Xin Zheng*

The Discursive Construction of Trump's Speeches Concerning Sino–US Trade

Corpus-based Appraisal analysis and commentary study

Abstract: As the trade war escalates, relevant discourse studies should keep pace with it. This study applies Appraisal Theory as the analytical framework, and uses the UAM Corpus Tool to build a corpus composed of 132 of Trump's White House weekly speeches and speeches on specific international occasions from November 2018 to August 2019. The research discusses the discourse strategy and identity formation according to attitude distribution. The conclusions can be made: (1) Trump exercises a "deviating" discourse strategy, which helps support his views; (2) the "identifiable distinction" of Trump's economic discourse lays a solid foundation for the attitude resources in them.

Keywords: Appreciation; Attitude; corpus; Graduation; Judgment

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*__Corresponding author, Xin Zheng__: School of English and International Studies, Beijing Foreign Studies University, Beijing, China; e-mail: cindyxin2018@sina.com

1 Introduction

1.1 The background of the research

Many discourse researchers have conducted in-depth discussions on the role of the American president in international relations from political and economic perspectives. Chen Wen (2018) critically analyzed the discourse of Trump's speeches from the perspective of systemic functional grammar; Cavanaugh (2018) sheds light on the essence of documenting and analyzing the shifting political economic conditions within which speakers and languages are caught up, as well as the choices that face them as they negotiate this complex terrain; Pitarch (2018) explores reasons why each president used or is using a specific type of discourse which clearly addresses certain people, groups, or classes that are willing to support their ideas and proposals; Sclafani (2018) incisively highlights the

discursive construction of political identity and the conflicting language ideologies associated with the discourse of leadership in modern US society. The above studies focus on how US President Trump takes public speaking as the main means to define the election of his presidency as a choice coherent with the interests of the public. Hence, the construction of the legitimacy of his governances is consistent with the regime.

In response to this complex situation, this study applies an eclectic linguistic methodology to the selected corpus, which suggests that in political discourses the metaphor embraces the writer's or speaker's expectation of an alternative state of affairs in order to influence thoughts, behaviors, and emotions. It combines traditional textual and rhetorical analysis with recent critical approaches and makes use of qualitative and quantitative methods to reach a mixed methodology. The basic concepts and features are clearly identified, defined, and illustrated with many well-analyzed examples. The argument is developed in six chapters and brought to its clearest expression in Chapter 6.

1.2 The purpose and significance of the research

It is worth noting that since the large-scale operation of the Sino–US trade war began in May 2017, Sino–US diplomatic relations have been increasingly tense, and American officials have publicly acknowledged their hostile policy orientation toward China. In the face of mounting trade friction and calls from entrepreneurs for free trade, the administration has continued to defend trade wars rather than cease the trade war. So, what changes will take place in Trump's speeches in terms of his rhetorical and interpersonal strategies for describing competition with China when the original accusations against China are no longer valid? At present, there is a lack of systematic research on Appraisal resources and regularities distributed in Trump's speeches. In addition, the existing research has not replaced the traditional methods of discourse analysis with the latest method, concentrating on certain typical samples without thorough application of corpus research methods, thus lacking the depth and breadth of further exploration in the discourses.

The goal of this paper is to put a deep quantitative and qualitative analysis into Trump's speeches via Appraisal Theory from the perspective of Positive Discourse Analysis (PDA). Using the corpus-based approach to study the discourse reconstruction of the meanings and purposes of the regularities of distribution in the text will better reveal the role of discourse in diplomacy and have positive applicable significance for us to completely grasp the essence of America's China policy. More specifically, the feasibility of applying Appraisal theory to PDA will be confirmed and the distribution data of the Appraisal resources in the speeches

will be generalized to further discuss how Trump constructs a harmonious language community and interpersonal relationships.

1.3 The methodology and data

A combination of quality and quantity can be found in this research. The corpus tool encompasses the UAM Corpus tool. The UAM Corpus tool was developed by Professor Paul Rayson (2012). Like other corpus tools, it generates indexation, lexical items, and a thesaurus. The advantages of this software compared to others lies in USAS, its built-in tool software, which automatically allocates semantic fields to text .

The PDA concept of register proposes predictability and coherence. Then, it points out that the ideas and methods of functional typology can shed much light on studies on register, providing resources for a finer scale of precision to describe register. Besides duality, register also possesses other characteristics that are consistent with the gist, level, and function of the concept of register within the overall Appraisal framework, such as present complexity and historical nature, explicitness and implicitness, dynamic and ecological specificity, subjectivity and objectivity, finiteness and infiniteness. On this basis, the reconstruction of register, a remarkable concept of register analysis, is advanced, with a detailed interpretation of its contents, methods, and principles. This paper rethinks register analysis in Appraisal Theory. The presumption of the methodology adopted in this thesis is that the mechanism of register recurs through the language system, determined dynamically by the three variables of context: Attitude, Judgment, and Graduation.

Based on this approach of combining the PDA concept of register and the overall Appraisal framework, types and sub-types of different registers can be described and interpreted precisely, and meanwhile, context can be sub-categorized in terms of three dimensions: Affect, Judgment, and Appreciation, which accord respectively with field, tenor, and mode. It proposes a registered duality hypothesis, thereby putting forward a new idea of register analysis, that is, the content of register analysis of a text should not only involve the context of the situation, but also the meaning of the text. Therefore, the semantic domain is introduced in accordance with the content.

According to the *Longman dictionary of contemporary English* (2016), the semantic domain consists of 21 domains, such as "human body," "buildings and houses," and "government and the public," which can be divided into 232 subbranches. For instance, the semantic domain B (human and life) includes B1 (anatomy and physiology) and B2 (medical health and education), B3 (drugs and

medicine), B4 (knowledge and practical skills), B5 (clothing and gadget items), and another five sub-semantic domains.

The semantic domain coding efficiency of the UAM Corpus tool provides a comparison for metaphor. Both source and target domains can be automatically and correspondingly annotated to determine whether the words of the source field and the target field are in the same semantic domain. With the preceding metaphor recognition, the extraction of shape character reaches the maximum. Compared to this semantic domain-based index, aggregate-based index analysis can process metaphorical lexical terms and expressions in a large-scale corpus.

