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批评话语分析视角下中美新闻报道中的文化差异对比研究
——以《中国日报》和《纽约时报》对 TikTok 的报道为例

**Cultural Differences in Chinese and American News Reports
from the Perspective of Critical Discourse Analysis: A Case Study of
China Daily and *The New York Times* Reports on TikTok**

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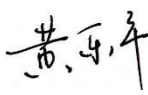
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摘 要

在费尔克劳夫的三维框架的理论指导下，本文选取 60 篇关于 TikTok 禁令的新闻报道，结合文体学，从文本、话语实践和社会实践三个层面对《中国日报》和《纽约时报》的相关报道进行对比分析。旨在剖析双方文化差异，并进一步解释造成差异的原因。

本文所选语料来自 *China Daily* 官方网站及 LexisNexis 新闻数据库，时间跨度为 2020 年 8 月 1 日至 2020 年 8 月 31 日。采取定性与定量相结合的研究方法，分析双方语言特点的频率及分布，以及讨论社会实践中的各种因素对文本的影响。通过分析上述语料，本文旨在回答以下三个研究问题：1) 中美两国的新闻报道中存在哪些文化差异？2) 这些文化差异是如何通过文本体现的？3) 造成两国文化差异的原因有哪些？

研究发现，对 TikTok 禁令事件的报道中，《中国日报》和《纽约时报》在文本特征上存在相似之处，但在新闻篇幅、关注焦点、词汇应用以及消息来源和转述言语的引用方式上具有显著差异。中美两国对同一事件所作的报道不尽相同，这是多种因素共同作用的结果。其中，中美两国的文化价值观、思维方式以及《中国日报》和《纽约时报》不同的机构属性是造成差异的主要因素。

本文的研究意义在于，理论上，本论文将费尔克劳夫的三维框架与文体学相结合，运用对比方法分析涉及中美两国商务沟通的最新事件，强调了从语言分析研究文化的方法，一定程度上丰富了批评话语分析的研究；实践上，本文剖析新闻语言中的文化差异，一方面有助于读者以更加客观、批判的视角进行新闻阅读，另一方面帮助企业充分了解中美两国文化差异，帮助其更好开展跨国业务。

关键词：文化差异；三维框架；新闻报道；TikTok；对比研究

Abstract

Based on Fairclough's three-dimensional framework, this thesis selects 60 news reports on Trump's executive order of banning TikTok from *China Daily* and *The New York Times*, and combines stylistics to analyze the above news samples from three perspectives, that is, text, discursive practice and social practice. This thesis aims to dig out the Chinese and American cultural differences and then explains the reasons for the differences.

The data selected in this thesis come from the official website of *China Daily* and the LexisNexis news database, and the time span is from August 1st, 2020 to August 31st, 2020. This thesis applied the qualitative and quantitative research methods to analyze the frequency and distribution of language characteristics of the two media, and discuss the influence of various factors in social practice on the text. By analyzing the above data, this thesis aims to answer the following three research questions: 1)What are the linguistic characteristics of news reports on TikTok from *China Daily* and *The New York Times*? What kind of cultural differences do they embody respectively? 2)How are the cultural differences manifested in the texts? 3)What are the reasons for the differences?

The study found that there are similarities in textual features in *China Daily*'s and *The New York Times*'s reports on the TikTok ban, but significant differences exist in word length, focus, vocabulary application, news sources and reporting mode. It is not accidental that there are differences between Chinese and American reports on the same event, which is the result of a series of factors. Among them, the different cultural values and thinking mode, as well as the different institutional attributes of *China Daily* and *The New York Times* are the main factors.

The research significance of this thesis lies in two aspects. Theoretically, this thesis

combines Fairclough's three-dimensional framework with stylistics, uses a contrastive method to analyze a latest event during the intercultural business communication process between China and the United States, and emphasizes the method of studying culture from linguistic analysis. To a certain extent, it enriches the study of critical discourse analysis. In practice, this thesis analyzes the cultural differences in news reports, which on the one hand helps readers to form a more objective and critical perspective, and on the other hand helps entrepreneurs fully understand the cultural differences between China and America, and then helps them better conduct cross-cultural business.

Key words: cultural differences; three-dimensional framework; news reports; TikTok; contrastive study

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Chapter One Introduction

The Trump administration announced that it would take measures against a series of Chinese applications such as TikTok, requiring ByteDance to sell or divest its business in the United States in August 2020. This is exactly an example of Chinese enterprises encountering obstacles in the process of cross-cultural business communication, which aroused widespread media attention both in the United States and China. Based on that, this thesis seeks to dig out the cultural differences between the above two countries. This chapter functions as an introduction to the thesis, and is composed of four sections: research background, objectives and significance, research questions, and the structure of the thesis.

1.1 Research Background

Nowadays, with the constantly strengthening global connections, global consciousness is rising, and human life therefore is developing on the basis of a global scale. In politics, economy, and trade, countries are linked, and business activities between companies in different countries are naturally strengthened. Cross-cultural business communication is critical for multinational organizations and institutions in the context of globalization (Luthans & Doh, 2015:62). However, it is impossible for them to have everything going well in cross-cultural business activities, and it is inevitable to encounter obstacles. For instance, in August 2020, the Trump administration announced that it would take measures against a series of Chinese software such as TikTok, requiring ByteDance to sell or divest its business in the United States. This is exactly the obstacle that Chinese enterprises encounter in the process of cross-cultural business communication, which accords with the research content of the thesis on cross-cultural business communication.

TikTok is a short video social platform of ByteDance, launched in May 2017, with the vision of “Inspire Creativity and Bring Joy”. Since its launch, TikTok has been ranked first in the total list of App Store or Google Play in America, India, Germany, and many other countries for many times. It also has offices in Los Angeles, Singapore, London, Seoul, Paris, Tokyo, Berlin, Dubai, Mumbai, Jakarta, and New York, among others. However, on June 29th, 2020, India’s Ministry of Electronics and Information Technology announced the banning of 59 Chinese mobile phone apps, including TikTok. On July 1st, according to Reuters, ByteDance’s overseas short video product TikTok has been unable to be searched in the Indian App Store of Google and Apple, and the application, which has been downloaded into the mobile phone, cannot display any video. On July 20th, 2020, the US House of Representatives passed a measure preventing federal employees from downloading TikTok on government equipment by a vote of 336 to 71. The bill is part of an amendment to the National Defense Authorization Act that could be signed into law as soon as the House of Representatives and Senate vote on it. The US Senate’s Committee on Homeland Security and Government Affairs then voted on July 22nd, 2020, to enact Republican Senator Josh Holly’s “Prohibition of TikTok Act on Government Equipment”, and it will be submitted later to the full Senate vote. Later, on the evening of August 6th, 2020, US President Trump signed an executive order, ordering that if ByteDance did not sell TikTok within 45 days, it would be banned by the United States. US President Donald Trump signed a new executive order on August 14th, 2020, forcing ByteDance to sell or divest its TikTok business in the United States within 90 days. Then, on August 24th, 2020, local time in the United States, TikTok formally filed a lawsuit against Trump’s first executive order issued on August 6th, saying in the press release: “We will not easily sue the government. However, we have no choice but

to act to protect our rights, as well as the rights of our community and employees.” On September 14th, 2020, Oracle Bone Inscriptions confirmed that it had reached an agreement with ByteDance, the Chinese owner of TikTok, to become its “trusted technology provider”, but the agreement still needed the approval of the US government. The US Department of Commerce said on September 18th that the ban on WeChat and TikTok would take effect on September 20th. The executive order of the US government to remove TikTok from the US mobile app store was suspended on September 27th by the Columbia District Court. TikTok and Sony Music Entertainment established a partnership on November 2nd. On February 10th, 2021, the US Biden administration petitioned a federal judge to temporarily lift the prohibition on Douyin’s overseas version of TikTok so that it could re-evaluate the threat that this mobile application poses to US national security. On March 12th, Pakistan announced the blockade of TikTok. On June 9th, 2021, US President Biden cancelled the Trump administration’s ban on social media applications TikTok and WeChat.

1.2 Objectives and Questions

This thesis aims to uncover the Chinese and American media’s latent cultural differences by evaluating their news stories on TikTok from the perspective of CDA, and further explaining the causes for the disparities. This thesis has three main objectives, which are based on Fairclough’s three-dimensional framework:

- (1) to illustrate the cultural differences between the two countries by analyzing the linguistic characteristics of their news reports on TikTok;
- (2) to investigate how cultural differences are expressed in texts;
- (3) to explain the reasons why there are differences between the two countries;

In the process of intercultural commercial communication, TikTok, the international

version of “Douyin” produced by ByteDance, has challenges. According to SensorTower, TikTok ranks first among apps by worldwide downloads, and even reached 315 million downloads in the first quarter of 2020, creating a record. It is extremely popular among Americans. However, this catches the attention of the American government, which attempts to forbid and buy the American business of TikTok. In August 2020, TikTok became the focus of media coverage in both China and America. As is known to all, there are cultural input and ideology hidden behind the news reports. Thus, this thesis attempts to explore and explain the hidden cultural differences by analyzing the coverage from the perspective of language use, so here are research questions:

(1)What are the linguistic characteristics of Chinese and American news reports on TikTok? What kind of cultural differences do they embody respectively?

(2)How are the cultural differences manifested in the texts?

(3)What are the reasons for the differences?

1.3 Research Significance

The significance of this thesis can be presented from two perspectives: methodologically and practically. Methodologically, this thesis attempts to combine Fairclough’s three-dimensional framework and methods of close reading and intercultural contrastive studies, and analyze the latest event of great significance, which can relatively contribute to enrich the CDA studies by applying contrastive method from the culture perspective. Practically, this thesis aims to draw attention of two kinds of people: news readers and businessmen whose enterprises are about to develop the international business. On the one hand, it can assist readers in seeing through cultural differences while reading news, and better understanding the state of affairs in a more objective and critical manner. On the other hand,

after understanding the differences between China and America, businessmen can better pave the way to extend global business.

1.4 Structure of Thesis

This thesis attempts to conduct a study by analyzing cultural differences reflected in Chinese and American news reports about TikTok from the perspective of CDA, and there are five chapters which are as follows:

The first chapter provides an introduction, which is composed of research background, research objectives and significance. After that, three research questions based on the background and objectives are presented, followed by the organization of this thesis.

Chapter two is a review of prior studies of news stories and CDA studies of news discourse in China and overseas. Following that, there are comments to describe the research trends at home and abroad, and the introduction to lead to this thesis.

The theoretical foundation of this thesis is elaborated in the third chapter. Fairclough's three-dimensional model, which includes text, discursive practice, and social practice, serves as the basic framework. Stylistics is introduced following Fairclough's framework as a method for analyzing texts from the first dimension.

The fourth chapter is the analysis part of the thesis, providing an analysis of cultural differences from three dimensions based on the theoretical foundation. To begin with, data and methodology are stated. After that, texts are analyzed from the stylistic perspective of graphology, lexicon, syntax and discourse. Then, news source and reporting mode are analyzed under the dimension of discursive practice, mainly discussing the percentage and numbers of specified source, unspecified source and anonymous source, as well as indirect speech and direct speech. At last, factors of culture values, thinking mode and institutional

attributes are illustrated in the fourth section to explain the Chinese and American cultural differences.

The last chapter, chapter five presents the conclusion of the thesis, which is made up of major findings and limitations of this thesis, and making suggestions for further research.

Chapter Two Literature Review

There is a review of prior studies of news stories and CDA studies of news discourse in China and overseas in this chapter. After that, comments based on the previous studies are presented.

2.1 Previous Studies on Reports in Media

With the rapid expansion of mass media, news is of increasing importance in people's daily lives. As a result, news report research and studies have become a prominent topic among academics. Many experts, both domestically and internationally, have made significant contributions to the evolution of news stories.

2.1.1 Studies in China

The studies of news reports conducted by linguists in China began to sprout around 2000, and develop rapidly in the two decades. Scholars study different types of news report from different perspectives.

Among all of the perspectives, news reports are most frequently studied in the field of CDA, because news discourse is highly suitable for analyzing the ideology and power relations behind the report itself. This thesis also applies the perspective of CDA. Therefore, the next section is the main literature review of CDA on news discourse. Other than CDA, studies in the field of translation account for much of the contribution. Yu Jie (2008) analyzed the linguistic features of journalistic English from headline, lexical, syntactic, textual and semantic aspects and put forward some corresponding strategies for its translation into Chinese based on the case study of 9.11 news reports. Zhang Meifang (2011) studies five translation examples of Chinese and English news to explore the influence of paratexts on

the translation of international news. Likewise, based on the characteristics of news translation and institutional translation, Si Xianzhu (2020) explored the report difference between Chinese and foreign media and their underlying laws through the content analysis of English news coverage of major media in China and the United States around the major news event of the September 2016 summit of leaders of the Group of Twenty in Hangzhou, China. He argued that the news translation by China's news agencies must follow the principle of "self-centered" discourse construction.

