

# A Corpus-Based Study on the Identity Discourse of Chinese and American New Energy Vehicle Companies

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**Abstract:** This paper uses the 2020-2021 social responsibility reports and influence reports of BYD and Tesla respectively, two leading companies in the world's electric vehicle production field, which rank among the world's top 500 companies, as data. Starting from the identity of social constructivism, combined with the discourse-historical approach, and with the help of the corpus tool Wmatrix, the corporate responsibility reports and impacts of Chinese and American new energy vehicle companies are compared from the three dimensions of macro themes, meso communication strategies and micro language characteristics. Individuality and commonality in the construction of identity discourse in power reports. The study found that Chinese companies highlight themes such as industry rankings, development history, fairness and justice; they focus on corporate capability communication strategies, use quantitative markers and advanced adjectives to highlight the company's strong strength, and actively construct industry leaders; while American companies emphasize employee care, global vision and sustainable development concepts, tend to communicate corporate social responsibility strategies, and use active verbs to present specific corporate activities and construct the identity of social contributors. This study has reference value for improving the ability of Chinese enterprises to construct international discourse.

**Keywords:** Corporate identity, Construction of identity discourse, Comparison of discourse strategies, New energy vehicles.

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## 1. Introduction

Identity is the part of an individual's self-knowledge that arises from an individual's perception of the value and affective significance of a group and its members (Tajfel 1981:255). Scholars believe that institutions also have identities (Coupland & Brown 2004; Wagner & Pedersen 2014), and that institutional identities are also the ways in which institutions define and present themselves. Corporate identity is a category of institutional identity, and its identity construction is of great significance to the company itself. It not only directly affects the society's evaluation of the company, which affects the company's ability to obtain resources, but also affects the recognition and work commitment of employees within the company. Therefore, the research on corporate identity has been widely concerned by the academic circles, including the attention of multidisciplinary fields such as management, marketing, communication and linguistics. In the 1990s, the international academic circles have carried out corporate identity research (Alessandri, 2001), and the relevant research has carried out a lot of theories on the concept connotation of corporate identity from the perspective of management and marketing (such as Balmer, 1995; Melewar & Saunders, 1999). Discussion shows the transition from static identity view to dynamic identity view. The static identity view holds that corporate identity is the "core, unique and enduring feature" of an enterprise (Albert & Whetten, 1985: 167), while the dynamic identity view emphasizes that corporate identity is diverse and changing (Balmer & Greyser, 2002). From the perspective of multiple and dynamic identities, researchers have paid attention to the constituent elements of corporate identity, such as corporate identity is a planned and conscious self-presentation of brand personality, corporate culture, organizational structure, corporate strategy, and corporate behavior (Melewar & Karaosmanoglu, 2006).

Based on the concept of socially constructed identity, scholars in the field of linguistics in China have carried out a lot of research on the mutual construction of identity and discourse. However, previous studies have paid more attention to national identity, ethnic identity, teacher identity, and paid less attention to institutional identity. Enterprise identity is an important aspect of institutional identity. Its components have attracted more and more limited attention in domestic academic circles. However, corporate identity construction affects the audience's perception of the company and employees' recognition of the company's value, which in turn affects the company's ability to obtain resources (Wu Nan, Zhang Jingyuan 2019), which is of great significance to the development of the company. Under the background of the country vigorously promoting the "going out" of Chinese enterprises and promoting Chinese brands to go overseas through the "One Belt, One Road" development strategy, exploring the construction of corporate identity discourse from a linguistic perspective has important theoretical and practical significance for improving the recognition of overseas audiences.

In view of this, in order to expand the theoretical and methodological perspective of corporate identity research and enrich the connotation and extension of corporate discourse research in my country, this paper uses the text of the 2020-2021 Social Responsibility Report of BYD, the world's two leading companies in the electric vehicle industry (hereinafter referred to as the report), And the corresponding Tesla 2020-2021 Influence Report, self-built corpus, using the corpus analysis tool Wmatrix to analyze the semantic domain, word frequency and part of speech in the corpus, combined with discourse-historical approach, analysis The discourse strategies adopted by Chinese and American electric power new energy automobile companies and the types of identities they construct.

## 2. Theoretical Background

Critical discourse analysis originated from critical linguistics proposed by Roger Fowler et al. (1979), which focuses on the inter-constructural relationship between discourse and society, combining language and its social function, and conducting interdisciplinary research on social issues from a linguistic perspective (Miao Xingwei and Zhao Yun, 2019: 3). Critical discourse analysis is an important theoretical basis for identity research (Ainsworth & Hardy, 2004; Benwell & Stokoe, 2006), which can effectively connect language analysis with social context (Fairclough, 1992), beyond the analysis of pure oral and textual discourse, combining with the communicative context, analyze the usage intention behind the discourse. Discourse can not only describe the real world, but also construct social relations and identities (Hu Kaibao, Sheng Dandan, 2020). The essence of critical discourse analysis is to reveal the hidden ideology and power relations in the discourse. Conversely, discourse has a negative effect on ideology and power relations, and can construct situations, knowledge objects, social identities, interpersonal relationships, etc. (Fairclough et al., 2011). Critical discourse analysis provides an important theoretical basis for revealing the mutual construction relationship between discourse and identity. Although critical discourse analysis is mainly used in political discourse, gender and other related research, it has recently been widely used in institutional (corporate) identity discourse research (such as Koller, 2007; Wu Nan and Zhang Jingyuan, 2019). This study explores the function of corporate discourse on the construction of corporate identity without critical discourse analysis, reveals the ideology behind the communicative subject and the control of the discourse through the analysis of different manifestations of the lexical, grammatical and semantic domains of the text, and further deciphers the relationship between discourse practice and social culture, which is of great theoretical value in exploring the influence of different social and cultural contexts on the construction of corporate identity discourse.