1.4 The structure of this paper

This study aims to interpret the discourse strategies of Trump's speeches involving its China policy in the framework of ADRIM and by means of the UAM Corpus tool. The method conducts discourse analysis, which looks at semantic and syntactical structure over many texts, as well as rhetorical analysis, which examines a few texts in great detail, and integrates quantitative methods (to paint a picture of the entire body of text) with qualitative methods (to examine selected parts of the text in greater contextual detail). This paper is composed of five chapters.

Four sections jointly make up Chapter 1. The background information of this study is presented briefly in Section 1 and the design and intention of the methodology applied in this thesis are stated in Section 2. The collected theories as well as the analytical principles are elucidated in Section 3. The conceptual skeleton of this thesis is drawn up in this chapter. In Chapter 2, the literature review of discourse analysis from the perspective of PDA in speeches and dialogues is demonstrated. Considering the foregoing, the author exemplifies visual data, which is used to figure out the relationships among discourse, policy, and ideology. After outlining the fundamental linguistic knowledge of Appraisal Theory, the theory is combined with the methodology to conduct a profound analysis. In the next chapter, the author specifically acknowledges the construction of semantic rhetoric throughout the theoretical fabric of this mixed method. Chapter 4, as the transitional section between Chapter 3 and Chapter 5, deconstructs the methodology on the basis of data generated by the UAM Corpus tool. Chapter 5 further explores the relationships among the categories, persuasive functions, and related discourse policies. The last chapter summarizes this study, providing the conclusions of the research, the application value, and the cognitive limitations.

2 Literature review

2.1 2.1 Positive Discourse Analysis

Positive Discourse Analysis (PDA) was put forward by James R. Martin in 1999. First presented in *Positive Discourse Analysis: Solidarity and change* (Martin 2006), PDA originated from the inadequacy of Critical Discourse Analysis (CDA). Systematic Functional Linguistic theorists posit that every interaction can be studied at three levels: textually, ideationally, and interpersonally. However, they neglect the semantics of evaluation. PDA is used to analyze good news and harmonious dialogues, complementing CDA. PDA went through three periods, being origin, beginning, and development. Since then many scholars have paid much attention to it and it generated a great many papers. This section is devoted to its origin, research status, and the problems existing in the current studies. It is hoped this will light the way for future PDA studies.

By examining the role of language in promoting peace, reconciliation, learning, and change in texts, many scholars like Martin accelerated the development of PDA. Kress claimed that DA should "move from critical reading, from analysis, from deconstructive activity, to productive activity" (Kress 1996: 16), and he further advocated that linguists should promote discourse analysis as a proactive activity like designing instead of just reading and criticizing. In his view, critique focuses on the present through the means of past production, while design shapes the future by deliberate deployment of representational resources in the designer's interest. Martin and Rose call on more scholars to improve seemingly unsatisfying discourses, making them into aesthetic and pleasant messages. The authors illustrate the sub-systems of Appraisal Theory and then explain the constructive role of evaluation (Martin and Rose 2003: 22) – and how we share feelings through analysis of an editorial from a Hong Kong lifestyle magazine. They uncover how evaluation resources unfold in that text helping the writer to align readers, and finally they suggest analysts should focus on the analysis of a single text. Martin and Rose advocate that the relationship between PDA and CDA is theoretically complementary rather than contradictory, evolutionary rather than revolutionary, and they adopt the Chinese philosophy terms *yin* and *yang* to explain the interdependence of deconstructing and constructing activities. They further illustrate a detailed analysis of the text from the perspectives of Feeling, Judgment, Engagement, and Graduation around the topic of reconciliation with indigenous people in Australia, which sets a vivid example for further PDA studies.

2.2 Trump's speeches

Trump's speeches have been analyzed mainly from the perspective of international relations. The relevant studies are as follows. Liao Qiaoyun (2018) applies an Annotation Denotation Relevance Inheritance Model to the analysis of Trump's speeches. Yang Linxiu (2018) employs the proximity theory to denote America's attitude on the political war through Trump's speeches. Wang Mengxiao (2017) conducts Critical Discourse Analysis on Trump's speeches. Considering that Trump's speeches officially and comprehensively reflect the direction of US policies, CNAS is selected as the text origin of this study. To further explore it, Positive Discourse Analysis is implemented for the heated theme of Trade War. Appraisal Theory, corpus linguistics, and examples of Trump's speeches will be used to generally study through addressing the following two independent research questions:

    1) How do the Appraisal resources reflect Trump's views?

    2) How should we interpret the transition of the US administration's attitude toward competition with China after the G20 Summit as revealed in the discourses utilized by Trump, whose speech characteristics have developed within various political and social environments?

3 Theoretical framework

3.1 Appraisal Theory

Martin and White (2008) define the position that Appraisal Theory has in PDA. They identify three levels of PDA: phonology and graphology, grammar and lexicology, and discourse semantics. They also observe that Appraisal Theory semantically serves interpersonal meanings. Lastly, they endow Appraisal with evaluation, namely, the interaction of discourse, the intensity of emotion, and the resonance with readers.

    As an evaluation benchmark, Appraisal demonstrates the tenor of social interactions enacted, the potency of variable feelings involved, and the impact of values sourced. The transformation of Appraisal Theory boasts rich content and classification. Appraisal consists of attitude, amplification, and source. In this thesis, attitude is the core of the discourse analysis. To be more specific, it is enacted from two aspects which are the components of attitude: affect and appreciation. Affect is concerned with registering positive and negative feelings.

Furthermore, it can be expressed directly and indirectly. Among the implicit articulations, metaphor functions as the most substantial device. The second level settles on appreciation, involving semiotic and natural phenomena, according to the ways in which they are valued or not in a given field. On the basis of Appraisal Theory, the annotation system is created as follows to solve the problems.

