

# Reflections on the Discourse of News Texts Regarding China's "Global Governance and Diplomatic Strategy"

**Abstract:**Based on China's strategic conception of Global Governance and Diplomatic Strategy and focused on 'China Daily' about 25 pieces news of Chinese net as the research corpus, this paper relies on the review of Martin theory, and tries to explore the engagement resources distribution and the extension dialogue space of news text by using the quantitative study and qualitative research. And aims to explore the dialogue-mode expansion resources and news text. Under the premise of the engagement system, this paper extends news text corpus research to China's foreign policy. **Abstract should show the findings of the study in brief.**

**Key words:** review of theory; engagement system; Chinese diplomacy

**Keywords should be at least 5 in number.**

## 1. Introduction

"The concept of dialogism in Bakhtin's discourse theory refers to the presence of two or more interacting voices within a text, forming relationships of agreement or opposition, affirmation and supplementation, question and answer, etc." (Xin Bin 2007: 36). Indeed, the theory of dialogism **You should explain quote to show the reason behind using it here.** laid a solid foundation for the subsequent development of the engagement system. Influenced by Bakhtin's theories of dialogism and intertextuality, Martin and others established the engagement system network within the framework of systemic functional linguistics. The appraisal theory, as an extension and expansion of systemic functional linguistics in the interpersonal sense, reflects the deep dialogic connections within discourse. At the same time, the distribution of engagement resources in appraisal theory provides feedback on discourse information to some extent. Dialogism itself embodies a fundamental attribute within the interpersonal domain, presenting its essence through the medium of discourse. It is a core concept that transcends disciplines and cultures. In a narrow sense, dialogic communication is limited to verbal interaction. In a broader sense, dialogic communication is not confined to purely verbal modes; it is not restricted by

medium and allows for flexible and diverse forms of communication (Bakhtin, "Bakhtin's Discourse Theory" 1998a).

The implementation and operation of foreign cooperation mechanisms rely on the promotion by news media. "Dialogism is an essential attribute of news discourse, reflecting the objectivity of news texts; at the same time, dialogism helps construct the ideology that news discourse intends to convey" (Shang Zihui, 2011: 43). In this process, this paper attempts to explore the interpersonal meaning of news materials related to "Global Governance and Chinese Diplomacy" on the Chinese version of the China Daily website from the perspective of the engagement system. The aim is to delve into the engagement resources of news materials related to national strategic policies and to analyze their underlying meanings in detail.

## **2. Literature Review**

In China, Wang Zhenhua (2010) pioneered the study of appraisal theory in 2001, providing a vivid and systematic explanation of the operational processes and internal relationships of the entire system through charts and tables. This work led research in this field in China and opened up broad prospects for critical discourse analysis. Lai Liangtao (2010) traced the origins of dialogism, using Bakhtin's dialogic theory as a perspective to summarize the basic points of dialogic theory from three dimensions: "philosophy of language, sources of dialogism, and manifestations of dialogism," highlighting the theory's forward-looking implications for the engagement system. Hu Zhuanglin (2009), in his edited collection *Discourse Evaluation: Authorial Stance and Discourse Construction*, provided a detailed discussion of discourse evaluation, distinguishing it from critical discourse analysis, clarifying the three functions of discourse evaluation, and affirming its potential value. Many scholars have also conducted empirical studies to analyze the engagement system in detail. For example, Liu Yueming (2013) interpreted appraisal theory from a unique perspective, treating it as a rhetorical device in discourse. By selecting editorial materials from *The New York Times* and *China Daily*, Liu aimed to explain the rhetorical role of appraisal theory in news discourse and explore the similarities and differences in discourse expansion and compression resources between Chinese and English news texts. Others have explored the use of engagement resources in English language learning (Dai Guangrong, 2014). Some scholars have deconstructed the internal mechanisms of the engagement system, focusing on sub-branches of its subsystems. For instance, Huang Xue'e (2012) focused on

"projection" within the engagement system, finding that the constant variable of "projection" is a major factor causing the ambiguity of the engagement system's boundaries. Liu Shizhu (2010), through an exploration of the China Journal Full-text Database, discovered that the number of papers related to appraisal theory has generally shown an increasing trend year by year, summarizing the achievements of Chinese researchers in this field from both theoretical and applied perspectives.

