

Construction of National Image and Discourse in the context of Emergencies

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Abstract

International news plays a crucial role in shaping the image of a country [1]. In this article, seven reports on the new coronavirus in the Chinese and American news media, *CGTN* and *USA Today* are used as the research materials. Through the comparative analysis of the Attitude and Graduation system of the Appraisal theory, we find the similarities and differences in the discourse between China and the United States for further analysis and further analyze the relationship between discourse expression and national image. At last, we put forward corresponding suggestions to international reports; promote the spread of Chinese power and the positive construction of Chinese international image.

Key words: National image; National discourse; Appraisal theory.

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I. INTRODUCTION

The national image is not the national image shaped in the domestic media, but the national image reflected in the media of a country in the reports of things in other countries [2, 3].

In his speech at the launch of the *2019 China National Image Global Survey*, Gao Anming pointed out that the global outbreak of the new coronavirus not only exposes the shortcomings of public health systems, global governance capabilities and governance systems around the world, but also puts forward new topics for the shaping and dissemination of national images.

Cheng Manli, dean of the National Institute of Strategic Communication, Peking University, said that during the new coronavirus epidemic this year, China's anti-epidemic spirit had not only gained domestic consensus, but also received the attention of the international community. The task of the post-epidemic period was to further spread the image of contemporary China. Foreign publicity, as a cross-cultural communication tool, is also an important manifestation of the political wisdom, national influence and radiation of the ruling party. The main responsibility of China's foreign publicity work is to explain China to the world, to establish China's image internationally, to clarify China's position in major affairs, etc. Therefore, the study of the differences and roles of news reports in foreign communication is very important for the

dissemination of China's image and the further construction of the national discourse system [4].

This article adopts the Attitude and Graduation System of Appraisal Theory to analyze the reports of the new coronavirus epidemic in China and the United States during the epidemic period, so as to better carry out international reports, promote the spread of China's power, and promote the positive construction of China's international image.

II. RESEARCH METHOD

CGTN is an international news communication agency for global broadcasting belonging to the China Central Radio and Television Station. It is an official media with multiple overseas branches. The official statement is highly persuasive, objective and fair, and representative. As the official authoritative media, *CGTN* shoulders the responsibility of external communication. It is meaningful to investigate how to report external news, find problems and propose strategies through research and inspection of *CGTN*. *USA Today* is the only color national English folio daily newspaper in the United States, with a large circulation and wide influence in the United States, and has a high degree of attention and detailed coverage of the real-time epidemic in the United States. Due to the difference in influence, we compared the differences in publicity between the two sides and provided suggestions for China to use *CGTN* for external publicity.

III. COMPARATIVE ANALYSIS

1. Appraisal theory

In functional linguistics, language is regarded as a system of meaning, the form in which meaning is realized, and the study of how speakers use particular language to perform corresponding activities and behaviors, and how meaning is realized through language is the focus of research.

The Appraisal theory proposed by Martin, James and his colleagues in the 1990s is to study the appraisal resources in discourse from the perspective of vocabulary, that is, to study the expression of emotion in discourse, indicating value, negotiating social relations and the vocabulary of alliance readers. Appraisal theory includes three subsystems: Attitude, Engagement and Graduation.

Like systemic functional grammar, Appraisal theory has broad application prospects. Through the analysis of appraisal resources in discourse, listeners or readers can better understand the attitude and negotiation skills of speakers or authors, so as to make wise judgments on the ideology and values contained in the discourse and make reasonable choices in the multi-voiced information age [5]. Therefore, the usage of Appraisal theory for comparative analysis can effectively show the speaker's application of discourse, so as to better promote foreign publicity.

2. Comparative analysis of *CGTN* and *USA Today* on news reports of novel coronavirus pneumonia

2.1. Attitude system analysis

Attitude refers to the judgment and appreciation of human behavior, text or process, and phenomena after psychological influence. The system is divided into three subsystems: affect system, judgment system and appreciation system the affect system is the center of the whole attitude system, from which the judgment system and the appreciation system are derived [6]. We select the affect system and the graduation system in the attitude system for analysis.

2.1.1 Affect system

Affective meaning has two meanings: positive and negative. Positive quality words always express positive meaning; negative quality words always express negative meaning. Emotion belongs to the category of reaction in psychology, which is the reaction to behavior, text or process and phenomenon. The system is divided into three cases, namely "Affect as quality", "Affect as process" and "Affect as comment" [7].

