

A Corpus-based Critical Discourse Analysis of CEO Statements in CSR Reports—A Comparative Study of Huawei and Apple

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Abstract

Corporate Social Responsibility (CSR) report is an effective way to promote the management of social responsibility and strengthen internal and external communication. CEO Statement, as the initial and prominent section in CSR reports, can give readers an overview of the whole reports. This paper selects Huawei and Apple as the data source and downloads the CEO statements in CSR reports from the official websites between 2017 and 2021 and build two corpora. The author uses Fairclough's three-dimensional critical discourse analysis (CDA) mode as framework to analyze text, discourse practice and social practice of the CEO statements. By comparative analysis of CEO statements in Huawei and Apple CSR reports, we can find different features caused by different cultures. The study will provide practical suggestions for Chinese companies when compiling overseas CSR reports.

Keywords: Corporate social responsibility report; CEO statement; critical discourse analysis; corpus-based; three-dimensional critical discourse analysis mode.

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1. INTRODUCTION

1.1 Research Background

In recent years, with China continuing to expand high-standard opening-up and promote high-quality economic development, the importance of social corporate responsibility has been attached. Meanwhile, the role of corporate social responsibility discourse in business communication research is constantly prominent (Miao Xingwei, Li Ke). It is an important discourse carrier to express the economic, legal, moral and charitable responsibilities to stakeholders, such as investors, employees, customers, suppliers, government, community, and so on (Carroll 1999: 292). While reporting on their achievements, companies are also building a good corporate image to readers to increase the trust and loyalty of stakeholders to this company. The CEO statement, always placed at the initial part of the CSR report, is a microcosm and provides an overview of the whole report. According to Fairclough (1995), language is naturally ideological and it is a tool to express ideology and power. The CEO is the main leader of the corporate, so the message from he or she will express the value of the corporate. Previous studies mainly focus the whole CSR reports from business perspective, and recent linguists begin to study the CSR reports from the aspects of intertextuality, ecolinguistics, translation and so on. However, few of them have a

comparative study of the CEO statements in CSR reports from different countries. For these reasons, this paper will use the corpus as a tool and Fairclough's three-dimensional critical discourse analysis (CDA) mode as the framework to analyze the differences of the CEO statements in giant corporations between China and American.

1.2 Research Significance

This paper analyzes the CEO statements under the framework of three-dimensional critical discourse analysis (CDA) mode proposed by Fairclough. Through comparative analysis, the characteristics of expression and hidden ideology could be revealed. Furthermore, this paper could provide some creative suggestions for Chinese companies better build their image and construct their identity.

1.3 Research Methodology

The research materials selected in this paper are CEO statements in CSR reports from Huawei and Apple between 2017 and 2021. These two companies are leading and giant corporate in their own country, even globally and publish their CSR reports every year, so their reports are representative. The tokens of Huawei corpus are 4695 and types are 1145. The tokens of Apple corpus are 2893 and types are 826. This paper uses the

corpus software AntConc to conduct the language analysis from the specific word frequency list and the collocation word list to find their language features. Under the framework of Fairclough's three-dimensional critical discourse analysis (CDA) mode, this paper will conduct from three levels: text, discourse practice and social practice.

2. LITERATURE REVIEW

2.1 Introduction of CSR reports

The development of corporate social responsibility began in the early 20th century and has undergone continuous improvement and development. Corporate social responsibility (CSR) is the practice of corporations voluntarily contributing resources to socially beneficial projects. (Kotler and Lee, 2005). Carroll (1999) proposes a four-level model of corporate social responsibility, which believes that "corporate social responsibility includes economic responsibility, legal responsibility, ethical responsibility and discretionary responsibility", and divides corporate social responsibility into six dimensions: namely, user firstism, environment, race/gender discrimination, product safety, occupational safety, and shareholders. This theory is also the basic model that many scholars are currently studying. Yang Zhenguo (2011) believes that corporate social responsibility requires enterprises to pay attention not only to profits, but also to the value of people in the production process, and at the same time pay attention to the social value of enterprises to consumers, the environment, and the contribution to society. Brown (1983) argues that corporate social responsibility refers to the sense of morality and responsibility of enterprises on major social issues, including corporate donations, community concerns, environmental friendliness and other aspects.

Corporate social responsibility report is an important discourse carrier to express the economic, legal, moral and charitable responsibilities to stakeholders, such as investors, employees, customers, suppliers, government, community, and so on (Carroll 1999:292).