As for the types of news reports, disaster news, sports news and political news draw great attention among scholars and postgraduate students. Scholars focus on both natural disaster and accidents. Ding Jianxin and Qin Yong (2013) focused on the hurricane Sandy which swept across the North America in 2012, while Wu Jianshe et al. (2017) conducted the research with both Chinese and English news reports regarding the MH370 accident. Different from the above studies, graduate students pay more attention to sports news reports. Wang Yayun (2018) and Chen Lan (2019), postgraduates of Jiangsu University of Science and Technology, chose news reports of Rio Olympic games and 2017 NBA Finals respectively as their research objects, which inject new elements to the studies of news reports. Additionally, scholars pay special attention to English news reports on South China Sea disputes. In 2018, Kang Junying and Li Fengqin studied the reporting verbs, while Xin Bin (2020) studied the legitimating strategies in its headlines. Both of them enrich the studies of political news reports from the linguistic perspective, as well as studies of South China Sea disputes.

2.1.2 Studies outside China

Western scholars have made a series of studies on English news. As the father of English

cultural studies, Hall (1980) conducted researches on news report from the perspective of socio-culture. He held that news reports shared intricate relations with journalists' intentions. Hence, it is the object for which the news reports served that determines the theme of news. Additionally, Baayen and Renouf (1996) investigated the productivity of five English derivational affixes in a British newspaper through building a diachronic corpus which include English news from September 1989 to December 1992. White (1997, 1998), one of the founders of appraisal theory, made full use of attitude system in explorations of the features of news reports and applied AT to the analysis of news reports in his PhD thesis. He (2000, 2001) conducted further analysis of attitude, inter-subjective stance and positioning in different types of news reports. Metaphors in news report is another one of the popular objects. Franssila (2013) explored sell metaphors in American news reports in the 1990s and 2000s. He found that sell metaphor seemed to appear more frequently in the political discourses, particularly in the news of US president and election. Moreover, Ward, Carlson and Fuentes (2018) studied the stance in news broadcasts from prosodic-feature configurations. They found that newsreaders usually use prosody to indicate their stance, and there are 14 aspects of stance that are related to news stories. Their study greatly expands the research on news.

2.2 Previous Studies on CDA of News Discourse

Due to the unique characteristics of news texts, it is suitable for critical discourse analysts to dig out the hidden power relations and ideology by analyzing the news reports. Therefore, news discourses are frequently analyzed in CDA studies. This part will present the research of critical discourse analysis on news discourse in China and overseas.

2.2.1 Studies in China

Compared to its western counterparts, the studies of CDA by Chinese scholars started relatively late. In his article *An Introduction And Evaluation to Critical Linguistics*, Chen Zhongzhu (1995) is the first scholar who introduced CDA into China. Like the western scholars, Chen also conducted the research of news discourse, analyzing two pieces of news in British newspapers. Besides, Xin Bin is another one who made great contributions and done many researches in CDA in China. He focused on reported speeches which were adopted the reporting mode and news source from Chinese and American newspapers. With CDA becoming increasingly popular in China, Chinese scholars has developed their own research mode. From the perspective of methods, corpus-based studies and contrastive studies have drawn scholars' attention. Due to the increasingly fast development of science and technology, as well as the interdisciplinary nature of CDA, corpus-based method has been the new trendy in Chinese studies of news discourse with CDA. Scholars use existed and self-built corpus to do CDA studies. Hu Kaibao and Zhang Chenxia (2019) investigated the dissemination and reception of the English translations of Zhongguomeng in Britain and America, based on the use of the Corpus of British and American News Reports about Zhongguomeng. Their research shows that the British and American media prefer to use "Chinese dream", which has been disseminated through various channels in American and British media. In 2020, Lin Yuanbiao and Xu Jiachen conducted the research of foreign English media coverage of the 70th Anniversary of the founding of PRC with two self-built corpora. They found that foreign media showed significant increase of the acknowledge of the leadership of Chinese president. There are several scholars who have done contrastive studies of CDA on news discourse at around 21st century. However, recently, CDA studies of news discourse are mainly conducted by graduate students.

The national image and social identity are currently the subject of CDA's news discourse research. Studies of China's national image, especially the Belt and Road Initiative outweigh other studies as China's comprehensive national power grows and its roles in the global economy and political arena expand. Zhang Hong (2018) analyzed the special coverage of China's "Belt and Road" Initiative to expound how media in South Africa represents and interprets the initiative. The research showed that the result is positive and China's image is projected as "the driver of global governance". Other than the studies of national image, the media discursive construction of social identity is another focus. Scholars pay more attention to study the social identities, such as young doctors, teenagers, overseas returnees and older people. Zhu Guisheng and Huang Jianbin (2018) explored the stigmatized doctors through the news about "the Missing Kidney" from media. It is found that many media have shaped the young doctors as some cold, arrogant and irresponsible perpetrators. Likewise, Liu Wenyu and Shi Rongyu (2018) studied the discursive construction of the older people. The result suggested that the self-representation of older people globally shapes their collective identity of optimistic life, strong will to learn, dedication to the course of Communist Party and patriotism.

2.2.2 Studies outside China

In 1979, Fowler put forward the term "Critical Linguistics" for the first time, marking the genesis and birth of critical discourse analysis. Shaking off the shackles of Structuralism, CDA sees language as a social practice and cares more about functions of language. Therefore, social context becomes more important. Fowler (1991) claimed that representation in the press as in all other kinds of media and discourse was a constructive practice in his book *Language in the News: Discourse and Ideology in the Press*, in which he put stress on the

critical analysis of news discourse. Similarly, in 1989, Fairclough's book *Language and Power* drove CDA from its infancy to the maturity stage. In another book *Media Discourse*, Fairclough (1995) used many examples to analyze news discourse under the framework of his three-dimensional perspective. As the pioneering scholars, Fowler and Fairclough made important contributions to the development of Critical Discourse Analysis, and to the CDA studies of news. Meanwhile, from the perspective of cognitive science, another outstanding linguist Van Dijk joined in the team. He was always keen on international and national news discourse analysis on topics of racism, power and ideology. This prolific scholar also wrote books of news discourse, such as *News Analysis: Case Studies of International and National News in the Press* (1988a) and *News as Discourse* (1988b). Likewise, Kress is another scholar who searched the connections between news texts and people's cognitive ability. He (1993) thought that in order to analyze the ideology hidden behind the discourse, news reports always encode authority relationships above the text stage. However, although CDA has received extensive attention in different academic field, it is a criticism for its own subjectivity by many scholars from other field. Therefore, corpus linguistics are introduced into CDA by some linguists which leads to a corpus-based discourse analysis of news texts in order to enhance the scientific nature of CDA. As the first scholar to promote the application of the corpus with critical discourse analysis, Hardt-Mautner (1995) breaks the limitations of quantitative and qualitative research in corpus. More western scholars and professors analyzed news discourse by the corpus-based methods with CDA. In 2005, Paul Backer studied the representation of Islam and Muslim in the British press based on corpus and found that newspapers always describe refugees by adopting negative words. Additionally, with the global outbreak of COVID-19 pandemic, news discourse on it starts

to be studied by critical discourse analysts. For instance, Orts, M.Á. and Vargas-Sierra, C.(2021) explores the role of the media in influencing citizens' behavior towards the COVID-19 crisis in UK and Spain. By critically analyzing and contrasting the lexicon and rhetoric used by two English and Spanish newspapers during this time period, their study unveils the stance taken by governments and health institutions, that is, voices of authority, and disseminates words of control and persuasion. Likewise, Zhang, Y., Akhtar, N., Farooq, Q. et al. (2021) analyzes the Chinese and American media's news reports and comments on the COVID-19, exposing the hidden psychological messages and ideologies behind the words.

2.3 Comments

Based on the review of prior studies of news stories and CDA on news discourse in Chinese and overseas, it can be concluded that news discourses are studied in various fields, such as translation and critical discourse analysis, and they are most frequently studied in CDA, because in modern society, the analysis of ideology needs to pay full attention to the nature and influence of the mass media in the production and dissemination of ideology. The studies of news discourse show the interdisciplinary nature, and corpus-based studies are the main focus. In terms of research objects, scholars recently pay more attention to the discursive construction of national image and social identity. Therefore, since news discourse represents the newest development of important issues, their relevant studies often inject new vigor and practical value in a timely manner. As to the analysis tool, Halliday's systemic-functional grammar is frequently applied, followed by intertextuality. As for the types of news reports, disaster news, sports news and political news draw great attention among scholars and postgraduate students. Therefore, by reviewing domestic and foreign scholars' prior experience, this thesis attempts to analyze another latest event of great significance, that

is, Trump's administration's executive order of banning TikTok in the US by the combination of Fairclough's three dimensional-framework and stylistics, so as to help the readers to see through cultural differences in news language and understand the reported events in a more objective fashion, and provide advice for enterprises to be international.

Chapter Three Theoretical Foundation

This chapter intends to illustrate the details of the theoretical foundation applied in this thesis. First of all, consisting of text, discursive practice and social practice, Fairclough's three-dimensional framework will be introduced. What follows is the introduction of stylistics, which will be combined to analyze the data in the first dimension of Fairclough's framework.

3.1 Fairclough's Three-dimensional Framework

Norman Fairclough is an outstanding and prolific critical discourse analyst, who has exerted extensive influence in the field of critical discourse analysis at home and abroad. He critically absorbed other scholars' theories (Ji Weining & Xin Bin, 2009), including but not limited to critical linguistics represented by Fowler, deconstruction theory of Foucault and Derrida, Bourdieu's sociological theory and theory of Neo-Marxism. Applying Halliday's systemic-functional grammar as the main tool to do language analysis, Fairclough formed his own approach to analyze the relationship between language, power and ideology by analyzing language form (Wang Zexia & Yang zhong, 2008). In other words, discursive practice approach is his main approach to do the critical discourse analysis (Tian Hailong, 2009: 140-141).

Fairclough believes that discourse is a form of social practice (Fairclough & Wodak, 1997), which belongs to society. It is a social process, and is restricted by society as well. He also believes that discourse is a discourse event that includes discourse itself, discursive practice and social practice at the same time, and is a symbolic component of social practice activities. Therefore, based on such cognition, Fairclough put forward the three-dimensional

conception of discourse in his book *Discourse and Social Change* published in 1992, which formed Fairclough's three-dimensional framework. It is an attempt to bring together three analytical traditions, each of which is indispensable for discourse analysis. These are the tradition of close textual and linguistic analysis within linguistics, the macrosociological tradition of analyzing social practice in relation to social structures, and the interpretivist or microsociological tradition of seeing social practice as something which people actively produce and make sense of on the basis of shared commonsense procedures (Fairclough, 1992: 72). As shown diagrammatically in figure 3.1, the inner and outer parts are respectively text and social practice, and they are connected by discursive practice, including production, distribution and consumption. The three components of the framework will be introduced in detail at the later section.

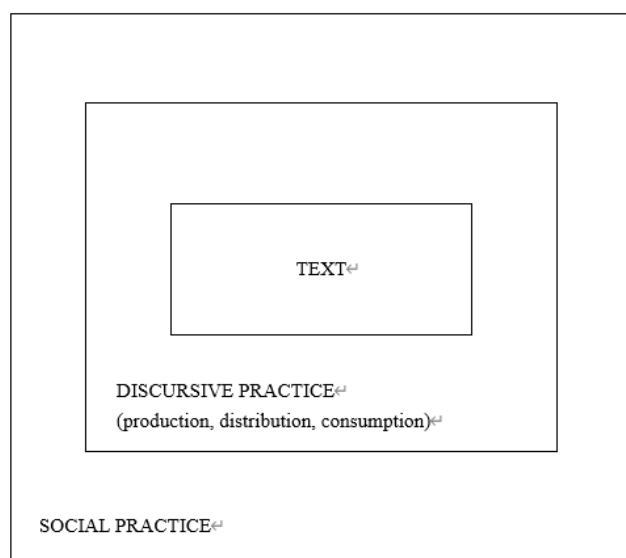


Figure 3.1 Fairclough's Three-dimensional conception of discourse (Fairclough, 1992: 73)

3.1.1 Text

Text analysis is the inner part of Fairclough's three-dimensional framework. At the micro level, Fairclough applies systemic-functional grammar to analyze texts, including the analysis of vocabulary, grammar, cohesion and text structure. Specifically, vocabulary deals mainly with individual words; grammar deals with words grouped into clauses and sentences; cohesion deals with the way in which clauses and sentences are connected; and text structure deals with large-scale organizational properties of texts.

To be specific, 'vocabulary' can be investigated in plenty of ways, and one point that Fairclough (1992: 76) thinks needs to be made is that it is of limited value to think of a language as having a vocabulary which is documented in the dictionary, because there are overlapping and competing vocabularies corresponding to different domains, practices, values and other perspectives. Instead, the terms 'wording', 'lexicalization' and 'signification' capture this better than 'vocabulary'.

The main unit of 'grammar' is the clause and every clause is multifunctional. Therefore, every clause is combination of ideational, interpersonal and textual meanings. People make choices about the design and structure of the clauses, which is equivalent to the choice about how to express knowledge and belief, social identities and relationships.