Analysis by *CGTN* report

Example 1: *Since the outbreak began in late December 2019, thousands of female workers performing different jobs have been devoted to the battle against COVID-19 in China, fighting alongside their male peers to save the infected* [8].

The word "devoted" in the passage belongs to the quality affect in the affect system. Devote is a positive term designed to show that since the outbreak of the pandemic, women workers in various industries in China have been committed to fighting alongside male workers in the fight against the COVID-19 pandemic. The author believes that in different fields they also have the same strength and spiritual qualities as men, and wants to call on the society to pay more attention to female workers during the anti-epidemic period through this report.

Example 2: *On January 28, Xi Jinping told visiting World Health Organization (WHO) Director-General Tedros Adhanom Ghebreyesus that China has full confidence and capability to win the battle against the disease and the Chinese government has released information about the epidemic in a timely, open, The Chinese government has released information about the epidemic in a timely, open, transparent and responsible manner, and responded actively to concerns of all sides* [9].

The "full confidence and capability" and "released, responded" in the selection belong to the process affect in the affect system. The words "released, responded" are part of the behavior process and "full confidence and capability" are part of the psychological process. It highlights the national leader Xi Jinping's will to win the fight against epidemics and the correctness of the decision of the Chinese government to timely release epidemic-related information. Among them, "actively" belongs to the commentary affect, which aims to highlight the efficiency and speed of the Chinese government's response.

A comparative analysis *USA Today* reports

Example 1: *But while the Chinese government undoubtedly knows more than the rest of us about the scope of the problem, it probably knows a lot less than it would like to about what is going on. People are often afraid to report bad news, because the government has a history of punishing those who do* [10].

"The Chinese government undoubtedly knows" in "undoubtedly belongs to the "mode" of the affect system, explaining how China knows the truth of the matter, and in an affirmative tone, China is the country that knows the truth about the novel coronavirus epidemic. "People are often afraid to report bad news" in the "afraid" is negative, the author believes that the Chinese people's response to reporting the reality of China's fight against the epidemic is "afraid", because China has a practice of severely punishing the people who spread "real" information, so the people's fear arises, confusing the difference between China's punishment of rumors and stifling citizens' freedom of speech, so that readers think that China is covering up the facts and erasing freedom.

Example 2: *Meanwhile, for the rest of us who know even less than the Chinese leadership, the question is just how bad this epidemic/pandemic is likely to get, as well, as Frankie Huang notes, we can't always trust what the Chinese are saying, But to the extent that we can see what they're doing, it looks like they're pretty scared* [11].

"It looks like they're pretty scared." In this clause, "pretty scared" is the word 'attribute' in the affect system. It attributes the attribute to the Chinese government and shapes a public negative image of China that is often very worried about the unknown secret.

2.1.2 Judgement system

Judgment systems are used to explain language users' emotional responses to behavior, text, or process and phenomena. Judgment system, as a resource to explain language phenomena, is used to explain the moral judgment made by language users according to ethics or morality (rules and regulations), such as whether it is in line with ethics, whether it is reliable and whether it is brave. Appreciation system, as a resource to explain language phenomena, is used to explain language users' appreciation of text or process and aesthetic character of phenomena [12].

Analysis by CGTN report

Example 1: *"China's efforts have bought the world time - even though those steps have come at greater cost to China itself," said WHO Director-General Dr. Tedros Adhanom Ghebreyesus* [13].

The selection quotes Dr. Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization, for his evaluation of China's epidemic prevention policy. With the positive judgment word "effort, bring, greater", he affirmed China's efforts during the new coronavirus epidemic and emphasized the huge cost of China's implementation of anti-epidemic prevention and control measures.

Example 2: *The WHO has spoken highly of China's contribution to disease prevention and control* [14].

The positive meaning of "contribution" in the paragraph reflects the praise of WHO for China's policy, and draws the conclusion that WHO highly evaluates China's contribution to disease prevention and control.

A comparative analysis USA Today reports

Example 1: *Liu Lun, 32, who works for a Beijing construction company, said every employee in his firm has been tested for COVID-19, the disease caused by the new coronavirus. "With the help of big data we can defeat the virus again," he said, adding that he admired all the doctors and nurses who are*

once again getting busy "to overcome the difficulties [15]."