Overall, research in China on subsystems based on appraisal theory has mostly focused on theoretical aspects, with a predominance of review articles and fewer empirical studies. The corpora used are often outdated, and the topics are not closely aligned with current political issues. In light of this, this paper takes "Global Governance and Chinese Diplomacy" as the thematic focus of its corpus, exploring relevant news discourse from the Chinese version of the China Daily website. Using the engagement system as the theoretical framework, this paper provides a detailed discussion of the sub-branches of its subsystems, aiming to explore the interpersonal meaning of news reporting in this field.

### 3. System Theory

#### 3.1 Evolution of the Appraisal System

The traditional appraisal theory framework encompasses three major subsystems: Attitude, Graduation, and Engagement. Among these, the Attitude system was further divided by Martin and others into three subsystems: Affect, Judgment, and Appreciation. This classification model has been widely accepted and applied by scholars.

Appraisal Theory, also known as the "Appraisal System," is an interpretive research framework based on systemic functional linguistics, first proposed by the Australian linguist James R. Martin in the 1920s. His work *English Text: System and Structure* is regarded as the foundational text of this theory. The core objective of Appraisal Theory is to analyze the evaluative resources within a text to reveal the semantic values and interpersonal functions embedded within it.

Appraisal Theory not only inherits many important ideas from traditional systemic functional linguistics, such as the social semiotic perspective, metafunctional theory, meaning-constructing ideology, dynamic discourse view, social context theory, and realization and instantiation concepts,

but also innovates and develops upon them. As Fang Hongmei (2014) pointed out, Appraisal Theory is a continuation and integration of these traditional theories.

### 3.2 Research on the Engagement System

The Engagement system is a crucial subsystem within Appraisal Theory, primarily exploring dialogic engagement in texts. The study of the Engagement system has been significantly influenced by Bakhtin's dialogic theory, particularly his work *The Dialogic Imagination*. The development of the Engagement system was not achieved overnight but was the result of persistent exploration by scholars. As Wang Zhenhua (2010: 53) stated, "Dialogic engagement achieves persuasive purposes by selecting different sources of speech or reserving space for negotiation." The construction model of dialogic engagement in multi-voiced discourse can be divided into two types: dialogic expansion and dialogic contraction.

White (2003) focused on the Engagement system, drawing on Martin's ideas and using speech strategies as a benchmark. Based on the expression of discourse engagement resources, texts were categorized into two modes of engagement: monogloss and heterogloss. In their work *The Language of Evaluation: Appraisal in English*, Martin and White (2005) pointed out that the Engagement system can reveal the interpersonal meanings embedded in discourse, particularly the relationship between the author's attitude and the reader's alignment. Language serves as a medium and tool for communication and interaction, encompassing not only orally transmitted information but also written texts.

## 4. Research Methodology **Methodology should point out the method adopted for this study.**

The concept of "global governance" was first systematically proposed by Brandt, Chairman of the International Development Commission, in Germany in 1990. Following the 2008 international financial crisis, the study and discussion of the theory, values, goals, and roadmap for "modernization of global governance" became an urgent agenda for the development of human society. With the increasing number of global challenges, strengthening global

governance and advancing the reform of the global governance system have become an inevitable trend. It is essential to promote the innovative development of global governance concepts, actively explore the resonance between the positive approaches to life and governance philosophies in Chinese culture and the demands of the current era, and continue to enrich proposals such as building a community with a shared future for mankind. Additionally, it is important to advocate the global governance philosophy of "consultation, collaboration, and sharing." This marks the first time China has explicitly proposed the concept of "consultation, collaboration, and sharing" in public as a guiding principle for global governance, and it will guide the world's largest developing country in its participation in global governance.

