

A Comparative Study of Attitude Resources in Business News Items from the BBC Homepage and the China Business News Website



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Abstract Among the three subsystems of the appraisal theory, the attitude system is concerned with the evaluation of people's attitudes and therefore can be useful in detecting the underlying feelings and opinions of authors of different written discourses, such as business news, an effective channel for business communication and interaction. However, until today, compared with other written discourses, relatively few studies have been made to compare and contrast the use of attitude resources in English and Chinese business news items. This chapter aims to compare and contrast the use of different attitude resources in the two small corpora compiled from 30 business news items from the BBC Homepage and the China Business News Website respectively and explore the possible reasons underlying the similarities and differences. The results show that in both the English and the Chinese business news items, the most commonly used attitude subcategory is Appreciation and the social esteem resources within the subcategory of Judgment are favorably employed. As for the differences, there are more un/happiness resources employed in the English news items than those in Chinese. However, the percentage of in/security resources in English is smaller than that in Chinese. In order to contextualize the findings and explore the possible reasons behind these similarities and differences, some examples are provided and elaborated on. Hopefully, this study can not only provide a new insight into the comparative studies on English and Chinese business discourses but also bring some enlightenment for Business English teaching and learning.

Keywords Attitude resources · Business news items · The attitude system · The appraisal theory

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1 Introduction

With the development of globalization, the prosperity of a country or a business organization depends much on their ability to carry out business activities in efficient and innovative ways. Business news, which is essential to business activities, is a good way for business people to obtain the world economic information and get to know the rules and arts of business administration and practices. Although writers of business news items may claim that they are unbiased and objective, it is virtually impossible to avoid interpersonal positions which are brought about by different social and cultural factors in these news items. To understand the information conveyed by writers better, it is worthwhile to investigate the hidden attitudes and interpersonal positions behind business news.

The appraisal theory is one of the theories applied to study the interpersonal position and relationship in news. It was developed within the general theoretical framework of Systemic Functional Linguistics (SFL) in the 1990s and aimed to evaluate the interpersonal meaning, mainly including the attitudes and stances conveyed by language users (Martin & White, 2005). It was not until 2000 that the appraisal theory started to be formally concerned by the world. And the publication of Martin's two books, *Working with Discourse: Meaning beyond the Clause* and *The Language of Evaluation: Appraisal in English*, marked the maturity of the theory.

According to Martin and White (2005, p. 34), "appraisal is one of three major discourse semantic resources constructing interpersonal meaning." It covers three interacting domains, that is, attitude, engagement, and graduation. The attitude system provides the theoretical framework for the present study. Martin and Rose (2003) believe that attitude is concerned with evaluating people's feelings, people's characters, and the value of things. In a word, attitude is closely related to emotions or feelings, and it is a kind of human beings' reaction to the outside stimulation.

There have been many studies on different discourses based on the attitude system. For example, Tian and Wang (2016) chose the statements of defense in Chinese criminal trials as research materials and explored the attitude resources and their distributional features in these statements. Through the analyses, it was found that the most-widely used attitude resource type in these statements was judgment, with appreciation and affect following it. And the distributional features were that in thesis and conclusion, judgment was compulsory; in argument, judgment affiliated by appreciation was compulsory. Moreover, Li and Jiang (2017) used 30 Chinese and 30 English forewords of academic monographs as their research data and made a contrastive analysis of these treatises based upon the attitude system to investigate the resource types and the realizations of attitude. Their findings were as follows: there was no significant difference in affect; for judgment, there was significant difference in the resource types, but no significant difference in the realizations of attitude; as for appreciation, both resource types and the realizations showed significant difference.

Despite the important findings of the previous research, compared with other written discourses the comparative analyses of business news items of different cultural sources based on the attitude system have received relatively little attention from researchers. Therefore, the present study aims to compare the use of different attitude resources in the two small corpora compiled from 30 business news items from the BBC Homepage and the China Business News Website, respectively. By comparing the similarities and differences in the use of the attitude resources in these two corpora of business news items, and uncovering the social cultural reasons underlying these similarities and differences, hopefully, this study can not only provide a new insight into the comparative studies on English and Chinese business discourses but also bring some enlightenment for Business English teaching and learning.

2 Literature Review

2.1 *The Theoretical Framework of the Appraisal Theory*

The appraisal theory includes three interacting domains—attitude, engagement, and graduation (Martin & White, 2005, p. 35). Since the focuses of the present study are attitude resources in business news items, our emphasis will be put on the attitude system, while engagement and graduation systems will be introduced very briefly.

Attitude refers to a framework of mapping feelings as they are construed in texts with the emphasis on the emotion of interlocutors (Martin & White, 2005, p. 42). That is to say attitude is concerned with people's emotions and feelings. According to Martin and White (2005), attitude has the following features: (1) it can be explicit or implicit; (2) it can be positive or negative; (3) it is gradable in terms of force of attitude; (4) it can be different in aspects of ideology and culture towards a same thing.

