resources can be used to analyze the evaluative discourse of Shaanxi's red culture in news reports.

2.2 Positive discourse analysis

Martin introduced the concept of positive discourse analysis in 1999, emphasizing that positive discourse analysis is not a blind praise of the discourse of the power class in society. On the contrary, it is centered on balancing the interaction between the addresser and the receiver, aiming to achieve harmony in the society, promote social development, and in turn realize the solidarity [10]. Positive discourse analysis is not only a method of discourse analysis, but also represents a way of evaluating the world. In view of this, positive discourse analysis has an extremely significant guiding role in deeply analyzing the discourse characteristics of Shaanxi's red culture in *China Daily* as well as shaping the image of Shaanxi Province in international communication.

3. Research Methodology

3.1 Research method

This study adopts a mixed method, quantitative and qualitative methods to conduct a comprehensive positive discourse analysis of the texts, aiming to summarize and analyze the use of attitudinal resources in news reports on red culture in Shaanxi Province. The quantitative study uses the UAM Corpus Tool 3 tool and selects the attitude system as the frame for manual annotation. The quantitative data are statistically derived by the software after the overall corpus is manually examined twice. In the qualitative part of the analysis, the study focuses on the attitude subsystem in Appraisal theory and conducts specific analyzation from the perspective of positive discourse analysis, which can help us to explores the ideology and value implied behind attitude resources.

3.2 Data collection

China Daily is one of the important platform for international communication in China. This study uses keywords to search and select the related corpus in *China Daily*, and the keywords are "red culture", "Shaanxi province", "revolutionary history and culture", "revolutionary base", "Yan'an spirit", "Shaanxi red tourism", "red tourism in China", and "red culture in China". "Shaanxi red tourism", "red education" and other related words. Then, we can get news reports with high relevance to Shaanxi red culture. In addition, the time limit of the relevant news corpus is between 2014 and 2023, which ensures the timeliness of the media reports. In the end, considering the guarantee of high relevance of the corpus, we build the mini corpus "Shaanxi red culture" in which 46 useful reports were collected, each with about 200-400 words.

3.3 Research Questions

This study aims to explore the distribution and realization of attitudinal resources in news reports on Shaanxi red culture in *China Daily*, as well as the value conveyed behind them. The specific research questions are as follows:

- 1) How are the attitudinal resources distributed about the news of Shaanxi red culture in *China Daily*?
- 2) What kind of positive discourse meanings are constructed and what kind of values are conveyed by Shaanxi red culture news reports in *China Daily*?

4. Results and Discussion

4.1 Quantitative analysis

Based on the attitudinal system, the use of attitude resources about the news reports involving Shaanxi red culture in *China Daily* is shown in Table 1.

Table 1: Polarity of Attitude Resources

Type	Frequency/Percentage	
	Positive	Negative
Affect	51 (11.72%)	9 (18.8%)
Judgement	165 (37.93%)	11 (24.92%)
Appreciation	219 (50.34%)	28 (58.33%)
TOTAL	435 (90.06%)	48 (9.94%)

As we can be seen from Table 1, in the news reports about Shaanxi red culture, positive vocabulary accounts for 90.06% and negative vocabulary accounts for 9.94%. The discourse as a whole is positive, which helps to promote Shaanxi red culture to both domestic and foreign audiences and enhance cultural self-confidence. In addition, after a further search of negative words, it reveals that most of the negative words in the news are "difficult", "harsh", "poor", "bad", and so on. These words are used to evaluate the natural geographical environment, the supplies, life and invaders. However, with these negative words, *China Daily* also presents how Chinese people struggle and overcome the difficulties towards the victory of the revolution in the face of the harsh natural environment, fierce enemies and difficult living conditions. To a certain extent, the negative vocabulary shows the Chinese spirit to the international community.

4.2 Qualitative Analysis

4.2.1 Affect

According to Table 2, the happiness category has the highest proportion (46.67%), through which *China Daily* conveys the Chinese people's pride and love for Shaanxi's red culture. Secondly, the inclination category (33.33%) highlights the positive attitudes of Chinese leaders, local governments, and people towards the promotion, construction, and development of Shaanxi's red culture, which helps Shaanxi to pass on the red spirit and gene. Satisfaction and safety vocabularies accounted for a relatively small proportion, with a total share of 18%. In the following part, examples of specific analyses are given.