Young and Harrison (2004) point out that Appraisal theory possesses several characteristics. First and foremost, it views language as a form of social construction. Second, language is viewed as dialectical, which means that language influences the contexts and the context exerts a decisive effect on language production. And third, emphasis is placed on the cultural and historical correlation being situated in a wider societal context. Thus, language application is a creative practice. As language users, we choose from the meaning-making potentials that are available to us to represent and construct dialogue.

3.1.1 Attitude

Attitude contains various values besides mood and emotion. It can be divided into three branches: affect, judgment, and appreciation. Attitude can be used to evaluate objects, and characterize feelings of human beings that affect is the expression of emotion, judgment is the evaluation of character, and behavior, and appreciation is the assessment of the values of things (Tian Li 2016). Three semantic scopes, emotion, ethics, and aesthetics, are respectively in line with the three branches of attitude, varying with the degree of evaluation, for example:

I like her/ it. (Affect)

She is lovely. (Judgment)

It is lovely. (Appreciation)

3.1.2 Graduation

Graduation exhibits a particular influence in Appraisal Theory, functioning as an instrument to analyze the difference of degree (Ross and Andrew 2014). To be more precise, graduation takes effect through a two-scale axis, force and focus, in line with an increase or decrease of attitude. During its development, Graduation was enlarged gradually by the absorption of theoretical ideas from various subjects. Of three essential views, grading, reinforcing, and vagueness, grading plays the pivotal role.
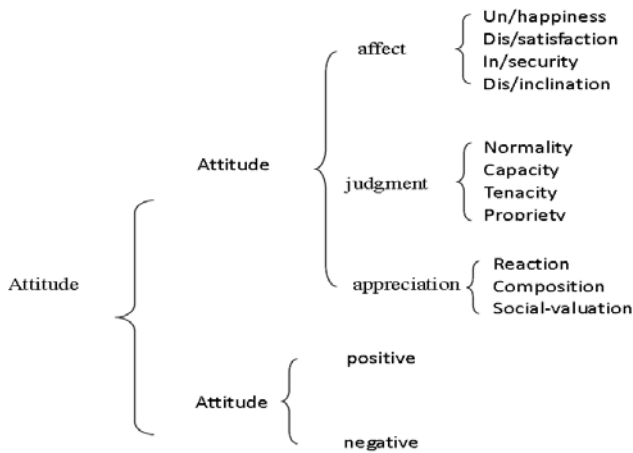
Figure 1: Annotation system of commentary characteristics

4 Appraisal analysis from the perspective of PDA: A case study

4.1 Data collection

The corpus is built on the speeches given by President Donald Trump in the White House and on the global stage in the year of 2018. It is divided into two sub-corpuses, one of which is before the G20 summit and the other after it, with the total of 132 speeches divided equally into the two categories. The UAM Corpus tool is computer-assisted software for concordance and annotation (Yin Lu 2014).

The corpus data is analyzed positively by means of Appraisal Theory. The purpose of this is to reveal the interpersonal meaning between the speaker and the audience. The influence of political speech is uncovered in this thesis in terms of audience, mass media, and society. The texts analyzed are as follows.

1) Weekly speeches delivered by the American president in the White House in 2018

2) Remarks by President Trump to the World Economic Forum in World Economic Forum Congress Centre, Davos, Switzerland on January 26, 2018[1]

3) Remarks by President Trump at APEC CEO Summit in Da Nang, Vietnam on November 10, 2018

4) Remarks by President Trump at G20 Summit, December 2018

4.2 Methodology

The corpus-based method is adopted for the purpose of ensuring the efficiency of commentary characteristics from objective and systematic discourse analysis. Tables are drawn up to present the distribution and frequency of the statistics to help grasp the general idea. Studies utilizing corpus linguistics typically combine quantitative and qualitative analysis to first isolate significant features, such as words or phrases, from large quantities of text, and then analyze those features in their contexts, thus providing the tools needed to combine the discourse analysis with the corpus-based method in the long term, and the relationship between the two are like that of partners. The merits brought by the combination are as follows. To begin with, it enhances the representative nature of the collected data, which overcomes the limitation of quantity. Furthermore, it provides the practical and experimental evidence for the statements, which improves the degree of objectivity. Last but not least, the analysis method can also be applied to other studies.

Appraisal Theory deals with interpersonal denotation, which concerns the speaker's expression, evaluation, and obligation of his or her discourse. As the fundamental basis of this thesis, Appraisal Theory applies the three subsystems and their respective branches to analyze the political speeches. Included within corpus linguistics is the use of: an annotation system, where researchers examine a list of the frequently occurring words and phrases in a text; concordance analysis; and key words in context analysis, a specific type of concordance analysis that seeks to understand the use of statistically decisive words in the text. Statistics are listed and examples are given to illustrate the characteristics of every kind of Appraisal resource in discourses.

First and foremost, Appraisal resources in the speeches given by President Trump will be identified in accordance with attitude and graduation resources. To further illustrate how it influences the interrelationship, and constructs a positive social framework, each category of Appraisal resources will be analyzed to solve the research questions listed in Chapter 1 as follows.

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1 Source: https://china.usembassy-china.org.cn/remarks-president-trump-world-economic-forum/

1) Is Positive Discourse Analysis appropriate for analyzing economic speech?
2) What efficacy can be concluded through the positive analysis of economic speeches?

Table 1: Composition of the corpus

	Quantity	Type	Token
Sub-corpus A	5352	4300	1052
Sub-corpus B	8512	3859	4653
Aggregation	13864	8159	5705

5 Results and discussion

5.1 General distribution of attitude analysis

Table 2: Distribution of affect analysis

Commentary characteristics	Sub-corpus A		Sub-corpus B		Chi-square Test	Significance
	frequency	Standard frequency	frequency	Standard frequency		
ATTITUDE TYPE						
-inclination	553	8.34	2144	7.01	9.123	+++
-judgment	1742	24.99	8502	26.89	54.359	+++
-appreciation	1270	19.01	4713	16.01	32.463	+++
AFFECT TYPE						
-un/happiness	1062	3.44	310	4.80	23.621	+++
-dis/satisfaction	556	1.78	90	1.33	11.217	+
-in/security	397	1.31	75	1.06	3.445	+++
-inclination	126	0.43	73	1.18	45.002	++
JUDGMENT TYPE						
-normality	48	0.72	306	1.01	5.890	+++
-capacity	344	5.10	1516	4.95	0.329	
-tenacity	232	3.45	716	2.41	0.266	
-propriety	1001	14.99	5567	18.30	74.988	+++
-veracity	90	1.35	45	0.17	223.001	+++
APPRECIATION TYPE						