In the interview discourse of Chinese citizens, the positive judgments words "admire, defeat, and overcome" are used to praise doctors "active treatment of patients" social behavior. The positive social value of this behavior is affirmed by praise, which makes the image of Chinese doctors' full efforts and active cooperation of social citizens jump on the paper and plays a positive role in the report.

Example 2: *But Xu Hejian, a spokesman for the Beijing government, warned Wednesday that the situation was "extremely severe," and that people "must fully grasp that epidemic containment in the capital is long-term, complex and arduous* [16]."

By intervening in the Beijing government spokesman's words to show the status quo of anti-epidemic, using "warned" negative social judgment words, to criticize the relaxation of vigilance is contrary to the norms of anti-epidemic behavior, "extremely severe, long-term, complex, arduous" is the negative word of affect quality, expressing the status quo of anti-epidemic is grim, "long-term, complex, arduous" with a difficult intensity of progressive, making mood fluctuations.

2.1.3 Appreciation system.

Appreciation system belongs to the category of aesthetics, which refers to the evaluation of texts or processes and phenomena, and also has positive and negative meanings. The system is formed around three aspects, namely reaction, composition and valuation [17].

Analysis by CGTN report

Example 1: *More backup of medical staff continued to arrive in the embattled provincial capital. An unprecedented rescue mission and nationwide battle against the epidemic began* [18].

Since the epidemic broke out, China, under the guidance of President Xi, has gone all out to fight it, with the speed, intensity and coverage unprecedented in the world [19].

Appreciation words such as "embattled, unprecedented" appear in the selected paragraph, reflecting the suddenness and uniqueness of the novel coronavirus pneumonia, the crisis of the city after the outbreak of the epidemic and the historicity of the epidemic prevention struggle. Among them, the word "embattled", which has a negative meaning, highlights the plight of cities invaded by the new coronavirus. The word "unprecedented", which has a positive meaning, shows the determination and grandness of the fight against epidemics, and shows China's determination to win the fight against epidemics.

A comparative analysis *USA Today* reports

Example 1: As I write this, they have many millions under quarantine. This drastic step, taken at considerable expense to China's already sluggish economy, suggests something serious. At the same time though, China has been ignoring offers of help from the World Health Organization and the U.S. Centers for Disease Control and Prevention [20].

Appreciation words such as “drastic, considerable, sluggish and serious” reflect the view of evaluators on China’s zero tolerance policy. Among them, “radical, considerable” is a branch of influence in response. Influence refers to the attractiveness of the text or process [21]. Value orientation words with negative meanings are used to evaluate the external attractiveness of the policy implementation process, and 'quality' affect words “sluggish” are used to show the economic situation of China at that time. As a prerequisite for the implementation of the policy and a description of the basic environment, the results of the implementation are evaluated by the sentiment word “serious”, aiming to show the harmfulness and irrationality of China’s severe epidemic prevention policy.

2.2 Graduation system

Graduation system is a hierarchical resource for the degree of attitude engagement, including two subsystems: force and focus. Speaking power moderates the size of a graded range of attitudes, such as raise or lower. Focus is to classify attitudes that cannot be graded. Focus points sharp and soft [22].

There are two ways to express text attitude meaning: one is inscribe, which is expressed directly through attitude words; the other is invoke, which is indirectly expressed through various covert means. The specific way can be divided into three types: provoke refers to the author's attitude implied by lexical metaphor; flag means that the author uses graduation resources as a signal to imply the existence of reader’s attitude meaning; afford refers to the indirect attitude conveyed by the author using the evaluation potential of conceptual meaning. Flag are usually used to imply evaluation and appreciation [23].

While reporting, the author uses evaluative language as a signal to invite readers to share and agree with their views; when the author expects that there are different or even opposite views among the readers, he will use the corresponding language strategies to avoid conflicts and express ideas implicitly, so that readers naturally accept the author's views. In other words, “people go where they are expected by the guided word users without any awareness”. This is also evident in the *USA Today* report [24]. This textual function is called the naturalization of the reader's reading position [25].

Analysis by *CGTN* report

Example 1: Since the outbreak, the Chinese government has mobilized the entire country and adopted the most comprehensive, rigorous and thorough prevention and control measures [26].

The usage of “the most, more than” as high-value raise force words in the report confirms the comprehensiveness, strict and thoroughness of the government's prevention and control measures since the outbreak, highlighting China's confidence and determination to fight the new coronavirus.