'Cohesion' refers to how clauses are linked together into sentences, and how sentences are in turn connected to form larger units in texts, and such linkage is achieved in various ways. For instance, using conjunctive words, repetition, collocation and so on so forth.

According to Fairclough (1992: 77), 'text structure' also concerns the "architecture" of texts, and specifically higher-level design features of different types of texts: what elements or episodes are combined in what ways and what order to constitute certain type of text.

Likewise, such structuring conventions can give a lot of insight into the system of knowledge and belief and the assumptions about social relationships and social identities that are built into the conventions of text types.

Instead of using systemic-functional grammar, this thesis intends to applied stylistics to analyze the text, since the research object are different news reports, which possessing unique stylistic features. In chapter four, Chinese and American News Reports on TikTok will be analyzed from the perspective of graphology, lexicon, syntax and discourse.

3.1.2 Discursive Practice

As the component that connects text and social practice, Fairclough puts discursive practice at the core of the study. Fairclough (1992: 78) put forward that discursive practice involves processes of text production, distribution and consumption, and the nature of these processes varies between different types of discourse according to social factors in his book *Discourse and Social Change*. First of all, texts are produced in specific ways in specific social contexts. For example, a newspaper article is produced through complex routines by a team whose members are variously involved in its different stages of production. Similarly, in different social contexts, texts are consumed in various ways. For instance, they may be individual or collective, such as love letters and administrative records. As to distribution, Fairclough believes that some texts have a simple distribution whereas others have a complex distribution. For example, a casual conversation belongs only to the immediate context of situation in which it occurs. However, texts produced by political leaders are distributed across a range of different institutional domains.

Under the dimension of discursive practice, this thesis is going to analyze different news reports from *China Daily* and *The New York Times* from two aspects: news source and

reporting mode. To begin with, when a reporter quotes other people's remarks or opinions, he or she usually has to explain their source, which is exactly news source. There are plenty of ways to inform readers of news source, and different ways may reflect reporters' different attitude towards the subject. Similarly, in news reports, who and in what way a reporter quotes, in other words, the reporting mode may also manifest the position and attitude of himself and even the media. Therefore, this thesis combines discursive practice and news source and reporting mode to analyze the production, distribution and consumption of Chinese and English news reports on TikTok.

3.1.3 Social Practice

The outer part of the framework is social practice. On the contrary, at the macro level of social practice, the relationship between discourse and power and ideology are analyzed, drawing on the contributions to twentieth-century Marxism. of Althusser and Gramsci. As for ideology, he (1992: 89) prefers the view that ideology is located in the structures which constitute the outcome of past events and the conditions for current events, and in events themselves as they reproduce and transform their conditioning structures. It is an accumulated and naturalized orientation which is built into norms and conventions, as well as an ongoing work to naturalize and denaturalize such orientations in discursive events. Simultaneously, he (1992: 86) places discourse within a view of power as hegemony, and a view of evolution of power relations as hegemonic struggle. Hegemony is a focus of constant struggle around points of greatest instability between classes and blocs, to construct or sustain or fracture alliances and relations of domination/subordination, which takes economic, political and ideological forms. Hegemonic struggle takes place on a broad front, which includes the institutions of civil society, with possible unevenness between different levels

and domains. According to Fairclough (1992: 66), social practice has various orientations - economic, political, cultural, ideological - and discourse may be implicated in all of these without any of them being reducible to discourse.

In this thesis, social factors leading to the differences between Chinese and American news reports on TikTok will be revealed by the analysis from the perspective of cultural values, thinking mode and institutional attributes.

3.2 Stylistics

Stylistics is a discipline which applies linguistic methods to study the style of texts. So far, the scope of stylistics mainly includes theoretical stylistics, literary stylistics and linguistic stylistics (Liu Shisheng & Zhu Ruiqing, 2006: 3). To begin with, theoretical stylistics aims to study the stylistic concept and methodology. The language use in literature is mainly studies in literary stylistics, in which linguistic methods are used as the tool to describe and explain drama, poetry, novel and other literary texts. Meanwhile, methods of studying literary works vary according to the different research objectives. In general, linguistic stylistics conducts studies on varieties of languages. For instance, in terms of information transmission mode, language can be classified into written language and spoken language. Simultaneously, language can be formal, informal and intimate on the basis of the various relationship of parties in communication. Moreover, there are news, advertising, commercial, science and technology and law languages in accordance with the different social activities. This thesis is going to apply linguistic stylistics to analyze Chinese and English news reports on TikTok from the perspective of graphology, lexicon, syntax and discourse, consequently, the next paragraph is the introduction of graphology, lexicon, syntax and discourse.

3.2.1 Graphological Features

Graphology refers to analyzing the physical characteristics and patterns of handwriting system purporting to be able to identify the author, indicating psychological state of writing or evaluating personality characteristics (Liu Shisheng & Zhu Ruiqing, 2006: 216). First of all, when readers look through the news, they only read the news they are interested in in detail and pass over other news. Therefore, the headline is functioned to attract readers. In addition to the headline, graphology also deals with the use of capitalization, italicizing, alphabet, punctuation, numbers, bracketing, diagramming, paragraphing and spacing (Hu Zhuanglin & Liu Shisheng, 2004: 151-152). Additionally, there are often photos, cartoons and other graphic forms reflecting with texts in news, whose purpose is also to draw public attention, but also with imagery and authenticity.

3.2.2 Lexical Features

Formally, in linguistics, a language's inventory of lexemes is a lexicon, and lexicology is one part which studies word. The word "lexicon" derives from a Greek word, meaning "of or for words" (Yule, 2010: 68). With the development, many words have acquired specific features in their long time of use, and basic functions of specific texts have decided its own lexical features. For instance, in news reports, the latest events usually need to be broadcasted in the shortest time, so some fixed expressions are often used to save time and express clearly. Words such as boost, launch and summit are all jargon in news reports. Besides, abbreviations are often used in news to reduce the space. The names of various organizations and institutions, as well as special names known to the public are often written in abbreviations, such as UN (the United Nations), NATO (the North Atlantic Treaty Organization) and WTO (the World Trade Organization). Additionally, in news there are many new words, which is

studied as neologism in linguistics, because news reports new things and situations in social life, and these new words can be spread and promoted quickly by newspapers and websites. For example, the word “sit-in” became popular in American newspapers in the 1960s, followed by bike-in, bed-in, sleep-in and other new words. In addition, one of the standards of news reporting is accuracy. Therefore, figures are frequently used to ensure the accuracy. Objectivity is another characteristic of news reporting, so there are relatively small number of adjectives, with few subjective adjectives with emotional color. They are generally used for objective description, such as domestic, similar and deadly, etc.

3.2.3 Syntactic Features

When concentrating on the structure and ordering of components within a sentence, the syntax of a language is studied. The word “syntax” comes originally from Greek and literally means “a putting together” or “arrangement.” In earlier approaches to the analysis of syntax, there was an attempt to produce an accurate description of the sequence or ordering “arrangement” of elements in the linear structure of the sentence (Yule, 2010: 96). In more recent attempts to analyze syntactic structure, there has been a greater focus on the underlying rule system that we use to produce or “generate” sentences. In news reports, there are three common syntactic features. First of all, using present simple instead of past tense. Present simple tense often appears in the headlines, even though the news is usually about past events. News needs to be effective. However, if the verb in the headline is used in the past tense, it is easy to remind readers of the “yesterday’s past”, which is not attractive. Therefore, in news reports, especially in the headline the present simple tense is often used to enhance the freshness from the form. Secondly, news reporting frequently uses postpositive attributive and parenthesis, because they are relatively independent in meaning, which can supplement

the reported events and provide readers with more background information. Thirdly, expanded simple sentences are needed. The style of news reporting requires that a simple sentence can contain as much information as possible, so reporters often expanded the basic sentence patterns to form expanded simple sentences. The modifiers of nouns and verbs in such sentences are often long and complicated, and an expanded simple sentence often form a paragraph in the reporting. The common way of expansion is to use appositive, prepositional phrase, participle phrase and so on.

3.2.4 Features of Discourse

The structure of news reports can be divided into three parts: headline, introduction and main body, which is generally relatively fixed. The headline can be said to be the most important part of the news reports, and it even decides whether readers want to continue reading or not. Due to the enormous numbers of news every day, the headlines of news need to be very concise, and articles, auxiliary verbs, linking verbs, conjunctions and other grammatical words which are not of great necessity need to be omitted. The introduction part is a paragraph or paragraphs at the top of the news texts after headlines that states the main content and important information of the event. Following the introduction part, the body introduces more facts related to the topic, making it more detailed and specific, and launching comments. Generally, the body part of news reports tends to be the Inverted Pyramid Form, which is characterized by placing the most important information in the lead of the news reports, and arranging the materials in the descending order of importance.

Chapter Four Cultural Differences Reflected in Chinese and American News Reports on TikTok

This chapter is the main body of the thesis. To begin with, data collected from the two media and methodology applied in this thesis are going to be stated. Next, by contrasting Chinese and American news reports on TikTok through three dimensions, that is, text, discursive practice and social practice, this chapter will explore the cultural differences, and then explain the main reasons for the differences from three perspectives: cultural values, thinking mode and institutional attributes.

4.1 Data and Methodology

The data in this thesis consists of 60 news reports from *China Daily* and *The New York Times*, 30 among which are from China and the other 30 are from America. Since in August 2020, TikTok became the focus of media coverage in both China and America. This thesis selects 60 news reports with highest relevance to the case respectively from the two media. Additionally, the official website of *China Daily* is available to public, so the news reports are easy to be accessed. However, although the official website of *The New York Times* is not available, the reports can still be found in the database LexisNexis. As for data from *China Daily*, this thesis makes the advanced research, and steps are as follows: (1) inserting “TikTok” to make sure the title and full text to have all these words; (2) setting the date range from August 1st to August 31st, 2020; (3) sorting the news reports by relevance; (4) restricting the materials to come from selected sources: web news and global edition; (5) removing duplication. After the steps mentioned above, the search result is 43. According to the

relevance, this thesis chooses the top 30 news reports. Likewise, the news reports from *The New York Times* are chosen after four filters. First of all, setting the time range from August 1st to August 31st, 2020, which is the same as those from *China Daily*. Secondly, since there is multilingual news reported on *The New York Times*, this thesis only sorts out the news in English. Next, duplicate materials are removed to ensure the accuracy. Finally, the chosen news reports are ranked by relevance.

As for the methods, this thesis attempts to use methods of close reading and intercultural contrastive studies. The method of close reading is the common method used by scholars and graduate students. In order to better analyze the news report from the three dimensions, this method is of great necessity. Additionally, to write a thesis under the subject of intercultural business communication, the contrast of culture is indispensable and suitable.

4.2 Differences in the Dimension of Text

In the section of cultural differences in the dimension of text, the news samples will be analyzed from the following four aspects: graphology, lexicon, syntax and discourse.

4.2.1 Graphology

There are multiple branches under the discipline of graphology, and this thesis is going to analyze the selected texts from two aspects: headlines and paragraphing.

(1) Headlines

A headline is a short text that summarizes or evaluates the content in front of the body part. Generally, the font size of the headline is much larger, and its function is to display and evaluate the news content, attract readers' attention and improve their interest to further reading the following content (Liu Shisheng& Zhu Ruiqing, 2006: 216). In other words, headlines can be seen as the core and soul of the news reports, which is of highest importance.

Therefore, this thesis attempts to analyze the headlines of the selected news reports on TikTok firstly. The clear list of headlines from *China Daily* and *The New York Times* will be shown in the appendix, and the next section is going to analyze the similarities and differences between the headlines.

By analyzing the headlines of the selected pieces of news, there are several similarities between them. First of all, both of them use increased font size in the headlines than in the content, which is accordance with which headlines are of great importance to attract audiences and readers. Secondly, in the selected headlines from the two media, they both mentioned several relevant people. For example, they both reported the Chief Executive of TikTok Kevin Mayer, Trump Administration that signed the executive order over banning TikTok. In addition to the related persons, they also mentioned the enterprises involved, such as Bytedance, Twitter, Microsoft and Facebook. Thirdly, as we all know, there should be a full stop at the end of each sentence. However, in the end of the headlines from both of the two media, there is no period, except the question mark. In other words, if the headline is a statement, there is no punctuation in the end of them.