Specifically, attitude has three subcategories: affect, judgment, and appreciation, which are concerned with the range of emotional reactions (Martin & White, 2005). Affect concerns with how people identify and express their positive and negative feelings (Martin & White, 2005). And it can be expressed directly or implied, for instance, a person may describe his/her emotion as "I am sad" directly; or his/her unusual behavior—"sits motionless" can be an indirect sign of sadness. Furthermore, Martin and White (2005) point out that affect is gradable. A case in point is that "like, love, adore" differ in degree for the expression of happiness. In the same way, "dislike, hate, detest" can be used to show degree of unhappiness. The realizations of affect can be divided into three subsets: un/happiness, in/security, and dis/satisfaction (Martin & White, 2005). The un/happiness deals with feelings about the state of mind, be happy or sad; the in/security means how we feel about the environs and people who share the environs with us, be peaceful or anxious; and the dis/satisfaction mainly focuses on feelings of achievement and frustration aroused by the activities we are engaged in as either participants or spectators (Martin & White, 2005).

Judgment refers to the fact that people's behavior is evaluated positively or negatively in line with some moral or legal values (Martin & White, 2005). To be specific, it deals with the attitudes towards actions, deeds, sayings, beliefs, motivations of human individuals and groups, and so on, which will be admired or criticized, or be praised or condemned. Judgment can be subdivided into two groups: social esteem and social sanction (Martin & White, 2005). Social esteem is concerned with normality, capacity, and tenacity, among which normality refers to whether the behavior of a person conforms to the norm; capacity is about the evaluation that if a person is capable, and tenacity is related to whether a person is dependable (Martin & White, 2005). Social sanction is relevant to veracity and propriety, the former concerns how truthful someone is, and the latter concerns how ethical someone is (Martin & White, 2005).

Appreciation focuses on the assessment of "things," including things and performance made by people like TV shows, paintings, buildings, plays, and parades; as well as natural phenomena like sunrise, sunset, and stars (Martin & Rose, 2003). As with affect and judgment, appreciation can be positive and negative, for instance, "a beautiful relationship" is described positively while "a broken relationship" is expressed negatively. The realizations of appreciation include three subsets—reaction, composition, and valuation (Martin & White, 2005). Reaction deals with the question: does this thing catch our attention, and does it please us (Martin & White, 2005)? Composition is concerned with things' balance and complexity, and valuation refers to the evaluation of objects' social value and worth (Martin & White, 2005).

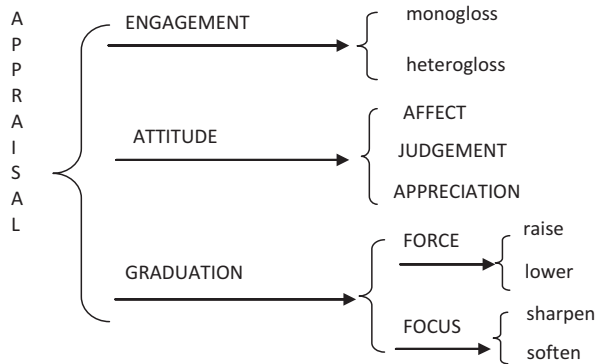
Besides attitude, the other two interacting domains of the appraisal theory include engagement and graduation (Martin & White, 2005, p. 35). Engagement deals with sourcing attitudes and the play of voices around opinions in discourse (Martin & White, 2005). That is to say, it concerns how speakers or writers get their meanings and stances across, and how they persuade their audiences and readers. Graduation is relevant to grading the evaluations involved—how strong or weak the feeling is (Martin & White, 2005). It refers to the strength and degree of evaluation, and as Martin and White (2005) proposed, it is a feature of attitudinal meaning and engagement values, which can be applied to modify attitude and engagement.

The framework of the appraisal theory is shown in Fig. 1 below.

2.2 Relevant Research Based on the Attitude System of the Appraisal Theory

Since the appearance of the appraisal theory, the attitude system has drawn more and more attention from researchers both in China and abroad. An example worth mentioning is Don's study (1997), which analyzed the attitude resources in e-mail discourses. Through the analysis, Don found that the attitude resources can convey writers' stance and the complex relationship between register and stance. In 2000,

Fig. 1 The framework of the appraisal theory (Martin & White, 2005: 38)



Rothery and Stenglin (2000) conducted a study to explore the attitude resources used in literary comments by Australian students. They found that the comments which contained more explicit judgment resources scored higher than those with fewer or no explicit judgment resources. It was also found that few appreciation resources were used in students’ literary comments. Rothery and Stenglin attributed these facts to the Australian education, which they claimed to have attached great importance to cultural values and moral behaviors of students. Birot (2008) analyzed news focusing on the same issue of the fifth anniversary of the Iraq war but from different agencies (BBC, CNN, and Aljazeera), from the aspects of attitude resources. His study showed that in media reporting the occurrence of appreciation pattern was much more than that of judgment pattern, and the occurrence of judgment was slightly more than that of affect pattern. And the “Iraq war” was reported from different levels of negative perspectives in different reports. Given that, he concluded that different media agencies’ perspectives of reporting were different because of various social cultural reasons.