2.2 Previous Study of CSR Reports

Such kind of discourse has attracted the attention of scholars in finance. Wu Chunbo et al. (2014) conducted a longitudinal and in-depth analysis of Huawei's corporate responsibility report over the past five years, and found that the development and changes of the company's corporate responsibility report were highly related to its corporate strategy and culture, and put forward suggestions for improvement. Huang Jun et al., (2021) studied the impact of female executives on the readability of CSR reports from the perspective of the quality of CSR information forms. From the perspective of resource dependence theory, Zhao Xiaoyue et al., (2022) proposed that when enterprises face conflicting demands from different departments within the same level of government, enterprises will respond to the

above pressures by choosing to disclose specific social responsibility activities substantively or symbolically. It provides new ideas for the audit of regulatory authorities.

In recent years, linguists have also begun to use critical discourse analysis or genre analysis to study corporate responsibility report discourse from different perspectives. Bhatia (2013) studied the social responsibility reports of Chinese petroleum companies from the perspective of intertextuality. Xia Rong and Xu Jun (2020) used System Functional Linguistics as framework and made a comparative analysis of the CSR reports of Geely and Daimler from the perspective of ecological linguistics. Shi Xingsong and Niu Yilin (2022) conducted a comparative study of the social responsibility reports of 37 Chinese and American companies from the perspective of stance construction, and explored the distribution characteristics, using features, similarities and differences of their stance expressions.

2.3 Previous Study on Critical Discourse Analysis

Critical linguistics began in the late 1970s and its main ideas were embodied in two books published in 1979: *Language and Control* (Fowler et al., 1979) and *Language as Ideology* (Kress and Hodge 1979). Critical linguistics focus social issues such as inequality, racial discrimination and so on from perspective of language. Linguists in this field attempt to analyze the language structure to reveal the social significance expressed by language and establish and maintain the power relations among social organizations by using language (Tian Hailong, 2006). *Prejudice in Discourse* published by Teun van Dijk (1984), *Language and Power* published by Fairclough (1989), and *Language, Power and Ideology* published by Wodak (1989) are three representative works in critical discourse analysis. Under the guidance of these books, the development of CDA gets thriving. Fairclough's three-dimensional mode is commonly recognized and used, and many scholars uses this framework to study discourse from text, discourse practice and social discourse. Apart from this, Wodak & Meyer (2009) put forward another approach called Discourse-Historical Approach, which aims to reveal issues such as hegemony, discrimination, and xenophobia in discourse, and to raise public awareness of political objectives, hegemonic ideas, and values that are forcibly embedded in discourse (Wodak & Meyer 2009). However, we argue that previous literature suffers from certain weaknesses: first, the collection and analysis of the text lack systematicness (Tian Hailong, 2006). Second, the objectivity of the analysis is questioned by many scholars. Later, corpus linguistics was incorporated with the discourse analysis for the data from the larger discourse are more comprehensive, supportive and believable.

In 1990s, critical discourse analysis was introduced to China. Chen Zhongzhu first introduced the stages of CDA development to China. In Chen's opinion,

language is the form of discourse, and ideology is the content of discourse. Each kind of semantic content can choose several different language forms, but in the end, it is ideology that plays the decisive role, which is the result of different purposes in different contexts. Content determines form, and ideology often determines the choice of language reproduction form. Later, Xin Bin (1996) had a clearer and more detailed introduction of CDA and told readers how to use this method in research. The critical discourse analysis gained more and more attention and attraction among Chinese scholars. At first, scholars mostly used critical discourse analysis to study discourse in the fields of news and media, but as research progresses, the research field gradually expanded to commercial, advertising, political discourse, and other aspects, and scholars began to use this theory to analyze the communication strategy of "Chinese stories" in order to better tell Chinese stories and spread Chinese culture.

3. Theoretic Framework

Fairclough's three-dimensional mode holds that the discourse should be analyzed at three levels: text, discourse practice and sociocultural practice. When it comes to text, Fairclough argues that vocabulary, grammar, conversational turn-taking, cohesion and so on should be considered. Some specific words can naturally convey certain political and ideological meaning. Discourse practice analysis emphasizes the analysis of the process of discourse generation, dissemination and reception. These can manifest relationship between first two dimensions. Moreover, intertextuality gets great attention in this stage for that any type of discourse may incorporate or transform other types of discourse. The last dimension focuses the political, economic and cultural factors that may influence the generation of discourse. The author will hide stance and opinion behind the choice of word. By analysis, the ideology behind the discourse can be revealed.