Example 2: Foreign Affairs Analyst Brian Becker also spoke highly of China's centralized governance model as "it has the ability to move resources," and has a very strong state sector and a public health sector that are able to determine the policies into the priorities[27].

By using the raise force words in phrase “high, very strong” to emphasize the high appreciation of foreign affairs analyst Brian Becker for China’s centralized governance model, the paragraph highlights the safety of people’s lives and health and the stability of the social situation under the leadership of the Communist Party of China during the prevention and control of the epidemic; it highlights the superiority of Chinese political system in epidemic prevention and control.

Example 3: With over 32,000 medical workers sent to aid Wuhan, nearly 200,000 pieces of relief materials allocated to assist Hubei, and the national "pairing-up " program in which more than a dozen of provincial-level areas across the country were paired up with cities in Hubei to provide support, China has made a China has made a swift and careful response to the COVID-19 outbreak [28].

The passage provides objective reality based on official data to expound the fact that during the epidemic period, the whole country is united to fight the epidemic in an all-round way. The data are also the supporting evidence for the accuracy of the paragraph text and the paragraphs also take fuzzy quantitative expressions to highlight the Chinese government’s attention to the new coronal epidemic and the rapid handling of decisions, so as to suggest to readers that the Chinese government is highly likely to quickly control the new coronal epidemic.

Example 4: "Keeping in mind that people's interests are the highest priority in the current arduous battle of prevention and control against the Keeping in mind that people's interests are the highest priority in the current arduous battle of prevention and control against the outbreak of pneumonia caused by the novel coronavirus."-Xi Jinping [29].

The highest priority is used to emphasize the idea that people's interests are the top priority in the current struggle against the new coronavirus-induced pneumonia showing the people-centered concept.

The necessity of the leadership of the Communist Party of China in the anti-epidemic struggle underlines that the Communist Party of China's stay true to the Party's original aspiration and founding mission. They firmly hold the belief that the people's position is the fundamental political position of the Communist Party of China, which essentially distinguishes them from other political parties.

A comparative analysis of USA Today reports

Example 1: *The numbers of coronavirus diagnoses are rising every day, and due to China's suppression of information, there's still so much we don't know.*

Reports that the problem is in trusting the official numbers: "Yesterday, I saw on social media that someone noticed that the ratio in the Yesterday, I saw on social media that someone noticed that the ratio in the official figures for the total dead to the total diagnosed cases has remained exactly 2.1% every day since Jan. 30. I felt my face crumple as I stared at the numbers. I had forgotten that every piece of news must be examined for how it is being used to strengthen the regime's rule... I so badly want to believe in the Chinese government when millions of lives are on the line [30].

This excerpt has a large number of force words to indicate the affirmative degree of speech to clarify its purpose. Among them, the attitude is modified in "so much, exactly, badly, undoubtedly, still, must, everyday" etc. The voice of force is raise volume and is intended to highlight the objectivity of the data source and the author's position with high-grade, as well as the universality of the problems existing in the criticized party and the rationality of criticizing the other party so as to enhance the objectivity and rationality of the discourse. The word "suppression" contains and emphasize the tone of negative criticism; while "perhaps, probably, often" and other lower volume words are used to lower and soften the rationality of the China's stance and approach to obscure the positive significance of the measures taken by China, and to portray China as deliberately concealing the facts, maliciously blocking access to information and being irresponsible to the people.

In addition, the excerpt has an obvious focus, "official number, official figure, social media", make their data sources have obvious directions, expand the supporting surface of their discussion, and force and focus complement each other. Using the high-level graduation to highlight and expand China's fine points in the process of fighting the epidemic. The subtle points are over exaggerated. While the usage of the

lower volume of the graduation system softens and obscures the characteristics and achievements of China in the process of anti-epidemic so as to guide readers to subconsciously form a negative image of the criticized side of China.

What's more, in the further analysis of paragraph-selection reports, the explicit expression of the implied attitude of the report should also be uncovered from the usage of vocabulary, graduation resources, and the meaning of concepts by news writers. For example, when it is said that the infection rate in China has remained at 2.1% since January 30, the report does not directly point out what author's belief that there is a cover-up of the real epidemic data by the Chinese government, but rather counsels audiences through utterance evaluation, "magical virus", "face crumple" and "strengthening the regime's rule" to alert readers to the possibility that this could contain changes in the published data which intends to express negative criticism and the inappropriateness of this action.