In China, many scholars and researchers have explored attitude resources in various discourses such as news discourses, book review discourses, business discourses, and so on. Drawing on the attitude system, especially the judgment subcategory, Tian (2011) analyzed economic hard news (50 in English, 46 in Chinese) and found that social esteem resources were more favorably employed than social sanction resources in both Chinese and English hard news. Also in 2011, Lan (2011) conducted a study to dig out the evaluation strategies of English academic book reviews based on the attitude system. Through the analysis of the attitude resources in ten sample book reviews, the research showed that the appreciation resources exceeded the resources of judgment and affect, and the usage of judgment was more than that of affect. In 2013, Xu and Xia (2013) collected 20 Chinese and 20 English company profiles, and probed into the layout of the attitude resources and their realizations in those company profiles. The research showed that both Chinese and English company profiles contained many judgment and appreciation resources, but English company profiles contained more affect resources than those in Chinese company profiles.

As we can see, the previous research has explored the attitude resources in different written discourses. However, relatively few studies have been conducted to

compare and contrast the use of attitude resources in English and Chinese business news items. It is worthwhile to embark on such an effort to explore the issue because business news items are important channels for business communication and interaction in this age of globalization.

3 Methodology

3.1 Data Collection

The two small corpora used in this study consisted of 30 pieces of Chinese and English business news, respectively, which were selected based on the following two principles.

First, for the representativeness and reliability of the data, the English news items were collected from the official website of BBC News, and the Chinese news items were collected from China Business News Website (www.comnews.cn). Both of the two websites are influential, which bring domestic and foreign business information and provide world business service to people who are interested in business dealings. Second, to minimize the selection bias, the targeted news items were limited to those focusing on the topic of trade and published from January, 2017 to August, 2017. Based on these two criteria, the news items for analysis were randomly chosen from the two websites. The main information of the collected data was shown in Table 1. More details including the titles and word number of each news item can be found in Appendices 1 and 2. The gap in the word number between English and Chinese may result from the differences in word counting. For instance, though “trade” in English has the same meaning as “贸易” in Chinese, the former counted as one word while the latter counted as two words.

3.2 Research Procedures

To conduct the research, both the qualitative method and the quantitative method were adopted. Specifically, the qualitative method was applied to identify and mark the attitude resources in the Chinese and English business news according to Martin and White’s categorization (2005), and then it was adopted to probe into

Table 1 Information of the collected data

	English Business News	Chinese Business News
Number	30	30
Total words	22,890	42,365
Time duration	January 2017–August 2017	January 2017–August 2017
Sources	http://www.bbc.com/	http://www.comnews.cn/

the possible social cultural reasons behind the similarities and differences. As for the quantitative method, SPSS 22 software was employed to analyze the attitude resources in the collected news items, including the descriptive analysis and the chi-square tests. The former reveals the frequencies and occurrences of the attitude resources in the Chinese and the English business news items and the latter aimed to check if there were significant differences in the usage of attitude resources between these two corpora.

The research procedures of this study mainly consisted of the following phases. First, the business news items saved in TXT format were analyzed word by word by the authors twice to identify and label the attitude resources according to the categorization of attitude resources put forward by Martin and White (2005) (see Appendices 3, 4, and 5). Second, two of the authors' friends who also had a sound understanding of the appraisal theory did a favor to identify and mark the different attitude resources in the two small corpora again, to ensure the accuracy of the identification and marking. Third, differences in the identification and annotation were discussed in detail to make a final decision. All these efforts were made to minimize subjectivity as much as possible. Fourth, the frequencies and occurrences of the different attitude resources used in the collected business news items were calculated. Last but not least, the chi-tests were carried out to check if there were significant differences in the usage of different attitude resources between Chinese and English. After that the similarities and differences were discussed, and possible social cultural reasons for them were explored.

3.3 Research Questions

The present study aims to answer the following questions:

1. What are the similarities and differences in the overall usage of attitude resources in English and Chinese business news items?
2. What are the similarities and differences in the usage of the three subcategories of attitude resources in English and Chinese business news items?
3. What might be the causes for these similarities and differences?

4 Results

4.1 Overall Analysis of the Attitude Resources in the Selected Business News Items

The overall results of the usage of the attitude resources in the selected English and Chinese business news items are shown in Table 2.