4. Comparative Analysis of Huawei and Apple from Perspective of CDA

The research materials selected in this paper are CEO statements in CSR reports from Huawei and Apple in the last eight years. This chapter will analyze the materials from three dimensions: text, discourse practice and sociocultural practice to find the features of representation regarding the CEO statements between Huawei and Apple.

4.1 Text

Based on the corpus analysis software AntConc, the author searches each corpus to find the frequency of the words. This paper removes the high frequency words such as time words, quantifier, conjunction, expletives and other words that couldn't conveying specific meaning and calculate different forms of the same word together, for they convey similar meaning. The tokens of Huawei corpus are 6691 and types are 1351. The tokens of Apple corpus are 4635 and types are 994. As two corpora are relatively small and the

texts are limited, to have a more detailed analysis, the paper will manifest the top 30 frequency of words. Then we can get the table 1 and table 2 showing the frequency of words of top 30 in CEO statements of Huawei and Apple corporate social responsibility reports in the last eight years respectively.

Table 1: The frequency of words of Huawei

Rank	Lemma	Frequency
1	we	299
2	digital	106
3	many	85
4	world	72
5	Technology	71
6	Develop	61
7	sustainable	59
8	connect	53
9	huawei	46
10	ICT	41
11	network	40
12	work	39
13	help	35
14	economy	34
15	industry	31
16	innovate	29
17	global	27
17	green	27
17	build	27
20	intelligent	26
21	product	25
22	secure	24
23	country	23
23	good	23
23	solution	23
26	energy	22
27	carbon	18
27	future	18
29	partner	17
30	new	16

Table 2: The frequency of words of Apple

Rank	Lemma	Frequency
1	we	402
2	product	54
3	energy	51
4	apple	45
5	work	42
6	use	32
7	many	32
8	renewable	30
9	recycle	28
10	world	26
10	material	26
12	supply	25
13	environment	23
13	commit	23
15	power	21
16	clean	20

Rank	Lemma	Frequency
17	good	19
18	carbon	18
18	impact	18
18	reduce	18
18	goal	18
22	new	16
22	planet	16
22	innovate	16
25	progress	14
26	change	13
26	community	13
26	climate	13
26	every	13
30	resource	12

From above tables, it is obviously that the frequency of top 30 words in corpus Huawei occurs more frequently than those in corpus Apple. One reason is that Chinese characters tend to be repetitive and the English version of CSR reports are translated from Chinese directly, while another reason is the length of writing in Huawei is much longer than that in Apple.

4.1.1 Similarities in Usage of Words

There are some similarities in using words. First of all, the frequency of the word “we” and objective case and adjective form of it is highest in both corpora. According to the relevant theory of pragmatics, “our” is a concept of a collective reference, emphasizing both the collective attribute and the “inner group” attribute.

First, “we” contains all potential readers of this reports. This can narrow the distance between company and relevant stakeholders, conveying a sense of intimacy and construct the community with shared interests and a shared future. For example:

(1) We live in a rapidly changing world, and change is accelerating along with progress in digitalization. Everything in our lives is changing – from how we live and work, to how we learn and spend our time. And thanks to digital technology, we are able to do things more efficiently and more intelligently than ever before. (Huawei)

(2) And it’s why we continuously strive to do more with less—reducing our impact on the Earth we all share, while expanding and redefining the possibilities ahead. (Apple)

In the first example, the CEO of Huawei uses “we” to represent all people to seek readers’ agreement to his opinion and strike a chord with readers. By such expressions, readers will have a deeper understanding of the benefits the digital technology bring to us. In the second example, the last “we” in this sentence emphasized that earth is the common home of humankind. On the other hand, it can draw readers’ attention to the protection of earth.

Second, the word “we” can make the corporate connect itself with all employees to convey an image of solidarity to stakeholders. It can enhance the sense of belonging and identity to the enterprise. This approach can subtly motivate employees to strive for the common goals of the company. For example:

(3) We operate in more than 170 countries and regions, serving more than 3 billion people worldwide, and we are working to provide more coverage and easier connectivity to bridge the global digital divide. (Huawei)
 (4) We remain focused on three priorities through which we—and our stakeholders—believe Apple can make the biggest difference (Apple)

In example (3), the usage of “we” indicates that the achievements of Huawei are joint efforts of all staff and is an effective way to call on all employees to work hard for the next common goal of benefiting all mankind. In example (4), using “we” can enhance the sense of interaction with employees and let them realize they have common goals that can rise their morale to push the company forward.