Using "Global Governance and Chinese Diplomacy" as the corpus allows for exploring the fundamental trends in national strategic development and understanding the strategies employed by journalists in reporting and managing news texts. This study accessed the Chinese international version of China Daily at <http://world.chinadaily.com.cn/>, entered "Global Governance and Chinese Diplomacy" in the search bar, and manually selected news reports with titles containing the phrase "Global Governance and Chinese Diplomatic Strategy" from the search results. A total of 25 news articles were extracted as the corpus. A manual corpus was established, and based on the classification criteria of engagement resources outlined by Martin and White in their 2005 work *The Language of Evaluation: Appraisal in English*, the engagement resources in the news reports related to "Global Governance and Chinese Diplomacy" were manually annotated and categorized. This process aimed to summarize the distribution of engagement resources in these news reports.

Classification of Dialogic Engagement Resources	Frequency	Total Frequency	Percentage	Proportion of Two Major Categories
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Classification of Dialogic Engagement Resources		Frequency	Total Frequency	Percentage	Proportion of Two Major Categories	
<b>Dialogic Contraction</b>	Denial	Negation	17	12.78%	<b>21.80%</b>	
		Counter	6	4.51%		
		Concurrence	2	1.5%		
		Proclamation	1	0.75%		
		Endorsement	3	2.26%		
<b>Dialogic Expansion</b>	Entertain	Entertain	6	4.51%	<b>78.20%</b>	
	Attribute	Acknowledge	98	73.68%		
			Distance	0		0%

Table 1: Frequency Statistics of Engagement Resources

According to the statistics, the proportion of engagement resources in the 25 news texts is significant, with a large number of multi-voiced discourse engagement resources emerging in the news reports. Overall, dialogic expansion resources far exceed dialogic contraction resources, with the former being nearly four times higher than the latter. Among the dialogic contraction resources, "denial engagement" is more frequent than "proclamation engagement." Among the dialogic expansion resources, "attribution engagement" significantly outweighs "entertainment engagement." Specifically, the "acknowledgment engagement" resource accounts for the highest proportion among all engagement systems, representing 70% of the total resources, while "distancing engagement" accounts for 0%. The overall ranking of engagement resources is as follows: acknowledgment > negation > entertainment = counter > endorsement > concurrence > distancing.

The above statistical results reflect the pathways and practical approaches of China's global governance and diplomatic strategic policies. In news reporting, the use of engagement resources highlights the strategic goals of "global governance and Chinese diplomacy," providing in-depth

interpretation, clarification, and promotion of the fundamental ideas behind "global governance and Chinese diplomacy." This approach deepens the understanding of the new connotations of China's diplomatic philosophy under the context of "global governance" as a political agenda, as well as the numerous issues related to Xi's diplomacy, which has ushered in a new era of China's participation in global governance as a systematic project.

## **5. Examples and Discussion**

### **5.1 Analysis of Dialogic Contraction Engagement Resources**

Dialogic contraction refers to the tendency of the speaker to dismiss external suggestions, express their own opinions, exclude outside voices, and minimize the space for dialogue. Dialogic contraction resources include two subcategories: denial and proclamation.

#### **5.1.1 Denial**

Denial refers to the direct rejection, replacement, or dismissal of certain statements or opinions as inapplicable. The two subsystems of denial are negation and counter, both of which involve the exclusion, resistance, or replacement of a particular stance or viewpoint. Comparatively, the latter is more intense than the former. Although "denial" accounts for a larger proportion than "proclamation" in dialogic expansion resources, the "denial" here refers to the rejection of previously negative assertions, meaning that the content following the denial tends to take on a positive tone.