In addition to the similarities, there is no doubt that differences must exist between the two media that from two different countries. To begin with, as we can see from appendix, under the help of word count of Microsoft Word, the total number of 30 headlines on TikTok from *China Daily* is 207, and those from *The New York Times* is 271, and the average number of each headline is respectively 6.9 and 9.0. Therefore, it can be seen that reporters of *China Daily* tend to use less words in headlines. Secondly, except for using large font size in the headlines, capitalization is also a good way to attract readers. However, in terms of capitalization, there are differences between the two media. Headlines from *China Daily* only

capitalize the first word of the title and specific words such as “UK” and “Europe” in the third headline from *China Daily* -- “UK in a quandary as TikTok pivots to Europe” and “CEO” and “CNBC” in the 27th headline -- “TikTok CEO’s exit signals deal imminent – CNBC”. However, unlike *China Daily*, almost every word of the sentence are capitalized in *The New York Times*, even the function word. However, there is not a rule in the capitalization of the function word. For example, in the 7th headline from *The New York Times* --“TikTok Is Said to Wrestle With Two Competing Offers”, the preposition “to” is not capitalized but the word “with” is capitalized. Moreover, in the 3rd headline from *The New York Times* -- “How TikTok’s Talks With Microsoft Turned Into a Soap Opera”, the word “a” is not capitalized. However, in the 25th headline --“Facebook Starts A TikTok Rival: Instagram Reels”, the same word “a” is capitalized. Thirdly, in the respective 30 pieces of news reports, there are several news reports whose source is different in those from *The New York Times*. For example, there are three Newsletters from DealBook and one White House Memo. Different from *The New York Times*, *China Daily* did not use other messages as its news reports. Finally, as we mentioned above, there is not period at the end of the sentence. By analyzing the 60 pieces of news reports, *The New York Times* is more likely to use interrogative sentence as the headline. Among the 60 news samples from the two media, there are two interrogative sentences in *China Daily* – “TikTok a privacy threat?” and “What’s behind US’s TikTok ban?” whereas there are six in *The New York Times*, which is three times than those in *China Daily*, making up one-fifth of the total.

(2) Paragraphing

Paragraphing refers to the way in which texts are divided into different paragraphs. Paragraphs can be seen as the smallest part of the text structure, and in news reports, it is also

an important aspect for the reporter to clear his mind and organize the structure. Paragraphing is aimed to express different levels of the event, and the deeper relational structure can be reflected by paragraphing. Nowadays, the pace of life has become much faster than before because of the influence of the social environment, which is also reflected in the reading habit and speed. Many people prefer to the fragmented reading, from which they can get hold of large amount of information, knowledge and entertainment. They do not have enough time to read news reports carefully, and clear and simple news reports are more popular in modern life. Short paragraphs give the reader more time to rest their eyes and change the pace of reading. Table 4.2.1 shows respectively the total and average number of paragraphs of the selected 60 news reports on TikTok from *China Daily* and *The New York Times*.

Table 4.2.1 The total and average number of paragraphs of the selected news

Media	The total number of paragraphs	The average number of paragraphs
<i>China Daily</i>	480	17.8
<i>The New York Times</i>	850	28.3

Table 4.2.1 illustrates the total and average number of paragraphs of the selected news reports on TikTok from *China Daily* and *The New York Times* respectively. As is shown in the above table, the total number of paragraphs of *China Daily* is 480, whereas that of *The New York Times* is 850, almost double *China Daily*. Among 30 news from *China Daily*, two of them are photos and one is video. Therefore, it is relatively reasonable that the total number

of paragraphs in *China Daily* less than that in *The New York Times*. Additionally, in terms of the average number of paragraphs, *China Daily* averagely has 17.8 paragraphs in each news reports, whereas there are in average 28.3 paragraphs in each piece of news reports on TikTok of *The New York Times*. Because three news reports of *China Daily* are without words, when working out the average, the total number is 27. However, the average number of paragraphs in *The New York Times* is still much more than that of *China Daily*. In summary, the total and average number of paragraphs from *The New York Times* are both higher than those from *China Daily*. News reports on TikTok from *China Daily* is shorter and briefer, which is convenient for reader to understand and grasp the main content of the news reports. On the contrary, *The New York Times* has relatively longer and more complicated paragraphs, which needs readers' more time and energy to figure out the event in the news reports. After analyzing the total and average number of paragraphs of the news samples from the two media, the specific number of paragraphs are counted, just as shown in the Figure 4.2.1.

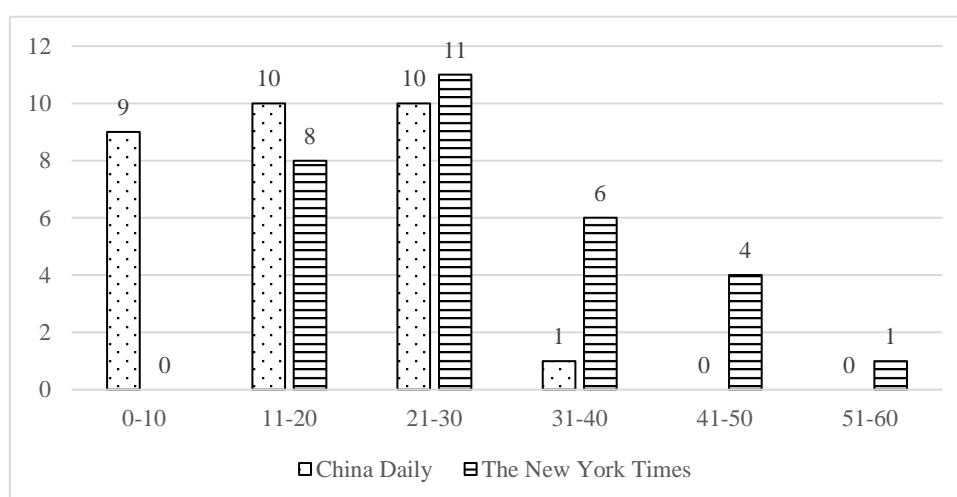


Figure 4.2.1 The distribution of paragraphs of the selected news reports on TikTok

Figure 4.2.1 illustrates the distribution of paragraphs of the news samples on TikTok from *China Daily* and *The New York Times*. As we can see, the column with black dots represents the number of paragraphs in *China Daily*, and the lined column represents that of *The New York Times*. The numbers are totally classified into six categories. First of all, *China Daily*'s number of paragraphs is mainly in the first three categories, with only one piece of news reports having more than 30 paragraphs. On the contrary, there are no news reports from *The New York Times* having less than ten paragraphs. The number of paragraphs of most of them is between 11 to 40, and the one with the most paragraphs is more than 50. On the whole, both of the two media have the highest number of paragraphs ranging from 21 to 30, accounting for one third of the total respectively.

There are mainly three reasons to explain why the total and average number of paragraphs of the news reports on TikTok from *The New York Times* are much higher than those from *China Daily*. First of all, both the selected news samples are written in English, and the targeted readers of *The New York Times* are mainly native English speakers, who have bigger vocabularies and better reading comprehension. It is much easier for them to understand complex and long sentences. Therefore, it is no wonder that *The New York Times* has larger number of paragraphs than *China Daily*. Secondly, *China Daily* is the native Chinese media, and most of its readers are Chinese and other non-native English speakers, who use the media as the tool to improve English reading and understanding abilities. Thus, the relatively short and simple news reports are more suitable for them. However, if the news on TikTok is too complicated, they more likely lose interest both in the event and even in learning English. At last, due to the different language use traditions and habits of Chinese

and English, Chinese reporters tend to use less words to express the meaning. In other words, Chinese news reports generally tend to be more concise, even written in English. On the contrary, English news writers are better at using long paragraphs in news reports.

4.2.2 Lexicon

Under the perspective of lexicon, the news samples are going to be analyzed from two aspects, that is, the use of personal pronouns and figures.

(1) Use of personal pronouns

As is known to all, the stance and position of reporters is very necessary, and it can be reflected in the vocabularies used in the reports. For example, personal pronoun is a good reflection of reporters' standpoint. Using personal pronouns to refer to people or things that have appeared above is not only convenient to describe the event, but also avoids repetition, making the reports concise and brief. According to the different subjects that a pronoun refers to, there are three kinds of personal pronouns, including first person pronouns, second person pronouns and third person pronouns. The use of the first-person pronouns can make the text cordial and natural, and the writer can freely express his thoughts and feelings, giving readers a real and vivid feeling. Using the second person can enhance the lyricism and intimacy of the article, shorten the distance with readers and facilitate emotional communication. The use of the third-person pronouns can be more direct and objective. Not limited by time and space, it is flexible and free to reflect the reality. Therefore, in general the third-person pronouns are widely used in the news reports, except when quoting someone else. The following table counts use of subjective and objective case of personal pronouns in the selected news reports on TikTok with the help of search of Microsoft Word and Portable Document Format.

**Table 4.2.2(1) The use of personal pronouns in the selected news reports on
TikTok**

Personal Pronouns		<i>China Daily</i>			<i>The New York Times</i>		
		number	percentage	Total percentage	number	percentage	Total percentage
First person	I	29	0.16%	0.35%	54	0.14%	0.38%
	we	25	0.14%		84	0.22%	
	me	1	0.01%		3	0.01%	
	us	8	0.04%		4	0.01%	
Second person	you	26	0.14%	0.14%	32	0.07%	0.07%
Third person	it	230	1.25%	2.07%	404	1.04%	1.98%
	he	70	0.38%		201	0.52%	
	she	16	0.09%		13	0.03%	
	they	44	0.24%		91	0.23%	
	him	5	0.03%		19	0.05%	
	her	4	0.02%		6	0.02%	
	them	11	0.06%		34	0.09%	

As we can see, Table 4.2.2(1) listed the number and percentage of the subjective and objective case of the three personal pronouns. There are singular forms “I” and “me” and plural forms “we” and “us” in the first-person pronouns. The second-person pronoun contains the only form “you”. And the third-person pronouns consist of singular forms “it”, “he”, “she”, “him” and “her” and plural forms “they” and “them”. The total length of 30 news reports from *China Daily* is 18397, whereas that from *The New York Times* is 38940. Due to the incoordinate numbers of words from the two media, this thesis counted the numbers and then calculated the percentage of the different personal pronouns to ensure the accuracy of

the results. The next section is going to analyze the similarities and differences reflected in the Table.

First of all, similarities exist in the use of personal pronouns in the two media. To begin with, three personal pronouns are used in the same order of frequency, which from high to low is third person, first person and second person. As is mentioned above, news writers should keep in an objective position. Therefore, it is reasonable that third-person pronouns rank first in use. Secondly, except the second-person pronouns and the third-person pronoun “it”, the subjective case of first-person and third-person pronouns is more frequently used than the objective case both in the two media. According to the calculation, in *China Daily* the subjective case of first-person pronouns “I” and “we” and third-person pronouns “he”, “she” and “they” makes up 1.01%, whereas that in *The New York Times* is 1.14%. Additionally, the objective case of first-person pronouns “me” and “us” and third-person pronouns “him”, “her” and “them” in *China Daily* makes up only 0.16%, and in *The New York Times* the percentage is 0.18%. Thirdly, the word “it” is most frequently used in both of the two media, and there are both subjective and objective case. Examples for subjective case are as follows:

A. The app’s success means it is now the latest Chinese-owned technology giant to be targeted by Washington and a small yet vocal clique of Conservative members of Parliament in the UK. (*China Daily*, UK in a quandary as TikTok pivots to Europe)

B. If Microsoft or another company buys TikTok before President Trump bans the Chinese-owned video app on national security grounds, it will acquire a giant community of devoted fans and a lucrative platform for selling ads. (*The New York Times*, A Third of TikTok’s U.S. Users May Be 14 or Under, Raising Safety Questions)

In addition to subjective case, objective case of “it” is also used by both of the two media. Here are some examples:

C. The US government has not introduced any specific policy against TikTok, only threatened it through a number of vague statements. (*China Daily*, TikTok must defend its rights legally)

D. Past administrations have used it to sanction foreign governments, as well as terrorists, drug kingpins and hackers, but have never used it against a global technology company. (*The New York Times*, TikTok Says It Will Sue Trump Administration Over Executive Order)

Finally, *China Daily* and *The New York Times* uses third-person pronouns in gender differences in quite a same way, in other words, both of them are more likely to use “he” and “him” than “she” and “her”. 18 news from *China Daily* doesn’t use female pronouns and 6 of them are without male pronouns. Likewise, all of the 30 pieces of news reports from *The New York Times* use male pronouns and 20 of them are without any female pronouns.

After analyzing the similarities between the two media in using personal pronouns, this thesis is going to state the differences between them. To begin with, *China Daily* tends to use more personal pronouns than *The New York Times* in TikTok news. According to the statistics illustrated in Table 4.2.2(1), even if *China Daily*’s total words are much less than that in *The New York Times*, the percentage is quite higher. *China Daily*’s percentage of personal pronouns is 2.86%, however, *The New York Times* is 2.41%. Secondly, through horizontal contrast, it can be seen that *The New York Times* is more likely to use first-person pronouns while *China Daily* tends to use more third-person pronouns. Finally, even if *China Daily* is more likely to use personal pronouns than *The New York Times*, in the 30 selected news

reports, two of them from *China Daily* did not use any personal pronouns. However, there is no such phenomenon in *The New York Times*.

(2) Use of figures

Figures are words that represent amounts. They are the basic concepts that reflect the quantity of things. They are the most accurate expression to truly reflect the accuracy of objective things in news reports. Besides, the credibility can be enhanced by applying figures. In news reports, figures can accurately report the facts from a quantitative point of view, reflecting the development of news events and explaining the subject of the news. Figures can also be used as an auxiliary background material to answer difficult questions in news and explain the characteristics of news events. In addition, it can also explain the academic names and concepts involved in the news to help the audience understand the news content. Table 4.2.2 (2) listed the total and average number of figures of the selected news.