Third, in most sentences, “we” represent the corporate itself. This can demonstrate the CEO's voice in the company. He or she can represent the company's image and convey an implicit sense of power behind the sentence that readers are not easily realized. On the other hand, this can narrow the distance of psychology between corporate and target readers.

(5) We are a leader in ICT, and our products and solutions are widely deployed across more than 170 countries and regions, connecting over one-third of the world's population. (Huawei)
 (6) We’re pushing our manufacturing partners to join us in the fight against climate change. (Apple)

In example (5), we can feel the CEO of Huawei is the embodiment of corporate image. He is integrated with the company's achievements and interests. And this sentence conveys the high position in their field and the scope of business is extensive. In example (6), the usage of “we” and “our” can create an intimate relationship between Apple and its partners and show the great contribution made by both of them.

Another common high frequency word is “world”, which appears 72 times in Huawei and 26 times in Apple. Besides, the similar meaning words “global” and “globally” also have a high frequency in Huawei for 27 times. This suggests both companies have certain influence beyond their own country. For example:

(7) Last year, Huawei confirmed its new vision, which is to bring digital to every person, home and organization for a fully connected, intelligent world. (Huawei)
 (8) As we encourage more inclusive and sustainable global economic growth, we sincerely hope to contribute more to our world and the future. (Huawei)

In example (7), Huawei puts great value on its new vision and spread its influence to everyone and very family. All people can share the benefits of digital world. In example (8), it is connected with Huawei's commitment about next plan. It contains an implied meaning compared with the first half of the sentence, that is Huawei not only focuses economic growth, but also attaches great importance on natural resources and creates an environment-friendly earth. This is in concordance with Chinese vision of green development—Lucid waters and lush mountains are invaluable assets put forward by our president. (9) We're devoted to improvement and openness, and we encourage you to join us in working to leave the world better than we found it. (Apple)

(10) Apple's mission has never wavered. We are here to change the world. It's what inspires the amazing products and services that reach billions of people around the globe. (Apple)

In example (9), Apple uses "world" to indicate that what they are doing is a great and wonderful thing that will be conducive to every country. In example (10), the "world" can reflect Apple's great mission and the influence and popularity that Apple's products all over the world.

Moreover, "product" is also a high frequency word in both corpora, which occurs 25 times in Huawei and 54 times in Apple.

Table 3: KWIC lines of product in Huawei corpus

Left Context	Hit	Right Context
providing our customers with leading	products	and solutions that are
is committed to building digital	products	and services that are
account in all its technologies,	products,	and solutions, and will
leader in ICT, and our	products,	and solutions are widely
and evolve. Huawei's ICT	products	and solutions boost efficiency
innovate technologies and develop green	products	and solutions. Our world-
entire lifecycle of our own	products,	we are also helping
terminals (ONTs) to outperform rival	products	by over 20%, which is
incorporating it into our Integrated	Product	Development process to create
to build trustworthy and quality	products	to ensure that both

Table 4: KWIC lines of product in Apple corpus

Left Context	Hit	Right Context
driving energy efficiency in our	products	products and facilities. Conserve precious
of greener materials in our	products	and processes. This report
of safer materials in our	products	and processes. This report
or renewable materials in our	products,	and returning an equivalent
countries where we sell our	products	and have diverted more
s what inspires the amazing	products	and services that reach
are committed to building groundbreaking	products	and services with the
to one day make new	products	without mining new materials
make not just the best	products	in the world, but
planet by using yesterday's	products	to help build tomorrow'

From above tables, we could find that the most adjectives used to modify products are positive words, such as leading, green, trustworthy and quality, amazing, groundbreaking, new, best and so on. Meanwhile, we can notice "our" occurs more frequently before products in both corpora. Maybe both companies want to emphasize and promote their own products and this can convey a sense of confidence and pride to stakeholders.

In addition, Huawei uses "sustainable/sustainability", "Green/greener" "energy", "environment/environmental/environmentally", "power" and "carbon" frequently which are related with environmental protection and natural resources. On the other hand, Apple also uses "energy", "renew/renewable", "environment/environmental", "clean", "carbon" and "recycle(d)" many times. To some

extent, we can infer Huawei and Apple put the emphasis on this aspect. Both of them want to establish a good corporate image to gain relevant stakeholders' support.

When talking about what they will do in next years, Huawei and Apple use "committed/commitment(s)" to make a promise to relevant stakeholders.