Example 1:

"Accelerating the implementation of the free trade zone strategy is an important platform for China to actively participate in the formulation of international economic and trade rules and strive for institutional power in global economic governance. We cannot be bystanders or followers; instead, we must be participants and leaders. We must skillfully enhance China's international competitiveness through the construction of free trade zones, inject more Chinese voices and elements into the formulation of international rules, and safeguard and expand China's development interests." (Speech at the 19th Collective Study Session on Accelerating the Construction of Free Trade Zones, December 5, 2014) **For larger quote, 1/2 inch indent should be used.**

In this example, the negation word is "cannot," which carries a strong tone of denial and determination: "We cannot be bystanders or followers." In the context of global governance rule-making, China should play its due role. Superficially, negation engagement represents a strong opposition, but upon deeper analysis, it emphasizes and reinforces an alternative perspective: "instead, we must be participants and leaders." From a dialogic perspective, negation implies affirmation and acknowledgment, followed by exclusion. This negation is not a simple logical negation of affirmation but carries more interpersonal significance. As Wang Chenling (2012: 37) noted, "Negation is not merely a challenge or suppression of a particular discourse voice but a replacement of one voice with another, often seen in sentences with transitional or concessive conjunctions or adverbs."

Example 2:

"The construction of the 'Belt and Road' initiative adheres to the principles of consultation, collaboration, and sharing. It is not exclusive but open and inclusive; it is not a solo performance by China but a chorus of countries along the route. The 'Belt and Road' initiative does not aim to replace existing regional cooperation mechanisms and proposals but to build on existing foundations, promoting the alignment of development strategies and complementary advantages among countries along the route." These remarks reflect China's diplomatic efforts in handling international relations by seeking common ground while resolving differences, expanding areas of cooperation, and converging interests. — Keynote speech titled "Work Together to Build a New Partnership of Win-Win Cooperation and Create a Community of Shared Future for Mankind" delivered at the 70th Session of the United Nations General Assembly at the UN Headquarters in New York.

In this example, the phrase "is not" serves as a marker of counter-engagement resources. The negation word "is not" in the preceding proposition emphasizes and reinforces the content introduced by "but rather." The subsequent proposition shifts the perspective, using a concessive approach to create a sense of "counter-expectation," reconstructing ideological concepts and highlighting the "Belt and Road" initiative as a new solution for the global economy. Therefore, the use of counter-engagement resources lowers the audience's expectations, ultimately presenting

a stance that contrasts with the listener's assumptions, thereby emphasizing the correct guiding role of the "Belt and Road" policy.

The above discourse reflects China's diplomatic efforts in handling international relations by seeking common ground while resolving differences, expanding areas of cooperation, and converging interests. The cooperative, open, inclusive, and mutually beneficial nature of the "Belt and Road" initiative will promote the development of international economic and trade rules in a more just and reasonable direction.

### **5.1.2 Proclamation**

Proclamation refers to the speaker clearly stating a particular stance while excluding other voices, thereby limiting the possibility of dialogue. It has three subcategories: concurrence, pronouncement, and endorsement. Concurrence, as the name suggests, indicates that the speaker strongly agrees with a certain voice or stance. Pronouncement refers to the speaker emphasizing, intervening in, or correcting a particular viewpoint. Endorsement implies that the speaker attributes an external voice to a correct stance or perspective. From the statistics in this study, it can be observed that the frequency of proclamation engagement resources is lower than that of denial engagement resources. This is because the selected corpus carries a certain political tone.

#### **Example 3:**

"It is necessary to promote reforms in the unjust and unreasonable arrangements in the global governance system, urging international economic and financial organizations such as the International Monetary Fund and the World Bank to truly reflect changes in the international landscape. In particular, it is essential to increase the representation and voice of emerging market countries and developing countries, promote equality in rights, opportunities, and rules among nations in international economic cooperation, and advance the democratization and rule of law in global governance rules. Efforts should be made to ensure that the global governance system more balancedly reflects the will and interests of the majority of countries."

By using the phrase "in particular," the speaker highlights the important content of "advancing the democratization and rule of law in global governance rules," emphasizing the intervention of information. Through this emphasis, the speaker aims to rally public support and steer the discourse toward the intended direction, laying the groundwork for the subsequent discussion of the global governance perspective. This reflects the speaker's firm value stance. Promoting reforms in the global governance system is an inevitable trend, and the phrase "in particular," in the form of a proclamation, clearly articulates China's vision of "consultation, collaboration, and sharing in global governance."