-reaction	221	3.24	703	2.13	20.238	+++
-composition	25	0.42	89	0.33	3.012	+
-social valuation	1012	15.03	3917	12.82	10.967	+++
ATTITUDE POLARITY						
-positive attitude	2038	30.41	9014	29.50	2.572	
-negative attitude	1352	22.67	6340	20.68	2.572	

As illustrated previously, Affect is the core of the Appraisal system which shows people's feelings, judgment, and appreciation for people, behavior, and things, Judgment involves making the sources of above attitude clear or blur, and Appreciation deals with monitoring emotion up or down. Judgment and Appreciation come in handy as ways of presenting ideas and feelings. As introduced in Chapter 4, all the result data are extracted from the UAM Corpus Tool where Trump's speeches are tokenized and exhibited by some interfaces. All the result data are copied from the tool without any modification.

Correspondingly, there are 5114 occurrences of Attitude resources in Donald Trump's ten speeches, which extend over the entire discourse. Within the Attitude system, Affect resources share the highest proportion of 41.87% with 2141 occurrences, followed by Judgment expressions of 33.54% with 1715 occurrences, and Appreciation structures of 24.60% with 1258 occurrences. As the one ranking highest of the first of the three sub-systems, Affect indicates that Trump relies on this to show his views and values. In political speeches, the central purpose is to persuade the listeners to change their previous misconceptions, take action, and support the speaker. Moreover, Trump expresses his own feelings about the topics concerning trade, especially intellectual property rights and fair competition, through attitudinal words and phrases. Thus, Trump is capable of fully extending his persuasion to the relevant audience and institutions to take immediate action, constructing a friendly interpersonal communicative relationship with the audience. Affect structures serve to strengthen the subjectivity and weaken authenticity. However, the motivation cannot be realized only through Affect. Hence, Judgment resources are in complementary position to demonstrate the source of the Attitude. In terms of Appreciation, Force, and Focus, the lexis motivates a feeling of rapport in the audience, leading to a more friendly relationship with the audience and instilling the speeches with a more infectious power. The detailed analysis of Affect, Judgment, and Appreciation in several subcategories is carried out in the following sections.

5.2 Attitude analysis

Attitude refers to creating and exchanging meanings the same way as counterpart semiotic systems so as to construct a systemic resource for communication. Semantics refers to the organization of functional components, "meta-functions," which can be categorized into Affect, Judgment, and Appreciation. Affect that is utilized to represent human experience can be divided into two sub-functions, direct and indirect. Judgment views language as natural logic originating from the complicated clause system, while Appreciation views language as the representation of human experiences arising from the transitivity system.

From Table 2, it can be found that among all the affective resources, positive affective resources account for 89.29%, while negative affective resources account for less than 11%. As to the direct or indirect realization of affective resources, 67.9% of affective resources in the speech is direct realization, and 32.1% of affective resources is indirect resources. Donald Trump prefers to apply direct appreciation to express his sincere willingness to the audience, the comprehensive design of the future, and the confidence of the realization of a win–win cooperation with China.

5.2.1 Affect analysis

5.2.1.1 Direct Affect analysis

Speaking patterns adopted in Trump's foreign speeches are variable in spite of the fixed formula: wherever and whenever the speech is given, a cheerful beginning is critical, and expression of trust and concern about the audience during the talk. Some concrete examples are as follows:

> Eg1: Thank [+hap] you. Wow. (Applause) Thank [+hap] you very much, everybody. That's a lot of years since the last President, and we'll be back. (Laughter) And thank [+hap] you to Attorney General Sessions; thank [+hap] you, Director Wray; Assistant Director Resch for hosting me here at the FBI National Academy to address our wonderful [+sat] local police and sheriffs from all over America. A very special [+sat] honor [+hap].(S1)

> Eg2: And it's an honor [+hap] to stand here today with the incredible [+sat] men and women of law enforcement. Thank you. (Applause) (S2)

> Eg3: I know how active [+sat] you've been and how important [+sat] this is to you. So we appreciate [+hap] it. (S3)

> Eg4: We also welcome [+hap] astronauts Christina Koch and Peggy Whitson. (S4)

The above three instances are selected from the beginning of Trump's speeches. There are so many occurrences of Happiness words such as "thank," "welcome," and "honor," and also Satisfaction words like "active," "incredible," and "important." In addition, all the Affect words are intensified by Graduation words such as "very much," "how," "a lot," and "so." These words are used to extend his gratitude to the organizers and the audience, as well as to express his excitement at delivering the speeches.

This part intends to illustrate the contextualization of the effects of US integration on domestic economics, politics, and policies, which can provide the audience with a more valid understanding of the factors and processes at work in the trade liberalization process.

Critical awareness of the imperative effects of scholarly categories on the trade agenda leads the US administration to a broader acknowledgement (shared by parliament, council, and president) of the need for intellectual efforts to generate an American think tank through which to defend their personal views.

5.2.1.2 Implicit affect resources

(1) Analytical process

As the foundation and precondition of the research of implicit Affect, perceptual experiences are mostly translated into primary conceptual metaphors in the cognitive approach and multiply dimensional conceptual cross-domain mappings. However, the construction of embodied experience is essentially and considerably impoverished.

Table 3: Distribution of affect analysis

	Direct realization	Indirect realization	Sum
positive	343	182	525
negative	56	7	63
total number	399	49	588
percentage	67.9%	32.1%	100%

As Table 3 shows, only 182 occurrences of Affect resources are implicit ones, which take up only 32.1% of the whole Affect system. According to Table 2, there are 1372 occurrences of Un/happiness resources, 472 occurrences of In/security, and 646 occurrences of Dis/satisfaction, but there is no Disinclination. Zero Disinclination resource indicates Trump's absolutely optimistic feelings about his viewpoints. By showing his positive desire at the trade cooperation, Trump gives the audience and his counterparts absolute trust and hope. Some examples of negative Affect resources will be briefly discussed in this part. Unhappiness

resources can show the appraiser's miserable and antipathetic feelings at the appraised. Examples (5), (6) and (7) are instances of Unhappiness.