Example 2: These and similar safety lapses are happening with disturbing regularity *at elite U.S. labs operated by government agencies, the military, There is no reason to believe they aren't happening at labs in other countries as well [31].*

The report also reflects the rich application of the naturalization function of the graduation system. The report takes the fact that the United States virus laboratory leaked the pathogen in 2014 as an intervention, and extends to today's new coronavirus epidemic. Example 2, "there is no reason, believe, as well", is a strong morpheme intended to highlight the plausibility of speculation. Based on the fact that a leak of a safe multi-regulated laboratory in the United States, it deduces the possibility of a leakage from a laboratory in Wuhan and the possibility that the coronavirus outbreak was caused by a leakage. "Deadliest, deadline, disaster and nobody, in decades, vulnerable, rip" are used to sharpen the tone, describing the great danger of the coronavirus leaked out of the US before, thus highlighting the huge harm of the leaked germ. Then it puts forward the cause of the leaked virus in Wuhan which as rumor implicitly leading the reader to connect the two events as a matter of course.

Example 3: *Those facilities include the Wuhan Institute of Virology, which specializes in coronavirus research, collecting specimens from wild bats in search of new viruses and conducting experiments The Institute of Virology, which specializes in coronavirus research, collecting specimens from wild bats in search of new viruses and conducting experiments [32].*

The author uses the appraisal language "specialize in" in the selection as a signal to imply that Wuhan Institute of viruses specializes in extracting

viruses from animals, and later uses "specimen vials dating to the 1940s and 1950s", "specimen vials dating back to the 1940s and 1950s", "it was declared eradicated from the planet in 1980. labs in 2014", "records showed" that officials in 2014", "University's AgCenter in Baton Rouge in 2008 for serious biosafety lapses while researching." and other quantitative examples to trigger attitudes and "as many as , secretly" objectively describes the security incidents that exist around the world.

Graduation as a measure of engagement plays an important role in enhancing or weakening tone "Why the Wuhan lab-leak theory shouldn't be dismissed?" In the report, the hazard of laboratory leakage was introduced through the laboratory leakage events in the United States and other parts of the world. Then, the SARS event in Beijing in 2003 was used as a further supplement to illustrate that there may be security risks in Chinese laboratories, and finally the new coronal epidemic was pointed out which enhances the focus of the article, further sharpens the theme of this article.

In the article, there is no direct point to Wuhan Institute of viruses. The evaluation of the virus laboratory is used to express views in an implicit way of analogy, which enhances the specificity of the article, makes it more convincing, reduces and avoids conflicts with reader's views, and guides readers to naturally agree with their views.

IV. DISCUSSION

In the coverage of China's confrontation with new coronavirus epidemic, the vocabulary used by *CGTN* is full of positive meaning. This fully reflects the confidence and determination of the people to fight against the epidemic under the leadership of the Communist Party of China. The report quoted President Xi Jinping's words to reflect the Chinese Communist Party's people-centered nature in the process of anti-epidemic.

CGTN has always maintained a positive cognition on the reports of epidemic prevention and control in China. Such cognition stems from President Xi Jinping's confidence in the public and from WHO's high praise for the effectiveness of China's epidemic prevention. The positive cognition of *CGTN* is based on the conclusion that the epidemic situation in China is showing a trend of taking a favorable turn.

It is noteworthy that *CGTN* has also reported on the female workers contributing to the new coronavirus. During the joint anti-epidemic period, female workers were also active in various positions, contributing to the fight against the epidemic.

CGTN reports on the new coronavirus include government, social groups, hospital doctors, patients, volunteers and the public, covering all aspects of all

trades and professions, fully reflecting the humanistic care of influential national media for the people.

CGTN as a representative of the image of China's intercultural median, publishes reports combined with multi-views, to a certain extent, reflects the objective and fair image of China, outward shows that China is a country willing to accept multi-evaluation.

USA Today's news coverage of the new coronavirus tend to be further analyzed in the form of intervention, often constructing facts on facts and confusing similarities to guide readers to believe in one side's position.

Among them, the graduation system is frequently used, highlighting the objectivity of the data source and the position of the article's author with high-grade, in order to enhance the objectivity and rationality of the discussion, while using negative social esteem words and lower volume force words to soften the position of the criticized party, China, blur the positive significance of the other party's measures, so that the reader is naturally affected by the author's viewpoint.