Table 2 Attitude resources used in the selected English and Chinese business news items

	Affect		Judgment		Appreciation		Total		χ^2	df	Cramer's V	Sig. (2-tailed)
	N	%	N	%	N	%	N	%				
E	56	23.7	51	21.6	129	54.7	236	100	0.90	2	0.044	0.64
C	61	23.6	65	25.1	133	51.3	259	100				

Table 2 indicates that firstly, English and Chinese do not demonstrate a significant difference in the overall usage of attitude resources: χ^2 (2, $N = 495$) = 0.90, Cramer's V = 0.044, $p > 0.05$. Furthermore, it can be seen from the table that the most commonly used attitude resources are appreciation in both English and Chinese business news. To be specific, in English business news, the occurrence of appreciation is 54.7%, and in Chinese business news, it takes up 51.3%. In terms of differences, in English, the percentage of the affect resources is larger than that of the judgment resources (23.7% vs. 21.6%), However, in Chinese, the percentage of the affect resources is less than that of the judgment resources (23.6% vs. 25.1%).

4.2 Affect Resources

Affect concerns with how people identify and express their positive and negative feelings. According to Martin and Rose (2003), it covers three subsets: un/happiness, in/security, and dis/satisfaction. The results of the usage of the affect resources are displayed in Table 3.

From the Table 3 above, we can see that in general the three subsets of affect show a significant difference between English and Chinese news: χ^2 (2, $N = 117$) = 8.391, Cramer's V = 0.268, $p < 0.05$. First, in terms of the most commonly used subset, in English, it is un/happiness, and it accounts for 50.0%, while in Chinese, the in/security takes the dominant position with the percentage of 42.6%. Second, the percentage of un/happiness in English is much higher than that in Chinese (50.0% vs. 24.6%). Third, with regard to the occurrence of in/security, there is a big gap between English and Chinese. In English, it is 25.0%, but in Chinese it is 42.6%. Fourth, in the aspect of the frequency of dis/satisfaction, in English it accounts for 25.0%, while in Chinese it is higher than that in English with the percentage of 32.8%.

4.3 Judgment Resources

Judgment is concerned with the attitude towards people and their behaviors. And it can be subdivided into two groups: social esteem and social sanction (Martin & White, 2005). The results of the usage of social esteem and social sanction resources are illustrated in Table 4.

Table 3 Affect resources used in the selected English and Chinese business news items

	Un/happiness		In/security		Dis/satisfaction		Total		χ^2	df	Cramer's V	Sig. (2-tailed)
	N	%	N	%	N	%	N	%				
E	28	50.0	14	25.0	14	25.0	56	100	8.391	2	0.268	0.02
C	15	24.6	26	42.6	20	32.8	61	100				

Table 4 Judgment resources used in the selected English and Chinese business news items

	Social esteem		Social sanction		Total		χ^2	df	Cramer's V	Sig. (2-tailed)
	N	%	N	%	N	%				
E	31	60.8	20	39.2	51	100	0.007	1	0.008	0.93
C	40	61.5	25	38.5	65	100				

From the chi-square test results in Table 4, there exists no significant difference in the usage of judgment subcategories between Chinese and English business news: $\chi^2 (1, N = 116) = 0.007$, Cramer's V = 0.008, $p > 0.05$. It is shown that in both Chinese and English business news, social esteem resources are more favorably employed than social sanction resources. Specifically, in English news, social esteem resources take up 60.8% while social sanction resources account for 39.2%. In Chinese news, the gap between the two subsets is a bit larger, with 61.5% for social esteem resources and 38.5% for social sanction resources.

4.4 Appreciation Resources

Appreciation focuses on the assessment of “things” and reaction, composition, and valuation are its three subsets (Martin & White, 2005). The results of the usage of appreciation resources employed in the selected English and Chinese business news are presented in Table 5.

As for the comparison of the usage of appreciation resources between Chinese and English business news, as indicated in Table 5, the results do not show a significant difference: $\chi^2 (2, N = 262) = 4.877$, Cramer's V = 0.136, $p > 0.05$. It can be seen that in both English and Chinese, the occurrence of valuation exceeds that of reaction and composition. However, in English, the percentage of reaction is 34.9%, and it is much higher than the percentage of composition, which is only 18.6%. However, in Chinese, the percentage of both reaction and composition is the same.