Eg 5: Because in the end, unfair [-hap] trade undermines us all, the United States will no longer turn a blind eye, including massive international property theft [-hap], industrial subsidies and pervasive [-hap] state-led economic planning. (S5)

Eg 6: These and other predatory behaviors are distorting [-hap] the global markets and harming businesses and workers not just in the US, but around the globe, just as we expect the leaders of other countries to protect their interests. As President of the United States, I will always protect the interest of our country, our companies and our workers.(S6)

Eg 7: We are eliminating burdensome [-hap] regulations at a record pace. We are reforming the bureaucracy to make it lean, responsive and accountable, and we are ensuring our laws are enforced fairly. (S7)

In Example 5, when Trump lists the threatening factors, he firstly stresses the "property theft" social issue of unfair trade, which immediately shows political divergences in multilateral relations. By doing so, Trump expresses his vision for property rights protection, and at the same time attracts the listeners' focus and their attention, too. By emphasizing property rights, Trump further shows that staff from all walks of life can contribute to economic development now, because advances in technology exert a profound influence. Seen from PDA, we can understand the positive meaning behind the negative one. Example 6 is selected from Trump's speech in Davos Forum, where he continues to promote to the attendees the importance of keeping the trade environment fair and transparent. Trump talks a lot about his experience and his intention. He uses "always" and "our" to express his determination to resolve what the economy is suffering. No matter how much trade is suffering, the US government always keeps struggling for better growth conditions for its citizens.

This kind of "self-adjusted" economy is so typical in developed countries. Trump, on the one hand, portrays his concern about the global market and, on the other hand, succeeds in uniting the beneficial resources and consolidating a solid international foundation. By referring to others' interests and measures, Trump makes his intention more objective and convincing. In Example 7, showing his sympathy and solicitude for the current situation of economy in the world at the beginning of his speech is very conductive to aligning the listeners. Security is a state of feeling happy and safe from danger and worry, as well as feeling familiar with one's surroundings. In his speeches, Trump utilizes more positive Attitude resources and he seldom shows any disquiet or any anxiousness. If any, they are correspondingly resolved from the perspective of the audience, who may be worrying about their future life.

5.2.2 Judgment analysis

Judgment analysis requires an exploration of the novel meanings scholarly categories may acquire, the ways in which they influence local processes of self-formation and public activism, and how they become entangled in asymmetrical power relations. Social linguists can gain a critical conclusion from disenchanted vocabulary by tracing the entry of social scientific discourses into the social worlds they analyze, the new lives they take on in local contexts, and the new subjects they help foster. By judging human behavior according to certain culture and norms, Trump expresses his values clearly, in other words, the process of giving explicit positive or negative judgments definitely conjoins the listeners around his viewpoint and wins their support.

As showed before, the Judgment resources take up the highest ratio of the Attitude resources with 37.28% and 422 occurrences. According to Table 4, positive Judgment takes up 85.07% with 359 occurrences and negative Judgment takes up only 14.93% with 63 occurrences. Obviously, positive Judgment comes first. In terms of Judgment type, capacity outweighs the total number of all the rest types with the highest ratio of 58.53%. As for Judgment modes, 66.35% of them are inscribed ones and 33.65% are invoked by certain phrases and sentences. The emphasis on positive Judgment reveals Trump's good evaluation of the work that has been done by governments and his confidence in the ability and tenacity of American people. However, the fewer used negative Judgment structures reveal that there are some misconceptions and stereotypes in his mind so far.

Table 4: The descriptive statistics of judgment resources

Feature	Number	Percent
JUDGMENT-TYPE		
normality	37	8.77%
capacity	247	58.53%
tenacity	79	18.72%
propriety	55	13.03%
veracity	4	0.95%
total	422	100%
EXPLICITNESS		
inscribed	280	66.35%
invoked	142	33.65%
POLARITY		
positive	359	85.07%
negative	63	14.93%

5.2.2.1 Positive judgment resources

According to Table 6, accounting for more than half of all the Judgment resources, Capacity definitely ranks the first, followed by Tenacity, Propriety, and Normality. Social Esteem takes up 86.63% and Social Sanction takes up only 13.37%. This proportion of Social Esteem and Social Sanction reveals that Trump judges people's behavior more according to undocumented social customs rather than documented regulations and laws, which provides a more relaxing atmosphere for his speeches.

Table 5: The descriptive statistics of positive Judgment resources

Sub-type						
	normality	capacity	tenacity	propriety	veracity	total
Occurrence	26	206	79	47	1	359
Percent	7.24%	57.38%	22.01%	13.09%	0.28%	100%

The only Veracity resource that appears in Trump's speech in the example of the ADRIM constructive process is as follows:

> Eg 8: With your help, this entire region has emerged -- and it is still emerging -- a beautiful constellation of nations, each its own bright star, satellites to none -- and each one, a people, a culture, a way of life, and a home. (S8)

The "constellation" here is a positive Veracity, to persuade the public to accept the fact that those problems mentioned before can be solved by the common efforts of the public. According to conventional relations and context, this is a metaphorical expression in the semantic rhetoric discourse with semantic variation.

More Judgment sub-types are analyzed below in the order of their frequency. Capacity consists of the assessments of competence and the ability of nations, for example, skilled, genius, knowledgeable or stupid, dull and ignorant, etc. Most of Trump's positive Judgment of ability targets the young people around the world, some particular people, and also various government sectors. Some examples of Capacity resources are listed below.