Meantime, in the news reports, the reasons, processes and results of the anti-epidemic measures are modified with varying degrees of modal and affect words, so that readers have a stronger understanding of China's approach to the anti-epidemic.

It is worth noting that the reports often do not directly and positively point out China's issues they believe, but through projection of engagement, the introduction of other words to remind readers of which practices are harmful, undemocratic and inappropriate. News reports mainly focus on China's measures to combat the epidemic, while the positive contribution of different subjects during the outbreak accounted for a small proportion making it difficult to present the overall picture of China's epidemic resistance.

There are many interviews with interviewers in the content of the reports, and interviews with Chinese citizens show a positive image of China, which also appears several times in the reports. The US recognizes China's strength to a certain extent, but raises a series of questions about the transparency of China's fight against the epidemic, etc.

In the content of the report, there are many interviews with Chinese citizens to show a positive image of China, which also appears many times in the report. The United States puts forward a series of questions about China's anti-epidemic transparency, although they recognize China's strong strength to a certain extent.

V. CONCLUSION

In the Chinese press coverage of the new coronation epidemic, the attitude system is widely used. A large number of emotional words such as quality and process emotion are modified or the positive evaluation of the anti-epidemic process plays an important role in shaping the image of a responsible great power that adheres to democracy, attaches importance to human rights, and actively proposes and implements anti-epidemic measures.

At the same time, China's reports on specific events in the epidemic are very detailed, and they are emotional and guided by correct values. In these reports, the Chinese side has carried on the detailed explanation and the powerful counterattack to the false statements made by the West to smear China which is very worthy of affirmation.

The US side, on the other hand, the usage of affect system is relatively less in order to weaken the reporter's own value orientation, and the usage of graduation system is more in order to emphasize the objectivity of elide dialogism and through the introduction of reference dialogism to establish the value orientation of this article. Meanwhile, linking the logical inevitability of two or more events and reported events to speculate the irrationality of reported events which further to blur the Chinese characteristics and effectiveness of China. In general, these practices are intended to guide readers to subconsciously form a negative image of China.

In the context of this outbreak, we can find that there are some deficiencies in news reports that can be improved. The proportion of positive and negative reports on the Chinese side is unbalanced, with more positive and neutral reports. During the new coronation epidemic, news reports mainly focus on China's positive actions and the courage to assume responsibility. However, due to different communication concepts and audience news concepts, the acceptance of positive news reports is different, which is prone to misunderstanding or even misunderstanding.

Therefore, we should adjust the mode of discourse expression: adopting naturalization function of graduation system. A comprehensive introduction to the background of news reports helps foreign audiences understand the whole picture of things. If the background of important things is not reported or briefly reported, readers will have some difficulties, obstacles and misunderstandings. Emphasizing the background of the event and China's specific national conditions helps to strengthen the rationality of our stance, so as to guide readers to accept the information conveyed by the discourse report and to enhance the effectiveness of external communication and serve the construction of a better national image.

In shaping the country's image, the US dilutes its tendency by emphasizing the objectivity of data and rhetoric, making its articles more persuasive. In this regard, we can also intervene more external evaluations and the voices of foreign people in multi-perspective reports which can make the events more stereoscopic. In addition, using the voices of the masses to further perceive the national image is a useful measure to shape the national image.

When shaping the image of the country, the US side downplays its own tendencies by emphasizing the objectivity of data and other words, making its own articles more convincing. In this regard, we can also intervene more in foreign evaluations, the voices of the people, and multi-perspective reporting to make the events more three-dimensional and perceptible, using the voices of the people to further perceive the country's image and thus to shape the image of our country.

The media should be fair and objective to explain the facts to the masses, bring accurate information for the public, and should also have humanistic care when informing the public of such major public events as the new coronavirus. Because at these important moments, the role of the media is not only a tool for transmitting information, but also a source for people to obtain hope and support confidence.

In today's complex and ever-changing international situation, China should vigorously shape its national image, and actively create a good international public opinion environment for itself by means of international communication, which is of great significance for the improvement of its international discourse powers. By comparing and analyzing the differences between Chinese and American media coverages, readers can realize the profound meaning behind the surface vocabulary and the attitude and position conveyed from a broader perspective, which is helpful for the audience to objectively view the report and further confirm the efforts made by China. It also provides some reference for the improvement of news reports.

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