Table 2: Distribution of Appreciation Resources

Affect	Frequency	Percentage
Un/happiness	28	46.67%
Dis/satisfaction	9	15%
In/security	3	5%
Dis/inclination	20	33.33%
TOTAL	60	100%

Example 1. Zhao Yanping, a 67-year-old from Zhejiang province, said he had been impressed by (satisfaction) a visit to the Zaoyuan Revolutionary Site in Yan'an with his wife in early May. "I'm quite lucky that I was born after the founding of the People's Republic of China, but I never forget what my father told me about their hard life in the war," he said. "He always told me to be grateful to the Party, without whom we could not live such a good life nowadays.

As one of China's 100 patriotic education sites, the Zaoyuan Revolutionary Site has witnessed the hard work and selfless dedication of China's leaders. The simple Yanan cave, poor furnishings, and the historical stories it carries have moved tourists from all over the world. In Example 1, after visiting the Zaoyuan Revolutionary Site, the word "impressed" reflects that he was deeply touched. He sincerely felt how hard it is for the people to live a good life nowadays. The red culture of Yan'an carries the Yan'an spirit, and the news media in *China Daily* also show the collective spirit of the Chinese communists and the revolutionary spirit of the proletariat to the international community through the power of words and the after-thoughts of tourists. Moreover, the direct quotations used here are more likely to inspire foreign readers to recognize the revolutionary spirit.

Example 2. "My mother is almost 80 years old, and she has a special affection (happiness) for the revolutionary holy land. As soon as we arrived at the hotel in Yan'an, the waiter greeted us warmly and entertained us with dates and apples. I am also very happy (happiness) to visit here to see the place where Chairman Mao lived with my own eyes."

Example 3. Li Qizhon, says he was excited (happiness) to see the red buildings and landscapes of the Red Street. "From the red-themed architectural assembly building, military training grounds and Long March theme trails throughout Red Street, I can relive the hot revolutionary years. I cannot help (happiness) but receive a spiritual baptism," he says.

In Example 2, a tourist from Zhejiang Province visits the Yan'an Revolutionary Sacred Ground with her mother. "affection" and "happy", as positive affective vocabulary, directly indicate the tourists' excitement and happiness when they visit the red culture, which conveys people's love for the red culture of Yan'an. It conveys people's love for Yan'an red culture. Nowadays, Yan'an develops red culture tourism with the help of its own red cultural resources and unique regional characteristics, and it creates a red-themed cultural tourism street - Red Street. In Example 3, the words "excited" and "cannot help but" express the excitement of people when they appreciate the Red street. Yan'an Red Street enables tourists to experience the revolutionary history of Yan'an in an immersive way, which is a spiritual baptism for tourists. In addition, the tourists' love for Yan'an red culture and the direct description of Yan'an Red Street scenic spot in the above examples reflect the charm and appeal of red culture, which is conducive to improving the attractiveness of red tourism scenic spots and inspiring foreigners to visit Yan'an red tourism attractions.

4.2.2 Judgement

The distribution of judgement resources is shown in Table 3. Capacity occurs 118 times, accounting for 67.05%. Tenacity occurs 34 times, making up 19.32%. The proportion of normality, propriety and veracity are 5.68%, 5.11% and 2.84% respectively. The news report uses plenty of capacity to show Shaanxi Province's efforts to develop red culture, and tenacity to embody their confidence and determination to disseminate red culture to the outside world and to innovate red culture. The specific examples are given below.

Table 3: Distribution of Judgement Resources

Judgement		Frequency	Percentage
Social Esteem	Normality	10	5.68%
	Capacity	118	67.05%
	Tenacity	34	19.32%
Social Sanction	Veracity	5	2.84%
	Propriety	9	5.11%
TOTAL		176	100%

Example 4. Thanks to the tourism museum and the assistance of local governments, all 1,100 residents have been lifted out of poverty (capacity). The basic infrastructural facilities and public services have been improved tremendously (capacity).

Example 5. It also emphasizes education about the CPC's history and red culture. Yan'an will apply new technologies, methods and media to improve exhibition (capacity) and education levels to create a more intense revolutionary atmosphere and merge the revolutionary spirit with modern life (capacity).

As a patriotism education base, the site of the Xiaohokou Conference is in Hanzhong, Shaanxi. In Example 4, the occurrence of capacity, "lifted out of poverty" and "improved", shows that the development of red tourism resources led by the local government, has enabled local residents to successfully lift themselves out of poverty and promote infrastructure construction and local economy. From the perspective of positive discourse analysis, Example 5 demonstrates Yan'an's ability and determination to develop red culture, and also shows the international community that Shaanxi is devoted to making red cultural resources "alive" and become part of people's lives. In addition, the news report contains a lot of judgement resources such as "improve", "promote", "enhance", "strengthen" and so on. These words indicate that Yan'an has the ability to combine modern technology to take advantage of red culture. Demonstrating their determination and capacity to the international community, Shaanxi will enhance its discourse power and influence in international cultural exchanges.