> Eg 9: The world is witnessing the resurgence [invoked+cap] of a strong [+cap] and prosperous [+cap] America. (S9)

> Eg 10: America is the place to do business [+cap]. So come to America where you can innovate, create and build [+prop]. I believe in America. As President of the United States I

will always put America first [+cap], just like the leaders of other countries should put their country first [+ten], also. (S10)

Eg 11: American prosperity has created countless jobs all around the globe and the drive for excellence, creative and innovation [+cap] in the US has led to important discoveries that help people everywhere live more prosperous and far healthier lives [+prop].(S11)

Eg12: It's why America's future has never been brighter [+cap]. (S12)

Eg13: We have liberated captive nations, transformed former enemies into the best [+cap] of friends, and lifted entire regions of the planet from poverty to prosperity.(S13)

The instances above are all sentences Trump has given in the opening part of his speeches. In Example 9, Trump clarifies his positive judgment on the situation of America by his use of the term "resurgence," and further stresses the power of America with invoked feelings by presenting it as "strong and prosperous" for the world. In Example 10, Trump speaks highly of the first position of America through the evaluation words "innovate", "create" and "build." Similarly, Trump uses words like "healthier," "brighter," and "liberate" in the examples 11, 12, and 13 to praise the achievement and the influence of the government. By praising the capacity of the market, Trump opens up the talks in a friendly way, as well as extending his concern for and comfort to the audience involved. Moreover, by creating an encouraging atmosphere, Trump successfully shortens his distance to the audience. Besides praising some specific aspects of economic development, Trump also fervidly comments on competition with China.

5.2.2.2 Negative Judgment resources

As Table 5 shows, there are only 63 occurrences of negative Judgment resources in Trump's speeches, which account for 14.93% of the whole Judgment resources. According to Table 9, there is no negative Tenacity, which indicates that the speaker only wants to show the positive side of the resolution of the people. Then, similar to the distribution of positive Judgment, within negative Judgment, the resources of Social Sanction are employed less than Social Esteem. Within negative Judgment, negative Capacity takes up as much as 65.08%, which is much higher than the total percentage of the rest.

Table 6: The descriptive statistics of negative Judgment resources

Sub-type	normality	capacity	tenacity	propriety	veracity	total
Occurrence	11	41	0	8	3	63

Sub-type	normality	capacity	tenacity	propriety	veracity	total
Percent	17.46%	65.08%	0%	12.70%	4.76%	100%

Compared with positive Judgment, there is so much less negative Judgment, which indicates that Trump intends to stress the positive attitude toward the visited countries and young people all over the world. Seen from PDA, some positive meanings can be invoked by negative Judgment. Some typical negative examples are analyzed in the following parts.

Metaphor in national reports – distanced from the quest for meaning and struggling among the ruins of neither-traditional-nor-modern lifestyles – increasingly become oblivious to discursive processes whereby their subjectivity is torn into pieces through numerous terms and adjectives.

Eg14: All of her friends, the taxes we were talking about, and I would just get it by **osmosis**. She's not doing me any favors. By doing all the others favors, she's doing me favors. (S14)[2]

Osmosis originally means diffusion of molecules through a semi-permeable membrane. Here Mr. Trump uses it to refer to the behavior that just absorbs the benefit intended for someone else.

Eg15: Energy is under siege by the Administration. Absolute siege of the EPA — is killing these energy companies and foreign companies are now coming in, buying so many of our different plants and then rejiggering the plants so that they can take care of their oil. (S15)

Eg16: But people [who I will nominate to the Supreme Court] will respect the constitution of the United States. And I think that this is so important. Also, the second amendment is totally under siege by people like Hillary Clinton. They'll respect the second amendment. And what it stands for, what it represents. So important it is to me. (S16)[3]

Siege originally means an action of an armed force that surrounds a fortified place. Here Trump applies it to the energy issue and the constitution amendment, which should be attributed to his aggressive attitude toward the opposite party.

Eg 17: The Harop, a kamikaze drone, is a horse out of the gates. (S17)

The Harop is actually bolting from its launcher. Briefly, in Trump's speeches, a few negative Propriety and negative Veracity resources are employed

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[2] Source: WorldPress.com
[3] Source: Vicabulary.com

to admit the existing tensions in trade relations or diplomatic intercourse in the long term of competition between America and other countries. Therefore, the purpose of referring to the negative side is to arouse the positive endeavor which has been or will be made.

5.2.3 Appreciation analysis

Table 7: The descriptive statistics of appreciation

APPRECIATION-TYPE	Number	Percent
reaction	149	40.49%
composition	64	17.39%
Social valuation	155	42.12%
total	368	100%
EXPLICITNESS	Number	Percent
inscribed	287	77.99%
invoked	81	22.01%
POLARITY	Number	Percent
positive	284	77.17%
negative	84	22.83%

Unlike Judgment, Appreciation interrelates with the aesthetic evaluation of the state of natural phenomena and human affairs. Reaction, composition, and valuation lead to the formation of Appreciation. Reaction deals with the object's influence on people, whether it is focused by people or not, and whether people like it or not. Within Appreciation resources, Reaction relates to the impression of things, which often associates with people's emotional reaction, oriented to the "appraised" things; Composition is made up of the assessments of how well the parts of the entity fit together; Valuation measures the worth of the object or its contribution to other entities. The overall finding is that, in corpus data, discourse content is metaphorically analyzed by means of expressions as follows.

According to Table 7, within Appreciation, Social Valuation takes up the highest ratio of 42.12% with 155 occurrences, followed by Reaction at 40.49% with 149 occurrences, and Composition at 17.39% with 64 occurrences. In terms of the polarity, the positive ones are so much more than their negative counterparts by accounting for 77.17%, while the negative Appreciation resources only take up 22.83%. Obviously, positive Appreciation is more frequently used than negative. As for Appreciation mode, this is mostly directly employed by explicit attitudinal words. Based on the data, the Reaction and Social Valuation resources are

employed more than Composition, which illustrates that Trump pays more attention to his feelings about the quality and the social value of things. Since more positive Appreciation resources are utilized in Trump's speeches, they will be first discussed in the following and more attention will be paid to Reaction and Social Valuation for their higher frequency. Then, some negative Appreciation resources will be discussed from PDA to get a better understanding of how Trump monitors his attitude toward some negative phenomenon.

