

The Interpretation of the Embodiment of Persuasiveness in Sino-U.S. Political Discourse from the Perspective of Critical Discourse Analysis

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Abstract: Critical discourse analysis is a new method of discourse analysis, which is a critical reading of news, political speech, and official website documents. The analysis method draws on many theories in systematic functional grammar, involving linguistics, sociology, and psychology And ethnology. This article focuses on the development of critical discourse analysis, while interpreting the persuasive aspects of Chinese and American political discourses from the perspective of critical discourse analysis.

Critical discourse analysis first emerged in Western Europe and is a mode of discourse analysis. Critical discourse analysis first emerged in Western Europe and is a mode of discourse analysis. "Language and Control" is a book published by British linguists Fowler, Hodge, Kress, and Trew in 1979. It first proposed the concept and theoretical basis of "critical linguistics", which opened up the development of critical discourse analysis. prelude. The book states that "the ideology referred to in critical discourse analysis is the general point of view and perspectives people have when they understand the world, organize, and summarize experiences.

1 Overview of Critical Discourse Analysis

1.1. Theoretical basis of critical discourse analysis

The critical theory of the "Frankfurt School" in the 1930s and the "critical social theory" advocated by its successor, the "New Frankfurt School", provided a theoretical basis for critical discourse analysis, which advocated language in the mass media. Serving ideology, we can explore the relationship between language and ideology from the perspective of language analysis.

Halliday believes that language must meet the needs of users in three aspects, namely, conceptual function, interpersonal function, and textual function. Conceptual function refers to the expression of various experiences of the real world and inner world, which can reflect the existence of the subjective and objective worlds. Things. Interpersonal functions can express the relationship between people, clarify the speaker's province, status, and his attitude, views and inferences about something [1].

Fairclough has conducted an in-depth study of critical linguistics. His published "Language and Power" and "Critical Discourse Analysis" expound the relationship between language, power and ideology, and consider language to be a social control and power relationship An important means to achieve this, through the surface language form, can reveal the influence of ideological dialogue [2].

1.2. Critical Discourse Analysis Principles

(1) Critical discourse analysis is more about texts that "explain" the relationship between the communicative process and its social context, rather than simply "explaining" the relationship between the discourse and the communicative process that generates, spreads, and accepts it.

(2) Discourse is temporal and spatial. It can be placed in a specific society, culture, and context in a specific time and space to express a social practice.

(3) The purpose of critical discourse analysis is to reveal the implicit ideological significance of

discourse in specific societies, cultures and contexts, such as people's misunderstanding of certain things, Prejudice and discrimination, and at the same time interpret the function of the discourse in political confrontation and the social conditions of existence, so as to increase the public's sensitivity to language.

(4) Discourse is purposeful and serves ideology. Whether the choice of discourse is subjective or not, its structure cannot be arbitrary, and as a form of social practice, discourse can also participate in the formation of other social practices. [3].

2 Discourse Analysis

2.1. Personal pronoun

Example 1: 40 years of practice have fully proved that reform and opening up is an important magic weapon for the party and the people to keep up with the times, and is the only way to adhere to and develop socialism with Chinese characteristics.

Example 2: We, the citizens of AmericaAnd God bless America. Thank You. (President Donald J. Trump Inaugural Address)

Personal pronouns are an important part of discourse, which can reflect the close relationship between the speaker and the participants in his narrative activities. It is one of the ways to reflect interpersonal meaning. Among them, the first person mainly expresses the subjective will. When using the first person plural, it often gives people a feeling of sharing the same feelings and sharing their common feelings. The second person makes the frequency lower in daily life and in political discourse, mainly because the second person uses a kind of power relationship between superiors and subordinates when used, which is compulsory. The third person is more common. Whether in daily life or in political discourse, it is mostly to explain the ideas of others. In political discourse, personal pronouns can also reflect the identity of the speaker, express the objectivity of the viewpoint, and win the audience. Support and other functions, and the speaker has a certain relationship with "he". By elaborating the concept of "he", the audience can be closer to themselves.

Example 1 is a speech by General Secretary Xi Jinping of China at the 40th Anniversary of the Reform and Opening-up. The third-person pronoun appears only once in the text. According to statistics, the General Secretary spoke nearly 20,000 words, but the personal pronoun was used less than 30 times. From this, we can conclude that our leaders do not have the habit of frequently using personal pronouns when speaking. In contrast to Example 2, this article is the inauguration speech of US President Trump. According to statistics, the full text has a total of 7,215 words, including personal pronouns nearly 200 times. Almost every paragraph and every sentence will use personal pronouns. In the use of personal pronouns, personal plural pronouns and third-person pronouns account for almost 80% of the occurrences of personal pronouns. It is more that Trump wants to gain public support and recognition while explaining a fact.

2.2. Lexical formality

Example 3: On the way forward, we must strengthen the "four consciousnesses", strengthen the "four self-confidences", and resolutely safeguard the authority of the Party Central Committee and centralized and unified leadership.

Example 4: First I want to thank my parents, who I know are looking down on me right now.

Vocabulary is usually divided into formal and informal, and formal vocabulary is generally called spoken vocabulary. From the formality of vocabulary, the differences between Chinese and American political discourse can be clearly seen. In development planning and related policies, serious and formal words are often used, such as "four consciousness", "four confidence", "maintenance", etc. The use of these formal vocabularies not only fits into the current context, but also improves the formality of the text to a certain extent, and has naturally attracted the attention of the audience. In contrast, when US leaders are speaking, the formal vocabulary is used less. This can be clearly seen from Example 4. The text is a speech from Trump when he was in office. It can be seen that it is more used Simple, colloquial vocabulary. According to the review, Trump thanked

a few friends for speaking on the stage and appealed to the broad masses of the United States to support themselves to fight for the United States. Specialized and formal vocabulary is rarely seen from the perspective of critical text, this informal, spoken expression can reduce the formality of his speech. The main purpose is to narrow the psychological distance between the American people and themselves. The close relationship made the American people recognize themselves.

3 Analysis of the Differences between Chinese and American Political Discourse

There is more formal vocabulary in China's political discourse, but the use of personal pronouns is less, mainly because China is a socialist country. The relevant policies and regulations issued by the state are based on the interests of the people. The development of socialist democracy and the people also willing to follow the party's steps. Leaders' speeches basically represent the attitude of the Chinese people. There is no need to get closer first and then win the support of the audience. Therefore, personal pronouns are used less. On the other hand, the people of our country resolutely uphold and maintain the party's leadership. Every word and action of the party will affect the ideology and behavior of this part of the people. For this reason, the party leaders have more formal vocabulary when speaking.

The U. S. leaders use personal pronouns and colloquial vocabulary in their political discourses, which are mainly derived from the national nature of the United States. The United States is a bipartisan party system and presidential election system that makes the American public have a substantial influence on national politics. Advocating equality for all, when speaking in American politics, leaders will try to persuade their audience to gain the support of the American people. The first-person plural and the third-person can put the listener in the same position as themselves and shorten the distance with the people. Similarly, the use of spoken vocabulary can transform itself into close and intimate friends of the audience, thereby narrowing the psychological distance with the people.

Conclusion

To sum up, this paper uses the study of Halliday's functional grammar and Fairclough's three-dimensional theoretical relationship to study the critical discourse analysis method. Through the use of personal pronouns and formal vocabulary, it also analyzes the persuasive manifestation of Chinese and American political discourse, because in political discourse, the personal pronouns and spoken words are needed to enhance the persuasiveness of discourse.

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