4.2.3 Appreciation

Table 4: Distribution of Appreciation Resources

Appreciation	Frequency	Percentage
Reaction	116	46.97%
Composition	22	8.91%
Valuation	109	44.13%
TOTAL	247	100%

Appreciation makes the evaluation from three aspects: reaction, composition and value. Appreciation resources account for the highest proportion (50.34%) in the whole attitude system, and their specific distribution results are shown in Table 4. According to Table 4, reaction appears 116 times accounting for the largest proportion (46.97%). The proportion of value is 44.13%. Composition occurs 22 times,

accounting for the smallest proportion (8.91%). These adopted resources highlight the great value of Shaanxi red culture and its positive impact.

Example 6. International friends are amazed (reaction) by Chinese culture and history via red tourism in Yan'an. "I visited Yan'an city. It was perfect (valuation) because it has so many wonderful (valuation) performances," said Fozilzoda Firdavs, a visitor and businessman from Tajikistan.

Li Karina comes from Russia. "It was amazing (valuation)... The emotions and feelings were very touching (evaluation). I wanted to cry," she said. She was touched (reaction) by the remarkable (valuation) history of Yan'an on display.

Example 6 shows the feelings of two international friends from Tajikistan and Russia respectively after visiting Yan'an red scenic spots. The vocabulary such as "amazing", "remarkable", and "wonderful" shows the international friends' praise and appreciation of Yan'an's red culture. The word "touching" as a reaction word deeply reflects the power of red culture, and overseas friends can't help but be deeply touched after visiting the old revolutionary sites in Yan'an, which implicitly highlights the spirit of the old generation of revolutionaries. The power of culture is enormous, and red culture also tells the international community the story of China's red culture. All in all, this news reported the foreigner's visit to the red scenic spots and used direct quotes to present their feelings, with greater objectivity and touching, aiming to arouse the resonance of overseas audiences and increase the impact of Shaanxi's red culture.

Example 7. "Red culture can help to build (valuation) their view of the world, life and values, and to develop good morals and civilized behavior," Feng said.

Example 8. Wang Tianjiao, a sixth-grade student, said "The spirit of heroes inspires (affect) me to stick to my dreams (valuation)." Hou Shiyu, another student, said she learned to cherish life, as it was purchased at a high price through the sacrifices of earlier generations (valuation).

In the reports on Zhaogin Town, Tongchuan City, Shaanxi Province, and the former site of the Zhaogin Chenjiapo Conference, positive phrases such as "important role", "central base", and "key stage" highlight the importance of Zhaogin in the history of the revolution. In terms of example 7, red culture has a leading role for Chinese youth, helps them form positive views, and is an indispensable motivation for them to strive for self-improvement and progress. In Example 8, two students from the Beiliang Red Army Primary School in Zhaogin, Shaanxi talked about how the spirit of revolutionary heroes made them more determined to dream and cherish the better life that their predecessors sacrificed for. Teenagers' feelings about the deeds of revolutionary heroes are consistent with the revolutionary spirit. In addition, the revolutionary heroes involved in the news reports also show the patriotism of the Chinese people and manifest the spirit of heroism. This heroic spirit is not only a precious treasure of the Chinese nation, but is also respected and positively inherited by the international community. The news report takes patriotism and heroism as the entry point, aiming to inspire foreign audiences to resonate with this belief.

5. Conclusion

In the new era, how to tell China's story and voice to the world more effectively has become a crucial issue for us. However, *China Daily*, as the mainstream English media in China, effectively fills the gap of international communication and takes on the important mission of clearing China's voice and telling China's story.

This paper focuses on the news report of Shaanxi red culture in *China Daily*, and examines how the media can promote Shaanxi red culture internationally through attitudinal resources. The study finds that there are more positive attitudes than negative attitudes in the reports on Shaanxi's red culture, which is consistent with the historical significance and value of red culture. Besides, the news shows the historical value of Shaanxi red culture to the international community through the resources of appreciation, judgement and affect, so that the red culture can feature its value. Lastly, with the historical process of the Chinese revolution and the great achievements of socialism, it highlights the struggle of the Chinese people to achieve the great rejuvenation, which can serve to build a discourse system for international communication and construct the image of a great nation.

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