Eg 18: Mr. Trump added brace to the plan then (S18)

The use of the noun "brace" in Eg 18 indirectly associates with the domain of MENTAL SUPPORT, potentially evoking a fairly extensive range of divergent source domains.

Eg 19: John Cryan attacked Elon Musk's idea of "America of circles." (S19)

The use of the verb "attack" in Eg 19 implicitly educes the domain of PHYSICAL AGGRESSION.

Eg 20: High interest rates were "the mother of all evils" and caused inflation. (S20)

The use of the phrase "the mother of all evils" in Eg 20 subtly implies opposition to the Federal Reserve's interest rise. These expressions are also addressed metaphorically to demonstrate domains of experience other than communication. For instance, the noun "brace" can be used to describe physical strength in situations such as "He could walk with braces on his legs"; the verb "attack" can be used to discuss illness in statements such as "the infection attacks the immune system"; the phrase "the mother of all evils" can be used to demean financial contributions in expressions such as "the disclosure of the technology secrets is the mother of all evils".

After finding the "possibility feature," according to the context limitation provided by the example, the speaker needs to express a bad psychological feeling, that is, combining with the context restriction, the speaker can be more accurately locked on the prominent attribute of "brimming"; confidence and resolve are modified according to the regular relational substitution law. As a result, you will find the implicit expression "boundless," so the sentence is as follows.

Eg 21: We are facing all challenges with new solutions and we're seizing new opportunities with brimming confidence and boundless resolve. (S21)

Through the metaphor, he expresses his opinion or evaluation of the solution in an indirect way, that is, he expresses that he has a positive feeling about challenges. At the same time, it also reflects the speaker's intention of indirectly expressing the meaning "we're seizing new opportunities". Therefore, the interpretation of the metaphorical rhetorical discourse in this particular context is achieved. Within ADRIM sectors, these widely utilized analytical concepts function as accusations and political markers, marginalizing and disciplining those seen to deviate from established modes of international relationship. In light of this view, verbs such as "stand pat" and adjectives like "heterodox" freely circulating around amount to regulatory interventions that target conservatives and liberals, inciting them to disavow their positions. Once the intention is determined, the speaker's "intention" is clear, that is, the speaker is trying to highlight two means of objectification. First, it occurs through research methods, especially the positivist epistemology, ensuring the field encounter between academics and their interlocutors. Second, objectification occurs through the outputs of research. From a phenomenology of subjective, lived experience: AI intellectuals are simultaneously objects and subjects of knowledge on technology. It is noteworthy that categories springing from Sino–US relations can enter into the academic studies of objects for scholars seeking reflective accounts of piety politics, including these local technological dialogues. In this regard, academic categories participate in the continual re-formation of subject positions within the life world of AI.

5.3 Graduation analysis

Graduation, as the third sub-system of Appraisal, explores the degree of feelings about people or things. Graduation is utilized to organize human experiences in the text (message) during which process the intent can be expounded through the theme system. The first sub-type of Graduation is Force, which focuses on the gradable attitude. In other words, Force resources intensify or lessen the degree of attitude. The second one is Focus, which mainly concentrates on those non-graded attitudes. Putting it differently, non-graded attitude can be marked differently on the basis of its distance to the core nature. Focus resources are to compare the core category to the marginal category.

According to the data in Table 3, the Graduation resources occupy 28.94% of the whole Appraisal system with 2937 occurrences. As Table 8 shows, within Graduation, Force takes up the higher ratio of 87.17% with 2560 occurrences, while Focus only takes up 12.83% with 377 occurrences. So, it can be safely

concluded that Trump intends to intensify his attitude by Force words rather than by Focus expressions. More specifically, both Intensification and Quantification forms of Force are used, and within Focus, more sharpening resources are employed than softening ones.

Table 8: The distribution of Graduation resources

Feature	Force		Focus		Total
	Intensification	Quantification	soften	sharpen	
Number	1183	1377	125	252	2937
Percent	40.28%	46.88%	4.25%	8.58%	100%

5.3.1 Force in speeches

Force covers assessments that can be divided into two categories: Intensification and Quantification. The former involves the assessment of intensity of qualities (degree) and processes (vigor) in terms of the features such as their size, weight, distribution, or proximity, while the latter offers the imprecise measurement of the presences or mass of entities. With respect to lexical grammatical classes, Force can be diverged into isolating and infusing. Isolating refers to the gradability of attitude realized through the individual item while infusing construes the gradable meaning by isolated lexical forms.

The process of analyzing the Attitude resources in Trump's speeches cannot be completed without a large quantity of up-scaling Force resources. Force resources are much more frequently employed than Focus resources. Trump mainly uses Force words and phrases to stress his viewpoints and enhance his emotions in his speeches. Within Force, intensification and quantification resources account for 74.13%, amplifying the emotion which may arouse the resonance of the audience. What is particular is the occurrence of 304 accurate quantification words, which are used to illustrate the factual reality of the world. These number words make his speeches seem more scientific and objective. Within Focus, sharpening words can help the audience focus on the main issues through attitude and engagement, which are equipped with a grading function. In a deeper sense, a single resource may contain more than one characteristic of Graduation. For example, "So, for family, for country, for freedom, for history, and for the glory of God, protect your home, defend your home, and love your home today and for all time." In this example, the repetition of "for" belongs to the

process of intensification, while the word "home" is also the emphasis of entity. The universality of Graduation illustrates that, in political speeches, speakers need several structures to polish their attitudes. Among the Graduation resources in the speech given by President Donald Trump, 8.58% of the resources are realized by sharpening, which indicates that the President aims to express his positive attitude and his willingness to establish harmonious social relationships through his wording.

5.3.2 Focus in speeches

Focus consists of detonation and intentional behavior, which can be divided into the origins of starting point, route, landmark, and termination. For instance, the concept of architecture and religion can be extended to a huge storage for origins. The journey metaphor is utilized to emphasize the significance of China's economic development. He cheered plans by defense secretary James Mattis to travel to South Korea and Japan on his first foreign trip as Pentagon chief and urged Vice President Mike Pence to tour Asia soon to reinforce ties to allies.