In summary, according to the results of the descriptive analysis and the chi-square tests mentioned above, the similarities and differences in the use of the attitude resources in English and Chinese business news can be concluded as follows. In terms of similarities, there are three points worth mentioning. First, the most commonly used subcategory in the attitude system is appreciation in both English and Chinese business news. Second, as for the judgment resources, it is found that

Table 5 Appreciation resources used in the selected English and Chinese business news items

	Reaction		Composition		Valuation		Total		χ^2	df	Cramer's V	Sig. (2-tailed)
	N	%	N	%	N	%	N	%				
E	45	34.9	24	18.6	60	46.5	129	100	4.877	2	0.136	0.09
C	30	22.6	30	22.6	73	54.9	133	100				

social esteem resources are more favorably employed than social sanction resources. Third, within the appreciation resource, in both English and Chinese business news items, the occurrence of valuation resources exceeds those of reaction and composition resources. On the other hand, six major differences have been discovered in this study. To start with, as for the overall difference in the attitude system, in English, the affect resources are preferred to judgment resources, while in Chinese, the affect resources are employed less than judgment resources. Besides, within the affect resources, there are four differences. First, in terms of the most commonly used resources, in English, it is un/happiness, while in Chinese, the in/security takes the dominant position. Second, the percentage of un/happiness in English is much higher than that in Chinese. Third, the occurrence of in/security in English is smaller than that in Chinese. Fourth, the percentage of dis/satisfaction in English is also smaller than that in Chinese. In addition, under the subcategory appreciation, the percentage of reaction is 34.9% in English, and it is much higher than the percentage of composition. However, in Chinese, the frequency of occurrence of reaction and composition is the same.

5 Discussion

Due to the limitations of time and space, two major similarities and two major differences mentioned above will be discussed below to explore the reasons behind them.

5.1 Possible Reasons for the Similarities

Although English and Chinese are two different languages, some similarities in the use of attitude resources are shared by English and Chinese business news items.

The first similarity is that the most commonly used subcategory in the attitude system is appreciation in both English and Chinese business news (54.7% and 51.3%). According to Martin and Rose (2003), appreciation can be supposed as the institutionalization of feeling, in the context of propositions (norms about how products and performances are valued). The reason for this similarity may be due to the globalization trend in today's world. Globalization is a trend of worldwide integration and interaction between different countries and cultures. During this process, English that is more adaptable and flexible in taking in words and phrases

from other languages becomes the world language (Hu, 2007) and brings western culture to the world. Furthermore, with the increased global interactions, eastern thinking ways and western thinking ways attract, influence and complement each other, which helps to promote integration and systematicness in modern thinking patterns (Lian, 2002). Influenced by the practices of global business transactions, businessmen all over the world get more and more used to companies' or products' international standardization. Consequently, appreciation—the norms of how “things” around us are evaluated—becomes similar. In this age of globalization, both people at home and those abroad evaluate “things” from all dimensions of appreciation: reaction, composition, and valuation. Two examples are provided below to give a deeper insight into the use of appreciation in English and Chinese business news .

1. Jeep, which celebrated its 75th birthday last year, is considered FCA's *most valuable (appreciation)* asset.
2. 这里生产的瓷器会有用于防伪的款识,在世界各地享有盛誉 (*appreciation*).

In the above example (1), “most valuable” is identified as appreciation in the English corpus, as it is related to the evaluation of the value of Jeep. In the example (2) extracted from the Chinese corpus, the phrase “享有盛誉” (which means “enjoy an excellent reputation” in English) is classified into the category of appreciation because it is concerned with the evaluation of the value of a special kind of porcelain. From the examples above, it can be seen that appreciation resources are frequently used in both English and Chinese business news items to evaluate a product or a specific business activity.

The second similarity is that the social esteem resources within judgment subcategory are favorably employed in both English (60.8%) and Chinese (61.5%) business news. Judgment is about how people should and should not behave, and the social esteem involves admiration and criticism, typically with moral implications (Martin & White, 2005). Therefore, this finding indicates that in business activities, both Chinese and western people attach importance to their social status and want to get respect from others. Two examples are provided to deepen our understanding about the use of social esteem resources.

3. “It is clear that *irresponsible behaviour (social esteem)* by some lenders is making people's debt situation worse,” said Gillian Guy, chief executive of Citizens Advice.
4. 2016 年底,备受争议的 (*social esteem*) Twitter 大中华区负责人 Kathy Chen 也主动离职

In example (3), some leaders' behavior is judged as “irresponsible” by the speaker, which can be identified as criticism in social esteem resources. In example (4), the phrase “备受争议的” (which means “much criticized” in English) is also relevant to criticism in social esteem resources. From these two examples, we can see that both Chinese people and western people cherish their reputation and social status, especially in business activities. Irresponsible behaviour and misconduct are not to be tolerated. Therefore, social esteem resources which are related to admiration or criticism of people's behaviors can be easily found in both English and Chinese business news items.