In the global governance system envisioned by China, no single country can dominate or control the discourse of global governance. The formulation of any rules or the establishment of any order must be jointly negotiated and constructed by all participating parties, and the outcomes of governance must be equitably shared by all participants. As stated, "In the global governance system envisioned by China, no single country can dominate or control the discourse of global governance. The formulation of any rules or the establishment of any order must be jointly negotiated and constructed by all participating parties, and the outcomes of governance must be equitably shared by all participants."

## **5.2 Analysis of Dialogic Expansion Engagement Resources**

Dialogic expansion refers to the speaker's ability to accept voices that contradict their own, thereby expanding the space for dialogue. Dialogic expansion resources can be realized in two ways: entertainment and attribution. Entertainment implies that the speaker's voice is just one among many possibilities, uncertainties, or unknowns, often marked by modal adverbs. In a sense, the speaker allows or accepts the existence of opposing voices, expressing internal voices. Attribution, on the other hand, treats individual propositions as external voices and categorizes them as one of many possible viewpoints, primarily achieved through indirect speech, expressing external voices. Therefore, attribution is more dialogic than entertainment. Attribution has two subcategories: acknowledgment and distancing. Acknowledgment is a neutral form of attribution, where the speaker simply quotes others without explicitly expressing their

own stance. Distancing refers to the speaker maintaining a clear boundary between their words and the topic, keeping a certain distance.

The data shows that the total resources for dialogic expansion exceed those for dialogic contraction. This study cites many statements from authoritative professionals and organizations, incorporating potential participants and allowing for public voices, aiming to enhance intersubjective awareness and stance. The use of dialogic expansion engagement demonstrates confidence in public acceptance. Among dialogic expansion resources and overall dialogic engagement resources, attribution has the highest frequency. This is because the editors of news texts selectively choose and plan the projection of external voices in advance, using them as favorable evidence. Most of these are direct quotes, which are more persuasive and comprehensive in terms of voice sources.

Example 4:

"In recent years, China has developed rapidly, especially during the critical period of urbanization, which has led to significant energy consumption and high external dependency. The 'Belt and Road' initiative is conducive to expanding China's channels and spaces for utilizing energy and resources, not only geographically but also potentially overcoming the bottleneck of relying solely on a single maritime route."

By deepening the mutually beneficial and win-win pattern through the "Belt and Road" initiative, new ideas and solutions are provided for global economic governance. In this material, the phrase "potentially" implies the introduction of entertainment engagement resources. Such expressions do not explicitly state the truth value of the proposition. The speaker leaves room for interpretation, acknowledging that their judgment is debatable and allowing for the intervention of other voices. This possibility suggests that the speaker's words are open to question and discussion, shortening the distance between the speaker and the public. In this sentence, based on the advantages of the "Belt and Road" strategy and actual conditions, the author reasonably infers the strategic outcomes of the policy. The expansion of energy and resource spaces from land to sea development becomes a future possibility. The speaker's inference gives the public endless imagination and affirmation of the strategic value and significance of the "Belt and Road" initiative, enhancing the dialogic and participatory nature of the discourse.

The implementation of the "Belt and Road" strategy is beneficial not only for China's own development but also for the expansion of international markets. The proposal of the "Belt and Road" initiative is a grand strategic vision for China to balance domestic and international situations and build an open economic system. It also represents China's proactive approach to participating in and improving the global governance system.