5.4 5.4 Discourse mode analysis

5.4.1 Change after the G20 Summit

After the G20 summit, the US government emphasized that there were serious shortcomings in domestic potential for technological drive in economic growth in innovative investment. This was a significant cognitive change for the Trump administration. Figure 2 shows the number of references specifically made to the US government's political economic criteria in Trump's speeches about the development strategy. There was almost no mention of the view that China poses threat to US national security through the advanced technology conflation of military defense and civil welfare. Immediately after the G20 summit, the result is acceptable disagreement in which the both the validity and distinctiveness of each other's positions are acknowledged.

     When disagreement arises in the inherent system, discussion focuses on underlying rules and assumptions and the bases upon which relevant linkages are made. This may involve critical commentary that suggests that a justifying connection is made in violation of common accepted rules of logic, coherence, and

reliable observation. Alternatively, the argument may be made that the claim or its justification is incompatible with commonly accepted fundamental claims about the nature of community, globalization, and individuality, and of logic, coherence, and reliable observation. In this vein, an attempt is made to argue the incorrectness of another claim in terms that the administration is likely to accept as binding. Alternatively, a disagreement on China policy in America may be resolved by the incorporation of differing positions under a common umbrella. Recourse is also made to common justifications and elaborations to demonstrate that the two positions are either complementary (perhaps illuminating two different aspects of the same general phenomena) or equally valid.

6 Conclusion

This study aims to analyze attitude change through a comparative study of Attitude and Graduation resources in three stages of the Sino–US dispute. This section will present the major findings of the study and answer the corresponding three research questions put forward previously.

6.1 Major findings

In 2018, America exerted pressure on China to respect intellectual property rights. After the G20 Summit, Attitude and Graduation resources rose dramatically with the higher ratio of positive Affect and remarkable Judgment and Appreciation, as well as the expansion of dialogue space between the speaker and the audience. The analysis above hypothetically comes to the conclusion that Trump's intention is less aggressive after this point. After all, the series of agreements were signed through the official channels and accepted by America and China. This agreement played a supervisory role. At the same time, it was a forceful announcement to other countries.

When a less politically charged moment in the US.–China relationship arrives, leaders in both countries should examine – both individually and collectively – whether or not their interests are best served by hastening the bifurcation of the global technology sector into US and Chinese spheres. In such a scenario, both sides would limit their expansion potential: China's markets primarily would be in developing countries with limited resources for technology build-out, and US

companies would operate mostly in developed markets, where competition would be fierce.

6.2 Limitations

This paper has argued that there were significant changes in Trump's discourse in relation to the economy, political relations, and the rule of trade in the year of 2018, documented as the content analysis of the relationship between America and China. The discussion of Attitude resources distribution and analysis of changes in Attitude resources is somewhat influenced by the writer's subjectivity, even though the writer tries to remain objective.

The emergence of consensus in turn depends on multi-level factors. Without a consensus on reforms, the country's major power is bound to be limited. As Trump argues in his State of the Union Address on January 31, 2018:

> So to every citizen watching at home tonight — no matter where you have been, or where you come from, this is your time. If you work hard, if you believe in yourself, if you believe in America, then you can dream anything, you can be anything, and together, we can achieve anything.

Therefore, the USA has to take domestic factors into account when it places demands on the Chinese government. Appraisal Theory itself is employed to assess the speaker's identities, so in essence it is difficult to avoid subjectivity.

6.3 Suggestions

In a larger real-world context, the traditional explanations of grammar are not adequate to capture grammatical selection. Consequently, Appraisal Theory should be promoted with the development of grammar study from the sentence-based perspective to a discourse-based perspective. Appraisal Theory, embracing language and functional grammar, is grounded in how we apply language to the actual situation in constructing reality and enacting social relationships, which is a way to epistemological truth within a semiotic approach. The general potential for Appraisal Theory in political studies is indicated by the outline of discourse-dialectical, critical realist-oriented PDA.

The present study attempts to analyze the attitude resources in Trump's speeches on Sino–US trade. It is motivated by the purpose of providing practical

references for leaders, trade negotiators, and market entities. For leaders, positive affect resources endow them with a trustworthy and amicable image. For trade negotiators, the combination of trade issues and linguistics is a novel perspective to ease tension. On the one hand, capacity generates expectation in business situations, in which the usage of tenacity is complementary to the assessment of competition among the young generation. On the other hand, negative judgment can be expressed through metaphor to be more acceptable for their counterparts. For market entities, Appreciation directs objective evaluation by upholding the integration of reaction and composition.

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Bionote

Xin Zheng

Xin Zheng (b. 1998) is a postgraduate student at Beijing Foreign Studies University. Her research interests include corpus linguistics, translation, and interpretation. Her publications include "The problems and coping strategies of independent interpreting practice for undergraduates" (2017).

Appendix A: Sources of speeches

Number of speech	Time	Name of speech
Speech 1	January 2018. 2019	President Donald J. Trump's Weekly Address in White House
S2	February 2018.2019	President Donald J. Trump's Weekly Address in White House
S3	March 2018 2019	President Donald J. Trump's Weekly Address in White House
S4	April 2018	President Donald J. Trump's Weekly Address in White House
S5	May 2018	President Donald J. Trump's Weekly Address in White House
S6	June 2018	President Donald J. Trump's Weekly Address in White House

S7	July 2018	President Donald J. Trump's Weekly Address in White House
S8	August 2018	President Donald J. Trump's Weekly Address in White House
S9	September 2018	President Donald J. Trump's Weekly Address in White House
S10	October 2018	President Donald J. Trump's Weekly Address in White House
S11	November 2018	President Donald J. Trump's Weekly Address in White House
S12	December 2018	President Donald J. Trump's Weekly Address in White House
S13	November 2018	Remarks by President Trump at APEC CEO Summit in Da Nang, Vietnam
S14	January 2018	Remarks by President Trump to the World Economic Forum in World Economic Forum Congress Centre, Davos, Switzerland
S15	December 2018	Remarks by President Trump in G20 Summit
S16	January 2018	President Donald J. Trump's State of the Union Address to the Congress of the United States