5.2 Possible Reasons for the Differences

First, within the subcategory of affect, there are more un/happiness resources employed in English (50.0%) than in Chinese (24.6%) business news. That is to say, westerners are more likely to use direct expressions concerned with “affairs of the heart”—sadness, anger, happiness, and love. For instance, it is said that there are more direct expressions like “pleased” in English than those in Chinese. Examples below are provided for a better understanding of this difference.

5. PwC said: “We co-operated fully during the FRC’s thorough investigation and are *pleased* (**happiness**) that the FRC has closed it without any further action.”
6. 有些人渴望得到青花瓶。

In the above example (5), a direct expression “pleased” is used to show the speaker’s emotion. However, in example (6), though the phrase “渴望” (which means “eager to do something” in English) may contain a vague meaning of happiness, it is an implicit expression to show people’s feeling and cannot be classified into the category of un/happiness resources categorized by Martin and White (2005). This phenomenon may result from the cultural difference between China and western countries. Guan and Yang (2011) point out that China has a high context culture, yet western society has a low context culture. And this difference leads to the fact that Chinese are used to expressing their feelings and emotions in a more implicit and reserved way, whereas westerners are more likely to communicate explicitly. Therefore, more direct expressions which are related to un/happiness resources are found in English business news items.

Second, also within the subcategory of affect, the occurrence of in/security in English (25.0%) is smaller than that in Chinese (42.6%). The in/security is relevant to emotions that concern ecosocial well-being (Martin & White, 2005). That is to say, the in/security is concerned with how we feel about the environs and people who share the environs with us and it focuses on the situation of people’s relationships. Therefore, the difference in the use of in/security resources may result from the cultural difference between China and western countries. Huang (2001) supposes that each speech community has its particular history, cultural patterns, customs, thinking patterns, morality, and valuation. And the ways and factors reflecting the characteristics of any single speech community form the “cultural context” as mentioned by discourse analyzers (Huang, 2001). And according to Gee (2000), when we read paragraphs or discourses, we should consider such a question, “What is the relevant cultural pattern here?”. Cultural differences are caused by different thinking modes, which are reflected in different languages (Lian, 2002). Influenced by the traditional Chinese culture, especially collectivism and Confucianism, Chinese people are always seeking to keep the harmony and stability of personal relationships. They do their best to maintain harmonious, stable and permanent relationships with others. For instance, in the sentence “乐视在不点名指责后, 又特意声明与京东合作良好” (“After criticizing JD anonymously, LETV makes a special point of declaring that it collaborates well with JD”), the phrase “合作良好” (which means “collaborate well with somebody” in English) here is used to show the harmonious and stable relationship between the two companies in business activities and this phrase is

regarded as a security resource. Westerners, on the contrary, are affected by humanism, holding beliefs in individualism (Tian, 2011), thus they attach less importance to maintain social and personal relationships than Chinese people do. Therefore, compared with Chinese, there are fewer expressions related to the situation of people's relationships, which are reflected in the use of in/security resources, in their language.

6 Conclusion and Implications

This chapter has explored the similarities and differences in the use of attitude resources in English and Chinese business news items based on Martin and Roses' Framework of the Attitude System (2005) in the appraisal theory. With regard to similarities, it is found that appreciation is the most commonly used subcategory in both English and Chinese business news items (54.7% and 51.3%), and the social esteem resources are favorably employed in both English (60.8%) and Chinese (61.5%) business news. As for differences, there are more un/happiness resources employed in English (50.0%) than in Chinese (24.6%) business news items. However, the percentage of in/security resources in English (25.0%) is smaller than that in Chinese (42.6%).

These findings of the present research are expected firstly, to help to provide a new insight into the comparative study on English and Chinese business discourses. Secondly, the results of the present study may help businessmen to detect the attitude resources employed in business news and understand the underlying messages better. Another contribution, in our view, lies in the value of these findings in Business English teaching and learning. The findings can help students detect the similarities and differences in the use of attitude resources in the business genre as well as understand the social cultural reasons causing these similarities and differences, so that they can have a better understanding of business news in English. The findings can also be beneficial to students' writing.

Nevertheless, there are limitations in this study. First, 30 pieces of Chinese and English business news respectively may not be representative of the language features of all business news items. Furthermore, although great efforts have been made to avoid subjectivity in making the analyses, it is impossible to be completely objective. Therefore, larger corpora of both English and Chinese business news are needed to understand the use and distribution of attitude resources better in future research.