(11) We are committed to communicating and collaborating with all stakeholders in a trustworthy, open, transparent, and responsible manner. (Huawei)

(12) Low-carbon, sustainable operations are also an important part of our commitment to a greener future. (Huawei)

(13) What we do have are goals to strive for, and a global community of businesses committed to doing the right thing by people and the planet. (Apple)

(14) We are laser-focused on our commitment to achieve carbon neutrality for our entire footprint by 2030, a goal we have already reached for our own operations.

The verb “commit” belongs to strong verb, which has a strong sense of purpose and subjectivity and

give the speaker’s ideas greater force and show the confidence to future.

4.1.2 Differences in Usage of Words

However, there are some differences in high frequency words between two corporates. We can notice that Apple uses “renew/renewable” and “recycle(d)” many times while Huawei doesn’t have.

Table 5: The Collocates of “renewable”

collocate	rank	FreqLR	FreqL	FreqR
energy	1	19	0	19
percent	2	12	12	0
using	3	4	4	0
electricity	4	2	0	2

Note: window span from 1 left to 1 right

Through search collocates of the word “renewable”, we can find that “energy” appears on the

left of “renewable” for 19 times and is the highest frequency of the collocates.

Table 6: KWIC lines of renewable in Apple corpus

Left Context	Hit	Right Context
impact on climate change by using	renewable	energy sources and driving energy efficiency
power. As we worked to reach 100 percent	renewable	energy for our own operations, we
That progress was powered by our new	renewable	energy projects spanning the globe—from
used at our global facilities came from	renewable	energy, reducing our carbon emissions by

Through several examples, we can find Apple apply renewable energy ranging from their production to operation, which can save resources and protect environment. This can make us think of the program named “Apple Renew”, which lets customers recycle their old devices rather than simply throwing away and cause harmful outcome to environment.

Through search collocates of the word “percent”, we can find there is always “100 percent” appears on the left of “renewable”. This implies that Apple’s utilization rate of renewable resources is extremely high which could increase consumer liking for their products thus create a good corporate image.

On the other side, the CEO statements of Huawei uses “digital”, “technology(-ies)/tech”, “intelligent/intelligence/ intelligently”, “network (s)”, “ICT” (Information and Communications Technology), “innovation (s) /innovating/innovative”, “skills” and “talent” frequently. These words are all related with digital world, and we could infer that Huawei makes great efforts and great progress to develop its technology and takes the path from traditional “made in China” to “created in China”. The usage of “help(ing/ed/s)”, “efforts” and “good/better” can stress the remarkable achievements Huawei has already accomplished and boost public trust to their products and company.

When Huawei stress how remarkable achievements they have already accomplished, the CEO of Huawei uses verb, noun, and adjective

(“help(ing/ed/s)”, “efforts” and “good/better”) many times to describe it, and these words can boost public trust to their products and company. When it comes to Apple, they use nouns more frequently, and “change” and “progress” are used to manifest their significant headway.

When talking about what they will do in next years, apart from using “commit”, Huawei also uses “future” and “believe” many times to express the hope and strong desire for future. While Apple just uses “goals” to summarize the past achievements and look forward to the future.

4.2 Discourse Practice

Intertextuality, proposed by the French post-structuralist critic Kristeva (1986), is a technique for assimilating and transforming other texts. Fairclough (1992) believes that intertextuality is an inherent property of discourse and the new discourse is filled with some fragments of the previous discourse. When it comes to discourse analysis, the concept of “intertextuality” is an essential part in this process, for it explaining how discourse is restructured in the process of discourse production. In this study, we can find CEO will cite or quote to provide a benchmark for measure the performance of the corporations.

For example,

(15) According to Huawei’s recently released Global Industry Vision 2025 report, there are still five billion people around the world who don’t have a smartphone. (Huawei)

(16) According to the GSMA's Mobile Economy Report 2022, only 6% of the world's population live in areas without mobile network coverage. (Huawei)

By citing the released report, it can provide an objective and supportive data to illustrate the present situation, that is there are still many people around the world don't have access to the digital and intelligent world.