Table 4.2.2 (2) The total and average number of figures of the selected news

Media	The total number of figures	The average number of figures
<i>China Daily</i>	178	6.59
<i>The New York Times</i>	308	10.27

As we can see from Table 4.2.2 (2), the total number of figures used in the news samples from *China Daily* is 178, whereas that from *The New York Times* is 308, much more than *China Daily*. There are two photo news and one video news from *China Daily*, and the length

of news reports is quite shorter than those from *The New York Times*, thus it is no wonder that there are more figures used in *The New York Times*. Likewise, in terms of the average number of figures, *The New York Times* is still higher. Thus, it can be seen that *The New York Times* tends to use more figures in the news reports on TikTok. In addition, there are two other differences in figure usage between the two media. Firstly, reporters from *China Daily* tends to use more than three figures in one sentence, and some examples are listed as follows:

E. Wang also said that China had supplied 26.5 billion masks, 330 million protective suits, 31 million pairs of goggles, 610 million pairs of surgical gloves and 11,500 respirators to the US as of Sunday. (*China Daily*, Order banning TikTok, WeChat opposed)

F. For instance, to weaken Toshiba and other Japanese tech companies, in April 1987 the US imposed 100 percent tariff on more than \$300 million worth of Japanese goods and equipment and banned the purchase of Fujitsu and Toshiba products in the US, two years after it launched Section 301 probes into Toshiba and other Japanese electronics companies on the pretext of “anti-dumping”. (*China Daily*, TikTok case reflects bitterly on US)

G. A Gallup poll released on July 27 showed that the global approval rating for the US leadership has hovered around 30-33 percent since 2017-19 while disapproval rating has been around 40-43 percent, the worst at least since 2007. (*China Daily*, TikTok ban will deal a heavy blow to US reputation)

However, even if *The New York Times* tends to use complicated and long sentences in news reports, among all of the sentences in the 30 selected news reports, there are only one sentence that containing more than three figures, and it is shown as follows:

H. Microsoft could allow TikTok to operate as a stand-alone unit, similar to how it had treated past large acquisitions, such as its \$2.5 billion acquisition of the company behind the

video game Minecraft in 2014 and its \$26 billion purchase of professional networking site LinkedIn in 2016. (*The New York Times*, How TikTok's Talks With Microsoft Turned Into a Soap Opera)

Secondly, *The New York Times* uses more fuzzy figures while most figures used in *China Daily* are specific. And some examples are listed as follows:

I. It was recently valued at around \$100 billion, according to the research firm PitchBook. (*The New York Times*, ByteDance Said to Offer to Sell TikTok's U.S. Operations)

J. The transaction values TransferWise at about \$5 billion, a nearly 43 percent bump from last year. (*The New York Times*, What Would Microsoft Do With TikTok?; DealBook Newsletter)

K. She has 10 million followers on TikTok, versus 2.1 million on Instagram and 286,400 on Twitter. (*China Daily*, UK in a quandary as TikTok pivots to Europe)

L. That is why the US is obsessed with ensuring that a US company such as Microsoft controls it, so that TikTok becomes co-opted by default (as Microsoft is a participant) in these programs, thus allowing the National Security Agency to gain insight into 80 million Americans that they previously did not have. (*China Daily*, Opposition to TikTok aims to stifle competition)

After analyzing the total and average number of figures of the selected news, this thesis also studies the distribution of the used figures in the two media, and the specific statistics is shown in Figure 4.2.2.

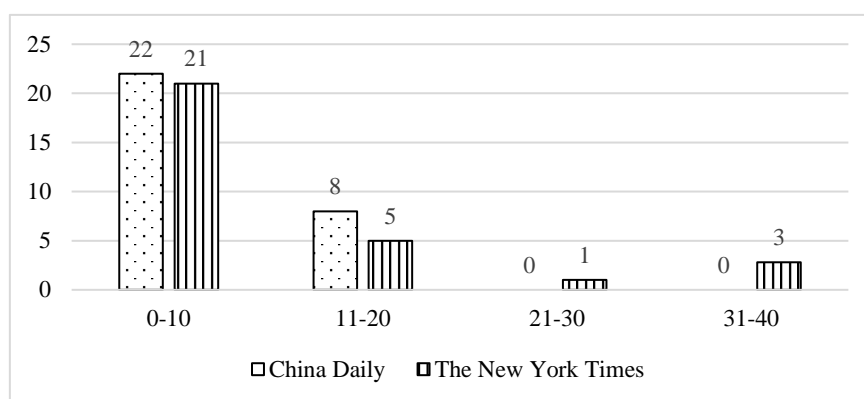


Figure 4.2.2 The distribution of figures used in the selected news reports on TikTok

As we can see from the above figure, the column with black dots represents the number of figures used in *China Daily*, and the one with straight lines is the number of figures from *The New York Times*. At the bottom of the figure, there are four categories. As is shown in the figure, both *China Daily* and *The New York Times* are more likely to use less than ten figures, and in the news samples, the range from 11 to 20 takes the second place. The difference is that no one in *China Daily* uses more than 20 figures in one piece of news reports. However, one uses figures ranging from 21 to 30, and three of them use more than 30 figures in one news report in *The New York Times*.

4.2.3 Syntax

In this section, we moved from the general categories and concepts of traditional grammar to more specific methods of describing the structure of phrases and sentences, in other words, the syntax of a language, which paying attention to the structure of elements within one sentence. To analyze the news reports on TikTok at the syntactical level is an essential step, which is a great help for English learners to better understand the syntactical

characteristics of news reports. Next, this thesis is going to conduct the comparative analysis of Chinese and English news reports on TikTok from the perspective of attributive clause and parenthesis and passive voice.

(1) Attributive clause and parenthesis

The postpositive attributive clauses and parenthesis are of great help to provide more detailed information of the event for readers. In addition, due to the relative independence, the postpositive attributive clauses and parenthesis are frequently used in news reports, and the selected news reports on TikTok from *China Daily* and *The New York Times* are no exception. This thesis mainly found two similarities between the two media in using attributive clause and parenthesis after close reading. First of all, in both of the media, attributive clause and parenthesis are combined to use frequently. Here are some examples:

M. Heather Evans, (director of Frontier Technology Research at Asia Society Northern California,) said the proposed ban didn't come as a big surprise, since "there's a lot of distrust and uncertainty about this popular app", which is largely due to TikTok's parent company being based on the Chinese mainland. (*China Daily*, Move targeting TikTok faces criticism in US)

N. WeChat is used widely around the world, particularly by people of Chinese descent, to communicate with friends, read news and carry out business transactions, and such a ban could effectively cut off much informal communication between people in China and the United States. Questions remain as to whether the order will affect businesses tied to Tencent, (WeChat's parent company,) which is an investor in many popular American technology and gaming start-ups. (*The New York Times*, Trump Targets WeChat and TikTok, in Sharp Escalation With China)

In example M from *China Daily*, the parenthesis “director of Frontier Technology Research at Asia Society Northern California,” makes it clear that who is Heather Evans, and the attributive clause specifies the main reason why there’s a lot of distrust and uncertainty about TikTok. In addition, the part of attributive clause and parenthesis in example N both explain the identity of Tencent.

Secondly, reporters from both *China Daily* and *The New York Times* tend to use multiple attributive clauses within one paragraph, and examples are as follows:

O. Pressure on TikTok has been building for months. Last fall, the Committee on Foreign Investment in the United States, or Cfius, began examining ByteDance’s 2017 purchase of Musical.ly, a video app that was later merged into TikTok. Lawmakers and White House officials have also expressed concerns that TikTok data could be made available to the Chinese government, which the company has repeatedly denied. (*The New York Times*, ByteDance Said to Offer to Sell TikTok’s U.S. Operations)

P. Twitter, which has recently clashed with US President Donald Trump over some of his tweets, is in talks to buy the wildly popular video-sharing app that Trump has ordered to be sold because of its Chinese ownership, The Wall Street Journal reported. (*China Daily*, Twitter may launch bid to acquire TikTok)

In conclusion, it can be seen that the combination of attributive clause and parenthesis or the repetition of attributive clauses are both essential ways to help readers better understand the event. The same purpose is to contain as much information as possible in the news reports with specific length.

(2) Passive voice

Voice is a type of verb that shows the relationship between the subject and the predicate.

In English, there are active voice and passive voice. The former indicates that the activity is being carried out by the subject. In passive voice, the action's executor is unknown to all or the action's receiver is highlighted. Active voice is more direct and powerful, and passive voice concentrated more on the process or result of the event, enhancing the objectivity. Therefore, due to such characteristic, passive voice is widely used in news writing, and the selected news reports on TikTok from *China Daily* and *The New York Times* are no exception. Through carefully reading the news samples, it is found that reporters from the two media apply quantities of passive voice in news on TikTok, and passive voice is used in different tenses. Examples of four common tenses are presented in Table 4.2.3.

Table 4.2.3 Examples of passive voice in various tenses

Tense	<i>China Daily</i>	<i>The New York Times</i>
Simple present tense	The company has repeatedly denied the accusations, maintaining that all the users' information <u>is stored</u> in the US.	Instagram, which <u>is owned</u> by Facebook, rolled out a new product that lets people create 15-second videos and share them.
Simple past tense	I think if it <u>was owned</u> by a European country, he (US President Donald Trump) wouldn't even consider this idea.	In June, TikTok <u>was banned</u> in India as part of a crackdown on many Chinese apps.
Simple future tense	The president also gave the two companies a deadline of Sept 15 to complete the deal, or the app <u>will be banned</u> in the US.	A deal price is unclear, though numbers have ranged from \$20 billion to \$50 billion depending on what parts of TikTok <u>will be sold</u> , the people said.
Present perfect	This pivoting of TikTok's major operations away from the US and	And most of the important decisions about TikTok's

tense	toward Europe <u>has been welcomed</u> by some, eager for the investment and jobs the company will bring.	operations and strategy <u>have been made</u> by executives in China.
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4.2.4 Discourse

In this section, discourse is going to be analyzed by the following three aspects: word length, cohesion and the discourse format.

(1) Word length

Table 4.2.4(1) The total and average word length of the news samples

Media	Word length	Average word length
<i>China Daily</i>	18397	681.37
<i>The New York Times</i>	38940	1298

Table 4.2.4(1) illustrated the total and average word length of the selected news reports. As we can see, there is significant difference in the word length of news reports on TikTok between the two media. As we can see from Table 4.2.4(1), the total word length in *China Daily* is 18397, and that of *The New York Times* is 38940. Likewise, *China Daily*'s average word length is 681.37, while *The New York Times*' average news report has 1298 words, nearly twice as many as *China Daily*. In its TikTok news reports, *The New York Times* utilizes more words. Therefore, it can be predicted that in reports on TikTok, *The New York Times* tend to use long passage to describe the event and provide with more information. On the contrary, *China Daily* is more focused on the reports of the news, making the reports concise and brief.

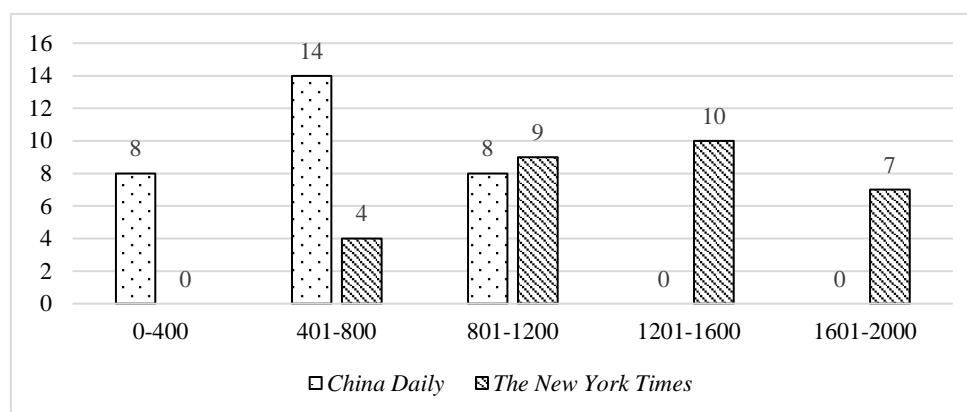


Figure 4.2.4(1) The distribution of word length of each news reports on TikTok

Besides the word length from the two media, this thesis also listed the specific words statistics of each news reports, and Figure 4.2.4(1) shows the distribution. Although difference in word length is significant, the distribution of word length of the two media is relatively concentrated, being close to the respective average. As is shown in Figure 4.2.4(1), *China Daily* is mainly in the first three categories, ranging from 0 to 1200. On the contrary, that of *The New York Times* is in the latter four categories, without one using less than 400 words.