Appendix 1: List of English Business News

No.	Titles	Words
1	BHP Billiton to sell US shale business	348
2	Government runs July budget surplus for first time in 15 years	348

No.	Titles	Words
3	Lidl tops Waitrose to become UK's seventh biggest grocer	134
4	China's Great Wall eyes Fiat Chrysler bid	669
5	Cambridge University Press reverses China censorship move	346
6	Co-operative Group's stake in co-op bank to fall to 1%	366
7	Johnson & Johnson faces \$417 m payout in latest talc case	545
8	VW to relaunch Kombi van as electric vehicle	338
9	Cars for cheese—why a free trade deal may not be free	925
10	China's big push for its global trade narrative	1224
11	Why exporting isn't just about shipping	988
12	How Scottish salmon conquered the world	850
13	Sky stops broadcasting Fox News in UK	327
14	Brexit 'risks gaps on shop shelves' says BRC	676
15	Manufacturers seek clarity over EU worker rights	422
16	Citizens advice wants ban on unsolicited credit limit rises	442
17	Euro rises to 18-month high against dollar	398
18	Expedia boss 'to take Uber job'	320
19	What should schools put first? Discipline or creativity?	794
20	What price would you put on a passport?	1297
21	How the 'better burger' is taking over the world	1252
22	The country losing out in the breakfast juice battle	949
23	Would you carry something abroad for a stranger?	989
24	Has this dress been to more countries than you?	1123
25	UK supermarkets: Why don't they sell more British food?	1174
26	Will globalisation take away your job?	1157
27	Is free trade good or bad?	1338
28	All aboard the China-to-London freight train	1024
29	Why this Easter egg is so difficult to sell overseas	1041
30	The people who know what colour you'll like in 2019	1088

Appendix 2: List of Chinese Business News

No.	Titles (the translated version)	Words
1	CNY central parity rates has increased 226 points to a new yearly high	779
2	The European Central Bank calls for more investment in specific areas	298
3	The market expectation for RMB gets more stable	1822

No.	Titles (the translated version)	Words
4	Peer competition forces middle and small scale banks to transit	873
5	New standards for sterilization of delivery-boxes of online-ordering food are introduced: No oil stains & unpleasant smells	1030
6	O2O industry declines from its peak, accelerating diversified competition	1117
7	Retail in Hong Kong recovers? E-commerce may be the key to the dilemma	1801
8	Cross-border e-commerce gets much concern: a golden age for development	1738
9	E-commerce prospects for fast moving consumer goods are promising, especially in Korea	1000
10	Due to secret competition on June 18, brand dealers “rebel”	1724
11	Jingdong’ sales reached 119.9 billion on June 18—the retailing age for consumers is coming	3675
12	Going in the opposite way: VIPS withdraws capital from its e-commerce in France or shrinks its overseas business	786
13	Housing prices plummet in UK—air quality has become the scapegoat	737
14	Chinese tourists’ remarkable purchasing has doubled Japanese cosmetic exports in the past 3 years	657
15	The down-to-earth cooperation between China and USA has proved to be very constructive—the <i>bilateral trade volume</i> has reached 500 billion US dollars	1320
16	SAMSUNG seeks breakthrough: Exclusive housekeeper service for Chinese markets	1597
17	Spanish food companies aim at Chinese markets—food exports to China exceed those from Germany	793
18	UK may secede from the first five world economies after 5 years	809
19	Chinese mobile phones prevail in India—local companies call for a boycott	700
20	United airlines plans to compensate the passengers, promising not to force passengers to give away their seats in the future	1001
21	The judgment of Huawei’s first law case to safeguard its legal rights has been pronounced—Sumsung’s infringement has been confirmed and it must compensate Huawei with 80 million Yuan	2149
22	Cheap online ride-sharing in Beijing becomes history—the Didi company will start to check and dismiss non-Beijing cars from April 1	2046
23	How long can Lotte sustain with the company executives charged with crime and 90% of its supermarkets closed in China?	2103
24	The Huarun Beer Company ceased to lose and started to make a substantial profit with yearly sales up 0.3% last year	1338
25	Embarrassing! The founder of microblog Twitter has been overtaken by Sina, its market value plummeting	3700
26	Stylish winter overcoats: The king of down coat brands Canada Goose is on the market	1055
27	Attacking the illegal “Free-of-Charge” tours promotes self-guided tours—tourists to Thailand increase instead of decreasing	912
28	The Chinese porcelain industry begins to recover—Jingdezhen has become the Holy Land of ceramic crafts	1604
29	New power for Sino-British trade in goods: the direct sino-euro railway transportation	1125
30	The Jilin province develops the ice-snow economy and builds the Chinese “Davos town”	2076

Appendix 3: Types of Affect (Martin & White, 2005: 49–50)