(17) We are the "fertile soil" in which everything and everyone can connect and thrive. (Huawei)

In this sentence, the speaker uses quotation marks and compare Huawei to the fertile soil, which provide a good platform to development and make progress. It is very vivid and can gain readers' attraction. (18) In the 1960s, American marine biologist Rachel Carson's book *Silent Spring* came as a cry in the wilderness, awakening a global environmental consciousness. (Huawei)

In this example, by citing a famous published book to bring up the topic about environment protection. Meanwhile, the CEO uses "came as a cry" and "awakening" to give readers a strong image and have a powerful feeling to pay attention to the issue of environment urgently. When people read the later content about how Huawei made progress on this issue, they will connect the good corporate image with Huawei. (19) According to the Global Enabling Sustainability Initiative (GeSI), ICT has the potential to enable a 20% reduction of global CO2 emissions by 2030. (Huawei)

By citing the Global Enabling Sustainability Initiative (GeSI), it provides a standard to measure the potential of ICT and give readers a predictable result. (20) According to the EU's Digital Economy and Society Index, more than 37% of workers in the EU lack basic digital skills. (Huawei)

By citing the EU's Digital Economy and Society Index, it can justify the data used in the discourse. (21) There's an old saying that if you want to go fast, go alone. If you want to go far, go together. Well this year we did both, setting ambitious goals for Apple while helping more than 100 of our suppliers commit to joining our journey to being carbon neutral. (Apple)

By citing a well-known old saying, readers can easily grasp the main content of the discourse when reading and cause an enlightening effect. Readers can realize how remarkable Apple's achievements are. (22) These projects are definitive proof that the fight against climate change is also a fight for local economies, for the rights of indigenous peoples, and for the communities whose lives and livelihoods are most threatened by climate change. (Apple)

In this sentence, "the projects are definitive proof" suggests that the next conclusion are not personal statements, but justified and sound conclusion that the sphere of influence of climate change is wide and the fight is associated with various aspects.

4.3 Social Practice

Every type of discourse is influenced by the specific social factors more or less in its own context. In terms of social practice, social or cultural elements should be considered to have a more comprehensive understanding of the ideology behind the discourse.

First, political environment of the two companies is different. Since the outbreak of the Covid-19, human's life has been changed to some extent. Chinese government has a rather different policy with the US. Chinese government has always put the safety of people's lives in the first place and take timely measures to prevent the further spread of the epidemic. Under this circumstance, Huawei has repeatedly mentioned the influence that pandemic has brought to our life and Huawei's contribution to the society in fighting against the Covid-19 to exercise its social responsibility. However, we almost couldn't find much information about the epidemic in Apple's reports. The American government's chaotic and inefficient policies and misconceptions about the severity of the epidemic can explain this.

Second, the corporate culture is different. "Backwardness means being beaten." Hundreds of years of semi-colonial experience has made the people deeply remember this sentence, let Ren Zhengfei always remember the idea that we must always keep a long-term perspective, remain mindful of potential risks, and only continuous and hard struggle can make the enterprise move towards the road of development. That is why Huawei always mention the changes in the external environment. The quote "We're here to put a dent in the universe. Otherwise why else even be here?" said by Jobs inspired generations of employees to move forward. For this reason, CEO statements of Apple said "We are here to change the world. It's what inspires the amazing products and services that reach billions of people around the globe. It's what drives us to relentlessly push the boundaries of innovation and design."

Finally, the differences in external cultural background causes disparities between two companies. Since China is a collectivist state and pays attention to harmony and cooperation, "collaboration" and "partnership" occurs more frequently, which can convey an equal and friendly attitude. And the US pays attention to the individualism, so the expression of the statements is more direct and even aggressive. For example, "We're pushing our manufacturing partners to join us in the fight against climate change." In this sentence, Apple uses "push" to make their partners do actions, which can show their overbearing attitude.

To conclude, both the social and cultural backgrounds make the difference in using words and emphasis on the content of the CEO statements.

5. CONCLUSION

This paper uses Fairclough's three-dimensional critical discourse analysis (CDA) mode as framework and uses corpus software AntConc to analyze the CEO statements of two giant technology companies —Huawei and Apple. Through a combination of quantitative and qualitative research, this paper analyzes from three dimensions, which are text, discourse practice and social practice and we find that the CEO statements in CSR reports in both companies are effective way to build a good image and gain the support from stakeholders. However, the different high frequency of words in corpora indicates each company has their own focus of attention in business scope. As for the problem of English version of Huawei reports is word for word translation. It is influenced by Chinese culture and even Chinese expression habits. Huawei tends to repeat the same words over and over again, while Apple uses a relatively diverse wording and more concise and simpler according to the length of the discourse. Furthermore, social and cultural values also influence the expression of the statements from which we could feel the hidden ideology. Through analysis, this paper could provide some suggestions to construct the corporate image overseas. On the one hand, English version of CSR reports should be concise and clarity. Economics of messages should be considered. On the other hand, to have a better overseas recognition, corporates should fully consider the cultural background and expression conventions of the target audience.

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