(2) Cohesion

We know that texts must have a certain structure that depends on factors quite different from those required in the structure of a single sentence. Some of those factors are described in terms of cohesion, or the ties and connections that exist within texts (Yule, 2010: 143). To achieve cohesion in text structure, there are various ways, including conjunction, substitution, ellipsis and lexical cohesive. This thesis is going to mainly analyze conjunctions used in the news reports. Different scholars have their own understandings of conjunctions, therefore, there are multiple classifications. As far as this thesis is concerned, conjunctions and related

phrases that function as conjunctions can be divided into four categories: additive conjunction, adversative conjunction, temporal conjunction and causal conjunction. The table is as follows:

Table 4.2.4(2) Examples of four categories of conjunction

Categories of conjunction	Examples
Additive conjunction	And; Also; In addition to; Furthermore; Moreover; As for; Particularly; Especially; By the same token; For instance; What this means is; etc.
Adversative conjunction	But; However; Whereas; Even though; On the other hand; In contrast; On the contrary; Conversely; Regardless of; Though; Although; etc.
Temporal conjunction	Then; Next; Later; After; Finally; At last; Meanwhile; At the same time; etc.
Causal conjunction	So; Since; For; Because of; Consequently; As a result; For this reason; Thus; Therefore; Due to; Owing to; etc.

It is too complex to study all of the examples listed in Table 4.2.4(2), therefore, this thesis selected two examples which is commonly used in news reports from each category. The samples are listed as follows: and, also, but, however, then, next, so and since.

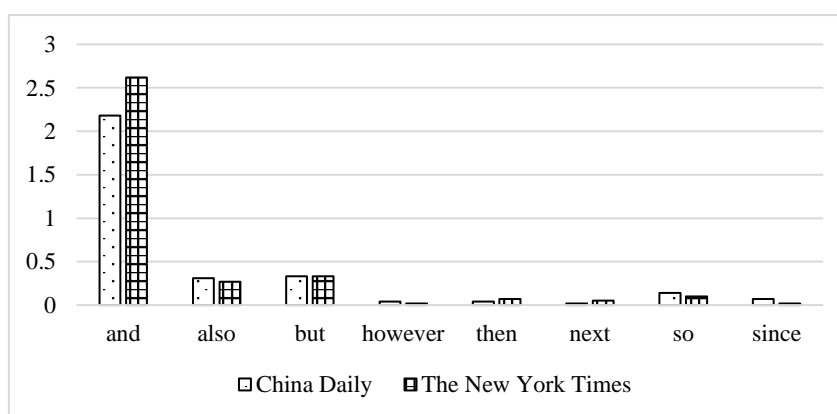


Figure 4.2.4(2) The percentage of the eight examples of conjunction

Figure 4.2.4(2) shows the percentage of the eight examples of conjunction used in the news reports on TikTok from *China Daily* and *The New York Times*. Later, the similarities and differences between the two media in the use of conjunction are analyzed.

First of all, there are mainly three similarities. As we can see from Figure 4.2.4(2), both of them are more likely to use additive conjunction in news reports, especially the conjunction “and”, and the number of “and” is far more than other conjunctions. According to the statistics, “and” and “also” are used in every sample from *The New York Times*, on average each paragraph contains at least one “and”. However, there is no “also” in nine of the samples from *China Daily*. Secondly, there are sentences consisting of multiple “and” from both of the two media, and this phenomenon is more common in *The New York Times*. The examples are as follows:

Q. This spring, he reshuffled ByteDance executives in China and said he would personally devote more time and energy to Europe, the United States and other markets. (*The New York Times*, As TikTok Fails To Bridge Divide)

R. The moves from Beijing ensnare TikTok and potential American buyers including Microsoft and Oracle, wedging them in the middle of a tussle between the United States and China over the future of global technology. (*The New York Times*, Beijing Complicates Sale of TikTok)

S. In the US, PRISM and ECHELON, both surveillance programs, harvest data from Silicon Valley giants and distribute it among the other Five Eyes partners: Australia, Canada, New Zealand and the United Kingdom. (*China Daily*, Opposition to TikTok aims to stifle competition)

T. The presidential executive orders banning TikTok and WeChat mobile apps from the

US markets and prohibiting Americans from dealing with them do a lot of financial damage to ByteDance, the owner of Tik-Tok, and some damage to Tencent, the owner of WeChat, but the big loser over the long term will be the US economy. (*China Daily*, WeChat, TikTok bans dent US law's credibility)

Thirdly, the frequency of the use of adversative conjunction is quite the same between the two media. However, their first difference in using conjunctions is manifested in the use of temporal and causal conjunction. *China Daily* tends to use more causal conjunctions, while *The New York Times* is more likely to use temporal conjunctions. And some examples are listed as follows:

U. And buyers know that the company's US business is under a death sentence, so they will offer far less than the fair market value of the company. (*China Daily*, WeChat, TikTok bans dent US law's credibility)

V. Trump has since made the unusual demand that part of the funds from any sale should go to the US Treasury. (*China Daily*, UK in a quandary as TikTok pivots to Europe)

W. Then on Saturday, the country's official Xinhua news agency published commentary by a professor who said the new rule would mean that the video app's parent, the Chinese internet giant ByteDance, might need a license to sell its technology to an American suitor. (*The New York Times*, Beijing Complicates Sale of TikTok)

X. DealBook is taking a short summer break, so you'll next hear from us on Wednesday — and then we hope to see you on the call on Thursday — before normal service resumes next week. (*The New York Times*, What Would Microsoft Do With TikTok?; DealBook Newsletter)

Therefore, it can be predicted that *The New York Times* pays more attention to the

description of the event in news reporting, while *China Daily* is more focused on the result of the events related to TikTok. Secondly, *The New York Times* tends to use conjunction in the headline of news reports. For instance, “TikTok Deal Faces Complications as U.S. and China Ratchet Up Tit-for-Tat” and “How TikTok’s Owner Tried, and Failed, to Cross the U.S.-China Divide” use “and” as the conjunction. However, there is no conjunction used in the headlines of the selected news reports from *China Daily*.

(3) Discourse Format

There are several common forms of discourse, among which the Inverted Pyramid Form is widely used in news reports. The Inverted Pyramid Form (as Figure 4.2.4(3) shows) is a structural form in which news facts are written in turn according to the magnitude of news value, including the importance, freshness and interest of readers. In the Inverted Pyramid Form, the information of the greatest importance is on the top, and other details are written in the order of decreasing importance of facts or audience’s concern, which is just like an inverted pyramid or an inverted triangle. The Inverted Pyramid Form is mostly used for event news due to its characteristics, and it is suitable for news reports on TikTok in this thesis.

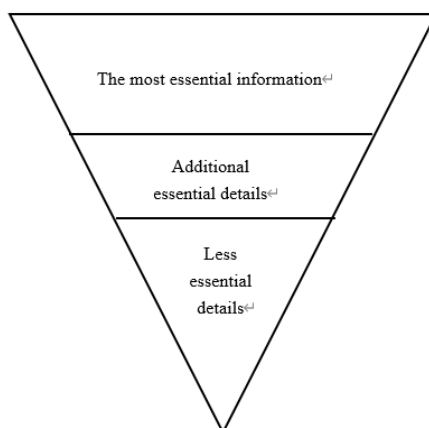


Figure 4.2.4(3) The Inverted Pyramid Form

After carefully reading the news texts, this thesis found that the selected news reports on TikTok from *China Daily* are more likely to use the Inverted Pyramid Form than *The New York Times*. And the next analysis takes “TikTok sues Trump administration over ban” from *China Daily* as the example. In the first paragraph of the news: “TikTok filed a legal challenge on Monday against the Trump administration’s order to ban the popular video-sharing app in the US, arguing it violates constitutional rights to due process and free speech.” The most important and necessary information, that is, 5Ws of the event is made clear:

Who: TikTok

What: filed a legal challenge against the Trump administration’s order to ban the popular video-sharing app

When: on Monday

Where: in the US

Why: it violates constitutional rights to due process and free speech

After giving the most important information, the introduction of the cause and effect of the event and other details are followed, and the order is of decreasing importance of facts. For example, the content of the company’s blog post and the complaint of TikTok’s lawyer are located before Trump’s administration’s executive order to give TikTok’s Chinese parent company ByteDance 90 days to divest its 2017 acquisition of a Chinese-based app Musical.ly, which later merged with TikTok.

4.2.5 Comments of Differences

After analyzing the news samples from the two media, in the dimension of text cultural differences between Chinese and America are relatively clear, and there are mainly four great differences in the first dimension. First of all, in TikTok news, *The New York Times* tends to

use long texts both in headlines and content in the description of the event and provide with more information. On the contrary, *China Daily* is more focused on the reports of the news, making the reports concise and brief. The second difference is in the use of personal pronouns. By comparison, *The New York Times* uses more first-person pronouns in the news reports than *China Daily*, and *China Daily* tends to use more third-person pronouns. Thirdly, *The New York Times* prefers to use fuzzy figures, while reporters from *China Daily* are more likely to use specific figures to justify themselves. Finally, as to describing the event, *The New York Times* focuses more on the process, while *China Daily* pays more attention on the result of the event, which can be predicted by the fact that there are more temporal conjunctions in *The New York Times*, and in news reports from *China Daily*, causal conjunctions are used frequently.

4.3 Differences in the Dimension of Discursive Practice

For some reasons, features of a text cannot be analyzed without some reference to text production and/or interpretation (Fairclough, 1992: 73-74). Because of this overlap, the division of analytical topics between text analysis and analysis of discursive practice is not a sharp one. According to Fairclough (1992: 73), discursive practice involves processes of text production, distribution and consumption, and these processes will be analyzed from the perspective of news source and reporting mode in the section of cultural differences in the dimension of discursive practice.

4.3.1 News Source

News source refers to the originator of the reported speech, and different scholars have their own understanding of news source. For instance, when analyzing Dutch news reports, Van Dijk (1988) specified the following 12 news sources: dispatches of national and

international news agencies; press releases of institutions, organizations, firms, etc.; press conferences, including invitations for them; agendas and materials of a large number of legislative bodies, committees, and organizations; reports from various organizations; interviews with representatives of organizations; phone calls with representatives of organizations; notes of interviews, phone calls, press conferences, etc.; official letters of organizations (often to other organizations), sometimes accompanied by documentation; articles in a variety of foreign and domestic newspapers; documentation, including of own newspaper (clippings); and printed versions of speeches, interventions in meeting and debates. In 1981, when referring to news source, Whitaker provided with three categories: sources monitored routinely, organizations issuing statements and holding Press conferences and individuals making statements, seeking publicity, etc. Later, Bell (1991) listed 8 news sources when writing news reports. In conclusion, there are various ways to offer news source, and this thesis is going to apply the classification that Xin Bin put forward.

According to Xin (2006, 2010), there are mainly three ways to inform readers of news source: (A) specified source: reporters directly give the originator of the quotation; (B) unspecified source: the originator of the quotation is not clear, instead, it is suggested by some vague words; (C) anonymous source: reporters don't mention the originator of the quotation out of certain reasons. Through carefully reading the news samples, it is found that the above three ways of news source are used in both of the two media, and the selected examples are listed in Table 4.3.1(1).

Table 4.3.1(1) Examples of news source

	<i>China Daily</i>	<i>The New York Times</i>
(A) specified source	Responding to the directive, a Chinese Foreign Ministry spokesman, <u>Zhao Lijian</u> , said that so-called freedom and security are pretexts for “digital gunboat policy” that some US politicians pursue.	<u>Steven Davidoff Solomon</u> , a law professor at the University of California in Berkeley, who contributes to <i>The New York Times</i> , said the United States’ forcing such a huge company to sell itself was “really unprecedented.”
(B) unspecified source	The forced sale of the US arm of the video app TikTok could have negative implications on foreign investment in the United States, and President Donald Trump’s demand for a government cut of a potential deal could set a dangerous precedent, <u>several trade experts have said</u> .	While some of those users are likely to be 13 or 14, <u>one former employee said</u> TikTok workers had previously pointed out videos from children who appeared to be even younger that were allowed to remain online for weeks.
(C) anonymous source	TikTok was under scrutiny by the Committee on Foreign Investment in the United States (CFIUS) — an interagency panel chaired by the Treasury secretary that studies mergers for national security reasons — for its acquisition of another video app, Musical.ly, in 2017, <u>according to American media reports</u> .	<u>ByteDance</u> has reportedly offered to sell the American operations of TikTok to stop the Trump administration from banning the app outright.

This thesis explores the frequency and percentage of news source in the two media, and the statistics is shown in Table 4.3.1(2). Next, this thesis is going to analyze the similarities and differences of news source.

Table 4.3.1(2) The frequency and percentage of news source

	<i>China Daily</i>	<i>The New York Times</i>
(A) specified source	170; 69%; 92.4	206; 60%; 52.9
(B) unspecified source	48; 20%; 26.1	123; 36%; 31.6
(C) anonymous source	27; 11%; 14.7	15; 4%; 3.6

First of all, specified source is most frequently used in both of the two media, as a result of the authenticity of news reporting. In addition, unspecified source ranks second and anonymous source is of least frequency in both of the two media. Specified source is the essential way to satisfy the basic requirements of objectivity and authenticity of news reports. As the influential newspapers in their own country, it's not so hard to understand why *China Daily* and *The New York Times* use most specified source as the news source. The exact originator of the speech is not clear to readers in anonymous source, which has a negative effect on the credibility of the news to a certain extent. Therefore, anonymous source is inevitably reduced in these two media.