	Surge (of behavior)	Disposition
<i>Un/Happiness</i>		
<i>Unhappiness</i>		
Misery	whimper	down
	cry	sad
	wail	miserable
Antipathy	rubbish	dislike
	abuse	hate
	revile	abhor
<i>Happiness</i>		
Cheer	chuckle	cheerful
	laugh	buoyant
	rejoice	jubilant
Affection	shake hands	be fond of
	hug	love
	embrace	adore
<i>In/Security</i>		
<i>Insecurity</i>		
Disquiet	restless	uneasy
	twitching	anxious
	shaking	freaked out
Surprise	start	startled
	cry out	jolted
	faint	staggered
<i>Security</i>		
Confidence	declare	together
	assert	confident
	proclaim	assured
Trust	delegate	comfortable with
	commit	confident in/at
	entrust	trusting
<i>Dis/Satisfaction</i>		
<i>Dissatisfaction</i>		
Ennui	fidget	flat
	yawn	stale
	tune out	jaded
Displeasure	caution	cross
	scold	bored with
	castigate	angry/sick of furious/fed up with

	Surge (of behavior)	Disposition
<i>Satisfaction</i>		
Interest	attentive	involved
	busy	absorbed
	industrious	engrossed
Pleasure	pat on the back	satisfied
	compliment	impressed
	reward	pleased/charmed chuffed/thrilled

Appendix 4: Types of Judgment (Martin & White, 2005: 53)

Judgment	Positive	Negative
<i>Social esteem</i>		
Normality	lucky, fortunate, charmed...;	unlucky, hapless, star-crossed...;
'How special?'	normal, natural, familiar...;	odd, peculiar, eccentric...;
	cool; stable, predictable...;	erratic, unpredictable...;
	in, fashionable, avant garde...;	dated, daggy, retrograde...;
	celebrated, unsung...	obscure, also-ran...
Capacity	powerful, vigorous, robust...;	mild, weak, whimpy...;
'How capable?'	sound, healthy, fit...;	unsound, sick, crippled...;
	adult, mature, experienced...;	immature, childish, helpless...;
	witty, humorous, droll...;	dull, dreary, grave...;
	insightful, clever, gifted...	slow, stupid, thick...
Tenacity	plucky, brave, heroic...;	timid, cowardly, gutless...;
'How dependable?'	cautious, wary, patient...;	rash, impatient, impetuous...;
	careful, thorough, meticulous...;	hasty, capricious, reckless...;
	tireless, persevering, meticulous...;	weak, distracted, despondent...;
	reliable, dependable...;	unreliable, undependable...;
	faithful, loyal, constant...;	unfaithful, disloyal, inconstant...;
<i>Social sanction</i>		
Veracity	truthful, honest, credible...;	dishonest, deceitful, lying...;
'How honest?'	frank, candid, direct...;	deceptive, manipulative, devious...;
	discrete, tactful...	blunt, blabbermouth...
Propriety	good, moral, ethical...;	bad, immoral, evil...;
'How far beyond reproach?'	law abiding, fair, just...;	corrupt, unfair, unjust...;
	sensitive, kind, caring...;	insensitive, mean, cruel...;
	unassuming, modest, humble...;	vain, snobby, arrogant...;
	polite, respectful, reverent...;	rude, discourteous, irreverent...;
	altruistic, generous, charitable...	selfish, greedy, avaricious...

Appendix 5: Types of Appreciation (Martin & White, 2005: 56)

Appreciation	Positive	Negative
<i>Reaction:</i>	arresting, captivating, engaging...;	dull, boring, tedious...;
Impact	fascinating, exciting, moving...;	dry, ascetic, uninviting...;
“Did it grab me?”	lively, dramatic, intense...;	flat, predictable, monotonous...;
	remarkable, notable, sensational...;	unremarkable, pedestrian...;
<i>Reaction:</i>	okay, fine, good...;	bad, yuk, nasty...;
Quality	lovely, beautiful, splendid...;	plain, ugly, grotesque...;
“Did I like it?”	appealing, enchanting, welcome...;	repulsive, revolting, off-putting...;
<i>Composition:</i>	balanced, harmonious, unified,	unbalanced, discordant, irregular,
Balance	symmetrical, proportioned...;	uneven, flawed...;
“Did it hang together?”	consistent, considered, logical,	contradictory, disorganized,
	shapely, curvaceous, willowy...;	shapeless, amorphous, distorted...;
<i>Composition:</i>	simple, pure, elegant...;	ornate, extravagant, byzantine...;
Complexity	lucid, clear, precise...;	arcane, unclear, woolly...;
“Was it hard to follow?”	intricate, rich, detailed, precise...;	plain, monolithic, simplistic...;
<i>Valuation:</i>	penetrating, profound, deep...;	shallow, reductive, insignificant...;
“Was it worthwhile?”	innovative, original, creative...;	derivative, conventional, prosaic...;
	timely, long awaited, landmark...;	dated, overdue, untimely...;
	inimitable, exceptional, unique...;	dime-a-dozen, everyday, common;
	authentic, real, genuine...;	fake, bogus, glitzy...;
	valuable, priceless, worthwhile...;	worthless, shoddy, pricey...;
	appropriate, helpful, effective...;	ineffective, useless, write-off...;

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