Example 5:

"The foreign ministers of ASEAN countries attending the meeting stated that the ASEAN-China partnership is the most active and fruitful relationship among ASEAN's partnerships with other countries. ASEAN highly appreciates China's significant contributions to promoting the development of ASEAN-China relations and positively evaluates the ten new proposals put forward by China to deepen bilateral relations." (August 5, 2015, ASEAN-China (10+1) Foreign Ministers' Meeting)

Here, the editor of the news material conveys, through the statements of ASEAN foreign ministers, a signal that, given the geographical proximity between China and ASEAN, the two sides maintain a special and close cooperative relationship. At the same time, the two sides have promoted and carried out many cooperative projects, fully aligning with the "Belt and Road" initiative. By using "ASEAN foreign ministers" as the source of the quote, the author highlights its authority. From the quoted statements, it is evident that ASEAN actively responds to and highly praises China's "Belt and Road" policy, promoting mutual connectivity in the "21st Century Maritime Silk Road" and accelerating trade collaboration between the two sides. The speaker uses acknowledgment engagement resources, reserving some discursive space and indirectly showcasing the prospects of friendly cooperation between ASEAN and China to the world. By placing the discursive responsibility on ASEAN, the speaker skillfully avoids accountability. Acknowledgment resources are anticipatory rather than retrospective, allowing those with different views sufficient space to express their opinions (Martin & White, 2005: 113).

Example 6:

"The 'Belt and Road' Strategy and the Cultivation of Non-Universal Language Talents—The establishment and development of our university are closely linked to the national development

strategy. Since its founding in 1964, the university has offered non-universal language programs for seven Central and Eastern European countries, cultivating a large number of foreign affairs talents in non-universal languages."

This is another manifestation of a grand strategy within a grand framework. From the strategic height of "global governance," the country has tightened the "Belt and Road" strategic bond. Based on the "Belt and Road" strategic vision proposed by the Party Central Committee, new development opportunities have been provided for the construction of non-universal language disciplines and talent cultivation. Our university, drawing on historical traditions and addressing practical needs, will create a new "non-universal language +" training model, integrating non-universal languages with universal languages and other disciplines. At the same time, it will break away from traditional closed training models, strengthen cooperation with target countries, and cultivate high-end, application-oriented, and innovative talents that align with national strategies and social development needs. This is because the "Belt and Road," as a tangible action, can serve as a testing ground for the effectiveness of China's global governance concepts.

News texts are characterized by objectivity and authenticity. The authors of news reports use attribution engagement resources to objectively describe the attitudes and stances of different groups toward events. Direct or indirect quotes from external sources, including senior figures, authoritative organizations, or national leaders, are extensively used. In comparison, the personal opinions of the news authors are less prominent. However, their attitudes are implicitly conveyed through the quoted and paraphrased statements, reflecting the authors' skill in writing news materials. This approach not only skillfully avoids accountability but also enhances public trust in the news reports, facilitating the dissemination of news information.

## **6. Conclusion**

In recent years, the role of the engagement system within the appraisal framework has gained increasing prominence. Engagement resources construct a vast field of voices, and journalists skillfully use the strategic expressions within these resources to guide public opinion by controlling the expansion or contraction of dialogic space. This subtle infiltration of information within news texts conveys policy authority and guides the progress of public civilization. By

analyzing dialogic engagement resources in news texts related to global governance and diplomatic strategies under the broader context, this study clarifies the clear direction of China's "global governance and diplomatic strategy." Through the application of the appraisal system to explore the discursive tendencies in news texts, it becomes evident that China, as a responsible major country, not only contributes governance concepts to the world but also promotes the healthier, fairer, and more orderly development of global governance with steady and pragmatic steps.

Therefore, the use of engagement resources resonates with the public and deepens their understanding. By interpreting relevant texts and reflecting on the discourse of news texts related to China's global governance and diplomatic strategies, it is possible to analyze the layered connotations of the Chinese public's discourse comprehension system. This facilitates the dissemination of China's vision of global governance, characterized by "consultation, collaboration, and sharing" as well as "fairness and reasonableness." As stated in the speech, it is essential to promote the innovative development of global governance concepts, explore the resonance between the positive approaches to life and governance philosophies in Chinese culture and the demands of the current era, continue to enrich proposals such as building a community with a shared future for mankind, and advocate the global governance philosophy of "consultation, collaboration, and sharing."

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