However, due to the incoordinate word length of the news reports on TikTok from the two media, this thesis also calculated the frequency of news source per 10 thousand words, in which the differences are manifested. Firstly, *China Daily* is more likely to use specified source and anonymous source, while *The New York Times* prefers to unspecified source. As is shown in Table 4.3.1(2), taking anonymous source as example, in *China Daily* there are 14.7 anonymous sources per ten thousand words. However, there are only 3.6 in *The New York Times*. This is because the anonymous source is restricted by the chief editor of *The New York Times* to ensure the credibility of news reports. Secondly, reporters in *The New York Times* sometimes briefly explain why the source is not mentioned, and one example is presented here:

Y. It also estimates their ages using other methods, including facial recognition algorithms that scrutinize profile pictures and videos, said two former TikTok employees and one current employee, who declined to be identified because details of the company's

practices are confidential. (*The New York Times*, A Third of TikTok's U.S. Users May Be 14 or Under, Raising Safety Questions)

4.3.2 Reporting Mode

Reporting mode is another essential aspect, which mainly refers to the way of quoting someone else. In this section, reporting mode consists of two aspects: direct speech and indirect speech. Direct speech refers to quoting others' original words by putting them in quotation marks; while the latter is to use the reporters' own words, and generally cannot be put in quotation marks. Indirect speech is the indirect description or description of events, which strengthens objectivity. On the contrary, using direct speech can enhance the authenticity of news and improve the sense of presence. For instance, in a news report headlined "Talk of turning off TikTok ticks off teens" from *China Daily*, there are three continuous direct speech of teenagers to represent their feeling and attitude towards Trump's order of turning off TikTok, and the speeches are listed as follows:

Z. "If it hasn't already, I think this will definitely be a game-changer in young voters going out and voting for sure," Kaylyn Elkins, 18, of Washington state, told NBC News. "I think it's just ridiculous considering what's going on in the world and our country alone. I think if it was owned by a European country, he (US President Donald Trump) wouldn't even consider this idea."

Addison Rae, a 19-year-old social media personality from Louisiana with 53 million followers on TikTok, tweeted one word Saturday about the news: "bitter".

Claudia Conway, 15, the daughter of White House adviser Kellyanne Conway, who has been at odds with her mother over her political views, on Saturday tweeted: "yo @realDonaldTrump if you wanna just ban my tiktok account why didnt you just say so."

It can be seen that readers can easily feel the anger of the three teenagers from the above examples. In addition to the examples, this thesis explores the frequency and percentage of direct and indirect speech, and the results are illustrated in Table 4.3.2. As we can see, the difference between direct speech and indirect speech of the two media is not significant. This is because of the characteristics of news reports in which emotionality and objectivity should be balanced. Too much emotional intervention in news inevitably strengthens subjective emotional factors, and it will affect the objectivity of event. However, it will be boring and cold to read if the events are narrated with too much indirect speeches. By comparison, *China Daily* prefers to use direct speech and indirect speech is more likely to be used in news reports on TikTok in *The New York Times*. Therefore, it can be predicted that in news reports on TikTok, *China Daily* pays more attention on the emotional factors, while *The New York Times* is more focused on the representation of the event.

Table 4.3.2 The frequency and percentage of reporting mode

	<i>China Daily</i>	<i>The New York Times</i>
Direct speech	136; 56%	152; 44%
Indirect speech	109; 44%	192; 56%

4.3.3 Comments of Differences

This section serves as the summary of cultural differences in the dimension of discursive practice, and two differences corresponded respectively to the above parts in 4.3 are concluded as follows. First of all, in terms of news source, *China Daily* is more likely to use specified source and anonymous source, and unspecified source is preferred by *The New York*

Times. Meanwhile, reporters in *The New York Times* sometimes briefly explain why the source is not mentioned. The second difference is manifested in the reporting mode. *China Daily* prefers to use direct speech and *The New York Times* is more likely to use indirect speech in news reports on TikTok.

4.4 Differences in the Dimension of Social Practice

It is not accidental that there are differences between Chinese and American reports on the same event, which is the result of a series of factors. Among them, the different cultural values and thinking mode, as well as the different institutional attributes of *China Daily* and *The New York Times* in their respective countries are the main factors contributing to the differences in this thesis. Therefore, in the social practice part, main reasons that leading to the cultural differences are to be explained from the following three aspects: cultural values, thinking mode and institutional attribute.

4.4.1 Cultural Values

There are quantities of factors that lead to differences, in which the cultural values are of great importance in this thesis. There are mainly two aspects from Hofstede dimensions to explain the differences reflected in the news samples from the two media in this thesis. One is individualism and collectivism, and the other is uncertainty avoidance.

(1) Individualism and collectivism

Hofstede analyzed an employee database in 1980s, and empirically detected four independent dimensions of cultural variation (Kulich et al, 2012: 145). ‘Individualism/collectivism’ is one of the dimensions that he labelled, which can be used to explain why *The New York Times* uses more first-person pronouns and *China Daily* tends to use more third-person pronouns in news reports on TikTok in the above analysis.

According to the survey of Hofstede, it can be seen that China is the collective oriented country. On the contrary, the United States is individualistic oriented. World view has great impact on deciding the culture to be individualistic or collective (Huang Yonghong, 2010: 29). Ancient Chinese people believed that the world was made up of five independent elements: gold, wood, water, fire and earth. Such world view helps to form collectivism in China that people emphasize on social and group harmony. Besides, thousands of years of agricultural history also contributes to collectivism of China. Originated in the river basin, the ancient Chinese civilization belongs to the agricultural civilization (Chen Kunlin & He Qiang, 2012: 3). The “agricultural civilization character” has shaped the emphasis on ethics and morality of the Oriental people, seeking common ground as well as stability, and taking “harmony is the most precious characteristics” as the principle of life.

People who live in collective cultures see themselves as inextricably linked to the group to which they belong, and conformity is regarded positive. To maintain harmony with the group, there is a higher emphasis on meeting a shared standard. People are consequently unmotivated to distinguish out from their peers through competitive acts of achievement or even positive self-assertion (Huang Yonghong, 2010: 29). Therefore, in the usage of personal pronouns in news reports from *China Daily*, reporters use more third-person pronouns to indirectly refer to someone else to keep the harmony.

On the contrary, under the influence of Greek world view, most European and North American cultures believed that the world was composed of atoms, which were independent from each other. Moreover, originated from the coast of the Aegean Sea, the ancient Greek civilization in the United States belongs to the maritime civilization (Chen Kunlin & He Qiang, 2012: 5). As a result, Europeans like to explore, and their culture is relatively

extroverted. Furthermore, western countries entered the period of industrial economy quite early after the industrial revolution. The “industrial civilization character” has instilled in them a fierce fighting spirit as well as a legal understanding of the necessity to protect their own interests. In the United States, life is guided by the ideas of independence, freedom, and equality.

Individualism considers each person as a self-contained sovereign being with an unalienable right to his own life resulting from his rational nature (Huang Yonghong, 2010: 29). Individualism, on the other hand, maintains that a civilized society, or any form of collaboration, cooperation, or peaceful coexistence among men, can only be established via the respect of individual rights, and that a group has no rights other than those of its members. Thus, in the individualistic oriented country, according to the rules of news writing, reporters from *The New York Times* prefers to use more first-person pronouns to express individual’s feelings and thoughts, instead of taking many other factors into consideration.

(2) Uncertainty avoidance

Like individualism and collectivism, uncertainty avoidance is another dimension of Hofstede’s dimension of cultural variation, which deals with the uncertainties in life (Kulich et al, 2012: 146), indicating the extent to which a culture or country feels anxious about uncertain and ambiguous situations. And this dimension can explain in this thesis the reason for the differences between the two media in the use of figures and news source. Obviously, China is a high uncertainty avoidance country, while the United States possesses a lower level of uncertainty avoidance.

Nations with a high level of uncertainty avoidance value written rules, regulations, rituals, and other forms of stability for their citizens. People who shun nations where there is

uncertainty are also more emotional and motivated by inner nervous energy. On both intellectual and religious levels, they are staunch believers in ultimate truth. People do not enjoy ambiguity, nor do they tolerate aberrant ideas and actions, nor do they tolerate change in their daily lives. Based on such characteristic, Chinese people prefer the certainty, stability and specification, which is manifested in the use of figures and news source in this thesis. By comparison, reporters from *China Daily* prefer to use specific figures to justify themselves. Likewise, in news source, specified source is used more frequently in *China Daily* than unspecified source.

In contrast, low-uncertainty-avoidance countries, such as the United States, are more tolerant of uncommon events and embrace the inherent uncertainty of life more readily. They use as few rules as possible, dislike structures associated with hierarchy, welcome various ideas and beliefs, and are more flexible in taking risks (Huang Yonghong, 2010: 30). Therefore, it is understandable for readers of *The New York Times* to accept the frequent use of fuzzy figures and unspecified source, which manifested the low uncertainty avoidance of the United States.

4.4.2 Thinking Mode

The use and expression of language are inevitably affected by thinking modes, which is reflected in news reports on TikTok from the two media analyzed in this thesis. There are several classifications of thinking mode, and this section is going to discuss two of them, namely synthetic and analytical thinking and process-oriented and result-oriented thinking, which can be used to explain the difference between the two media in word length, news source and the use of conjunction.

(1) Synthetic thinking and analytical thinking

Synthetic thinking and analytical thinking are two typical ways of thinking. Synthetic thinking refers to the combination of various elements when cognizing objects, and analytical thinking refers to the ability to divide the whole object into different independent parts, clarify the internal structure, and separate the various elements, which are judged and analyzed independently (Bao Huinan, 2001). Generally speaking, Chinese people are better at synthetic thinking, while Americans tend to think analytically, and such difference is exactly manifested in the analysis of cultural differences between Chinese and American news reports on TikTok in this thesis, that is, word length and news source. *The New York Times* uses more words in the headlines and content and more paragraphs to clearly describe the details of the event. On the contrary, due to the synthetic thinking mode, Chinese reporters tend to use brief and concise sentences in the news reports. As to news source, both of the two media use fewer anonymous source. However, reporters in *The New York Times* sometimes briefly explain why the source is not mentioned due to the analytical thinking mode.

The reason for such difference is inseparable from the cultural background of the two countries. Synthetic thinking originates from traditional Chinese philosophical thought, in which “harmony between man and nature” is at the highest state, leading to the Chinese nation’s way of thinking of observing things as a whole, and carrying on the synthesis research from the full text angle. In the United States, on the contrary, traditional Western philosophy insists that man and nature are eternally opposed. Under the guidance of this philosophy, a developed epistemology has been formed, which adopts an analytical way of thinking.

(2) Process-oriented thinking and result-oriented thinking

Process orientation means that the speaker pays attention to its procedure when perceiving the event, and the result of the event may or may not be illustrated. Sometimes, the result is illustrated following the expression of process. On the contrary, result-oriented thinking refers to that when the speaker perceives the event, he or she pays attention to the outcome or product of the event. Sometimes there is description of the process in the discourse, but compared to the result, the process is often implied, or it is often expressed through secondary linguistic structures. In other words, the focus of the discourse will be on the result rather than the process (Wang Jianguo, 2019). In addition, it is clear that in news reports on TikTok analyzed in this thesis, *China Daily* shows the result-oriented thinking mode, while *The New York Times* is the representative of process-oriented thinking mode.

In the use of conjunction, news reporters in *China Daily* tend to use more causal conjunction, which illustrates the result of the event. On the contrary, *The New York Times* pays more attention to the processes of the event, using more temporal conjunctions rather than causal conjunctions to clearly describe the details of the event and provide more information.

4.4.3 Institutional Attribute

As far as Thompson (1994) is concerned, the media are expanding their technical capabilities at a steady and rapid pace, and through infiltration, reporting, and representation, they have had extraordinary effects on life in the public and private spheres, thus generating certain ideologies in modern life. However, due to the different institutional attributes of *China Daily* and *The New York Times* in their own countries, there are different reports on TikTok.

First of all, since the establishment of the modern newspaper industry in China, the Chinese media has been used by the advanced intellectuals of the Chinese nation as the medium to promote advanced ideas and concepts, and to open up people's wisdom. Additionally, after the foundation of the People's Republic of China, the Communist Party, as well as the government have placed a greater emphasis on the role of the media. Under the Communist Party's and the government's leadership, *China Daily* follows the Party's purpose and serves the people wholeheartedly. Therefore, in the news reports on TikTok, the facts of the event are presented to a certain extent, objectively and fairly. However, the United States is a society in which liberal and democratic political values prevail, which directly shapes the media's value concept of advocating freedom and serving the society, being private and independent. As one of the mainstream media in America, the characteristics of focusing and pursuing interests of *The New York Times* ensure that the media is free from government interference, guarantees the objectivity and impartiality of news reports to a certain extent, and avoids becoming the tool for the government to spread ideology. Therefore, in the news reports on TikTok, *The New York Times* present the facts relatively freely. In addition, there are news reports showing dissatisfaction and complaint about the Trump's administration's executive order of banning TikTok.

4.4.4 Comments of Differences

In this section, differences between Chinese and American news reports on TikTok in the dimension of social practice are summarized, which are also functioned as the reasons for the differences in 4.2 and 4.3. In terms of reasons for Chinese and American differences, there are quantities of dimensions, such as economic, social, political reasons and so on. However, due to the limited space and the relevance to the thesis, there are mainly three

aspects in this thesis: cultural values, thinking mode and institutional attribute. First of all, different cultural values lead to the differences. With high uncertainty avoidance, China is the collective oriented country. Consequently, there are more third-person pronouns, specific figures and specified news source in *China Daily*. In contrast, the United States is individualistic and low uncertainty avoidance country, and first-person pronouns, fuzzy figures and unspecified news source are therefore common in *The New York Times*. Secondly, thinking mode leads to the differences reflected in news samples from the two media. Synthetic and result-oriented thinking mode decide that *China Daily* uses short word length and focuses on the result of the event by using more causal conjunctions. Likewise, because of the analytical and process-oriented thinking mode, *The New York Times* pays more attention to the description of the event through the frequent use of temporal conjunctions and uses more words in news reports to better analyze the event for their audiences. Finally, the different institutional attribute of *China Daily* and *The New York Times* in its own country is another factor that leads to the different news reports on TikTok.

Chapter Five Conclusion

As the conclusion part of the thesis, this chapter summarizes the major findings, points out the limitations and puts forward some suggestions for further studies.

5.1 Major Findings of the Study

This thesis carried out the research to compare the Chinese and American cultural differences by analyzing the news reports on TikTok from *China Daily* and *The New York Times* from the perspective of CDA. This thesis collects 60 pieces of news reports from the two media, 30 of which from each media, and the data ranges from August 1st to August 31st, 2020, when Trump's order to ban TikTok was paid extensive attention. Based on Fairclough's three-dimensional framework, the similarities and differences between the two countries are analyzed from three perspectives, that is, text, discursive practice and social practice, and the conclusion is as follows.

To begin with, combined with stylistics, differences in the first dimension are analyzed from four aspects: graphology, lexicon, syntax and discourse. Firstly, under the discipline of graphology, headlines and paragraphing of the selected news reports are analyzed. In terms of headlines, there are three similarities and three differences respectively. Firstly, both of the two media use increased font size in the headlines than in the content. Secondly, in the selected headlines from the two media, they both mentioned several relevant people such as the Chief Executive of TikTok Kevin Mayer and Donald Trump, the US president at that time. Thirdly, there is no period in the end of the headlines except the question marks, and *The New York Times* is more likely to use interrogative sentences as the headline. Additionally, the first difference between the headlines of the two media is that *The New York Times* tends to use more words in the headlines. Secondly, headlines in *China Daily* only capitalize the

first word and specific words, while almost every word of the headline, even including the function word are capitalized in *The New York Times*. The source of the news report forms the third difference. There are Newsletters from Dealbook and White House Memo in *The New York Times*. As for paragraphing of the news samples from the two media, in *The New York Times*, the total and average number of paragraphs of the news reports are higher than those from *China Daily*. However, in *China Daily* there are less than 30 paragraphs in most of the news reports, while the range is from 11 to 40 in *The New York Times*.

Under the discipline of lexicon, the news samples are analyzed from the perspective of use of pronouns and figures, where the similarities outweigh differences. To begin with, the three personal pronouns are used in the same order of frequency by the two media, and the order from high to low is third person, first person and second person. Secondly, except the second-person pronouns, the subjective case of first-person and third-person pronouns is more frequently used than the objective case both in the two media. Thirdly, the word “it” is most frequently used in both of the two media, and there are both subjective and objective case of it. Finally, both of the two media tend to use more male pronouns than female pronouns. There are mainly two differences between them. The first is that *China Daily* in general tends to use more personal pronouns in news reports on TikTok, and by comparison, there are more third-person pronouns in *China Daily* and more first-person pronouns in *The New York Times*. Secondly, even if *China Daily* is more likely to use personal pronouns, in the 30 selected news reports, two of them from *China Daily* did not use any personal pronouns. In terms of use of figures, *The New York Times* tends to use more figures in the news reports on TikTok than *China Daily* by comparison. However, to be specific, *China Daily* prefers specified figures while *The New York Times* uses more fuzzy figures. In addition,

both of the two media are more likely to use less than ten figures in each news report, and the range from 11 to 20 takes the second place.

In the section of syntax, this thesis explores the attributive clause and parenthesis and passive voice. First of all, in both of the media, attributive clause and parenthesis are combined to use frequently. Secondly, reporters from both of the two media tend to use multiple attributive clauses within one paragraph. Meanwhile, reporters from the two media apply quantities of passive voice in news on TikTok, and passive voice is used in different tenses.

In the last part, the news samples are analyzed by the following three aspects: word length, cohesion and discourse format. To begin with, *The New York Times* tend to use long texts to describe the event of TikTok ban and provide with more information. On the contrary, *China Daily* is more focused on the reports of the news, making the reports concise and brief. As to cohesion, there are three similarities and two differences reflected in the news samples. Firstly, both of them are more likely to use additive conjunction in news reports, especially the conjunction “and”, and the percentage of “and” is far more than other conjunctions. Secondly, there are sentences consisting of more than three “and” in one piece of news report in the two media, and this phenomenon is more common in *The New York Times*. Thirdly, the frequency of the use of adversative conjunction is quite the same between the two media. However, their first difference is that *China Daily* tends to use more causal conjunctions, while *The New York Times* is more likely to use temporal conjunctions. Secondly, *The New York Times* tends to use conjunction in the headline of news reports. In addition, the selected news reports on TikTok from *China Daily* are more likely to use the Inverted Pyramid Form than *The New York Times*.

Additionally, the cultural differences in discursive practice, in other words, the processes of text production, distribution and consumption, consist of two perspectives, that is: news source and reporting mode. First of all, specified source is most frequently used in the two media. Unspecified source ranks second and anonymous source is of least frequency in both of the two media. There are mainly two differences manifested in news source. Firstly, *China Daily* is more likely to use specified source and anonymous source, but unspecified source is preferred in *The New York Times*. Secondly, reporters in *The New York Times* sometimes briefly explain why the source is not mentioned. In terms of reporting mode, in the two media the difference between direct speech and indirect speech is not of great significance. By comparison, *China Daily* prefers to use direct speech, making the news reports more authentic, and *The New York Times* is more likely to use indirect speech in news reports on TikTok, adding the objectivity.

The reasons for the Chinese and American differences are explained in the dimension of social practice, which including the following three aspects: cultural values, thinking mode and institutional attributes. In conclusion, it is the collectivism/individualism, high and low uncertainty avoidance, synthetic and analytic, result-oriented and process-oriented thinking mode of Chinese and American, as well as the different institutional roles of *China Daily* and *The New York Times* in their own countries that lead to the cultural differences in news reports on TikTok.

5.2 Limitations and Suggestions for Further Study

To be sincere, due to the limited time, space and knowledge, there are inevitably several limitations in this thesis, and therefore remaining large room for further studies on this event.

To begin with, limitations exist in the research methods and analysis tool. Firstly, CDA

has been widely used in the news discourse, and there are quantities of methods in this discipline. This thesis is only on the basis of Fairclough's three-dimensional framework, and doesn't involve other approaches such as Ruth Wodak and her research group's discourse-historical approach and social cognitive approach put forward by van Dijk, which might offer great help in the analysis of news discourse from other angles. Secondly, stylistics is combined to analyze the news samples in this thesis. However, there are numerous branches of stylistics, such as literary stylistics and linguistic stylistics, and only a part of them are used in this thesis. In addition, it is hard to cover every aspect of stylistics in this thesis, and the reason for using such approach in the thesis is that they are relatively workable and of great significance at the same time.

Secondly, the size of data collected from the two media is not very large. The time range of this thesis is from August 1st to 31st, 2020, when the event of banning TikTok is widely spread and comes to the center of focus, and did not include the follow-up reports of the event. The reason is that at that time the banning of TikTok has drawn wide concern rapidly and the two media make numerous reports on the event. Besides, this issue has attracted global attention, however, this thesis doesn't involve the news reports from other countries. The reason is that this thesis aims to conduct the contrastive research of cultural differences between China and the United States.

Therefore, based on the limitations listed above, there is large room for further study on this event.

First of all, there are various approaches and tools to analyze the relate discourse from different perspectives. For instance, discourse-historical approach is social problems oriented, which is quite suitable for the analysis of news reports to dig out the social problems hidden

behind news reports. Secondly, more sources can be involved in data collection. In this thesis, research data is collected from only two representative media, that is, *China Daily* and *The New York Times*. However, there are still other media which deserve analysis. For example, the Washington Post, the Wall Street Journal, *the Xinhua News Agency* and *People's Daily*. Moreover, other countries' reports on this event can also be analyzed, which is of great help to look at the event from a global perspective. Besides, there are also other text forms from the media, such as speech, press statement and talk shows, which are also of great significance to be analyzed.

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发表论文情况及参加科研情况说明

发表论文：

- [1] 王文玉、黄乐平（2020），文本细读在英语专业人文阅读中的应用——以 *The Good Short Life* 为例，《创新教育研究》8（6）：1120-1125。
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Appendix

Headlines of news samples from *China Daily*

1. TikTok a privacy threat?
2. Trump's TikTok threats
3. UK in a quandary as TikTok pivots to Europe
4. What's behind US's TikTok ban?
5. Order banning TikTok, WeChat opposed
6. Twitter may compete to buy TikTok
7. TikTok case reflects bitterly on US
8. US's TikTok plan draws criticism
9. TikTok to take US govt to court
10. TikTok CEO Kevin Mayer resigns
11. Opposition to TikTok aims to stifle competition
12. Talk of turning off TikTok ticks off teens
13. TikTok to open \$500m data center in Ireland
14. TikTok must defend its rights legally
15. Critic calls US' move on TikTok a 'mafia deal'
16. US TikTok move unfair: Russian foreign ministry
17. TikTok tops global mobile app download list
18. Twitter may launch bid to acquire TikTok
19. We will sue to protect firm, says TikTok
20. WeChat, TikTok bans dent US law's credibility

21. US tech firm oracle competing to buy TikTok
22. Critic calls Washington's TikTok move 'mafia' deal
23. Bytedance in talks with India telecom corp for TikTok investment
24. TikTok's ban, forced sale raise questions
25. TikTok ban will deal a heavy blow to US reputation
26. Twitter reportedly enters running to buy TikTok app
27. TikTok CEO's exit signals deal imminent – CNBC
28. Forded sale of TikTok could set a 'dangerous precedent'
29. TikTok sues Trump administration over ban
30. Move targeting TikTok faces criticism in US

Headlines of news samples from *The New York Times*

1. Is TikTok a Good Buy? It Depends on What's Included; The Shift
2. Sale Could Pivot on Control Of TikTok's Talent and Data
3. How TikTok's Talks With Microsoft Turned Into a Soap Opera
4. TikTok Ban? Creators and Fans Are Big Mad
5. Trump's Talk of Banning TikTok Inflames Gen Z
6. Chief Executive of TikTok Says He Will Resign
7. TikTok Is Said to Wrestle With Two Competing Offers
8. TikTok Says It Will Sue Trump Administration Over Executive Order
9. TikTok to Challenge Trump Administration Over Executive Order
10. As TikTok Fails To Bridge Divide
11. A Third of TikTok's U.S. Users May Be 14 or Under, Raising Safety Questions
12. Bytedance Said to Offer to Sell TikTok's U.S. Operations

13. How TikTok's Owner Tried, and Failed, to Cross the U.S.-China Divide
14. Is Microsoft Sure It Wants to Buy TikTok?
15. TikTok Eyed By Microsoft And Trump
16. What's Going On With TikTok? Here's What We Know
17. TikTok Deal Is Complicated by New Rules From China Over Tech Exports
18. Trump Targets WeChat and TikTok, in Sharp Escalation With China
19. What Would Microsoft Do With TikTok?; DealBook Newsletter
20. Beijing Complicates Sales of TikTok
21. TikTok Chief Executive Kevin Mayer Resigns
22. TikTok Deal Faces Complications as U.S. and China Ratchet Up Tit-for-Tat
23. TikTok Sues United States Over a Ban Trump Issued
24. Why TikTok Will Lose; DealBook Newsletter
25. Facebook Starts A TikTok Rival: Instagram Reels
26. Is TikTok More of a Parenting Problem Than a Security Threat?; White House

Memo

27. Microsoft Says It'll Continue Pursuit of TikTok
28. Microsoft Will Continue Pursuit to Buy TikTok After Talking to Trump
29. TikTok Makes a Deal (Not That One); DealBook Newsletter
30. Trump Reverses Course on TikTok, Opening Door to Microsoft Bid

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