As one of the important schools in critical discourse analysis, discourse-historical approach emphasizes the combination of contextual analysis and multi-level text analysis systems, and pays attention to the mutual construction relationship between discourse and society, that is, how discourse reflects social reality and how to influence discourse form (Wodak, 2001). At the same time, it also emphasizes the discursive practice of locating identity from multiple contextual levels, that is, textual context, intertextual and interlingual relations such as texts and genres, social/social variables outside discourse or context of situation and broader sociopolitical and historical contexts (Wodak, 2001). This theory advocates revealing the ideology behind discourse from three levels: 1) content/topics, 2) discursive strategies, and 3) linguistic realizations. Wodak (2001) used discourse-historical approach to explore prejudice and racism in public discourse, and summarized five discourse strategies, namely, referential/nomination, predication, and argumentation. ), perspective strategy and intensification/mitigation. This theory is widely used in institutional (enterprise) identity discourse research including Koller, 2012; Sun Yongmei, Zhang Yanbin, 2013; Wu Nan, Zhang Jingyuan, 2019), and the five discourse strategies also provide an important theoretical framework for identity research.

This study will draw on the existing research results and combine the discourse characteristics of corporate identity in the two countries to selectively explore the above discourse strategies. Critical discourse analysis helps to organically combine discourse-level text analysis with macro-social context analysis (Sun Yongmei, Xu Hao, 2013), revealing the social construction of discourse. This paper puts the research on identity discourse in corporate social responsibility report and influence report in the social and cultural context, and based on the analysis of text discourse practice, reveals its discourse strategy for constructing corporate identity image.

## 3. Methodology

### 3.1. Corpus description

The research tool Wmatrix is an online corpus statistical analysis tool developed by Professor Paul Rayson of Lancaster University in the UK. In addition to the basic functions of other corpus analysis tools such as index generation, collocation, and keyword generation, it also has semantic domain assignment. Unique functions such as coding and grammatical part-of-speech tagging play an important role in analyzing the theme and part-of-speech characteristics of articles. The US-AS (UCREL Semantic Analysis System) embedded in Wmatrix can assign semantic domain codes to the corpus. The semantic domain code set of USAS includes 21 semantic domains (A-Z), such as "C: Arts and crafts" "E : Emotion", "W: World and Environment", etc. The 21 semantic domains are subdivided into 232 sub-semantic domains; for example, the semantic domain "I: Helping" includes four "I1: Service", "I2: protection", "I3: cooperation" and "I4: support" subsemantic domain. The basis for macro-theme and meso-communication strategy analysis of this study will be to identify supernormal or overused semantic domains in the observation corpus (log-likelihood ratio  $LL \geq 6.63$ ,  $p \leq 0.01$ ); at the same time, the tool can generate a keyword list (keyword list), part-of-speech distribution table (POS), and the ability to index keyword collocations (KWIC concordance), etc., can be used to analyze micro language features. The data at all levels analyzed by the corpus tool can be well connected with the three-dimensional analysis framework proposed above, and effectively explore the similarities and differences of the identity discourse of Chinese and American new energy automobile companies.

This study takes Chinese and American new energy auto companies in the 2020-2021 Fortune Global 500 list as samples, among which Chinese new energy auto companies choose BYD (436), and American new energy auto companies choose Tesla (392). The selected corpora are the Corporate Social Responsibility Report and Influence Report of the two companies, and finally built the corpus of Chinese new energy automobile companies: 20656 tokens and 3439 types, and the new American Energy vehicle enterprise corpus: 63957 tokens and 7107 types.

### 3.2. Research questions

This paper intends to explore the following three research questions:

- (1) How are discursive strategies distributed and used in annual reports of Chinese and American automobile companies?
- (2) What similar and different corporate identities are constructed by the application of discursive strategies in

annual reports of Chinese and American automobile companies?

(3) What are the causes for the corporate identity construction?

### 3.3. Research design

Referring to the research of Chen Jianping (2016, 2017) and Wu Nan and Zhang Jingyuan (2019), this article will use the discourse-historical approach as a theoretical framework to explore the negotiated construction of corporate identity by the profile of new energy vehicles in China and the United

States. As an important branch of critical discourse analysis, discourse-historical approach focuses on the mutual construction relationship between discourse and society, that is, how discourse reflects social reality, and how social reality affects discourse forms (Wodak 2001). This paper proposes an analytical framework consisting of three-dimensional perspectives of macro themes, meso communication strategies, and micro language features (as shown in Figure 1), and conducts research on the construction of new energy vehicle identity discourse in China and the United States.

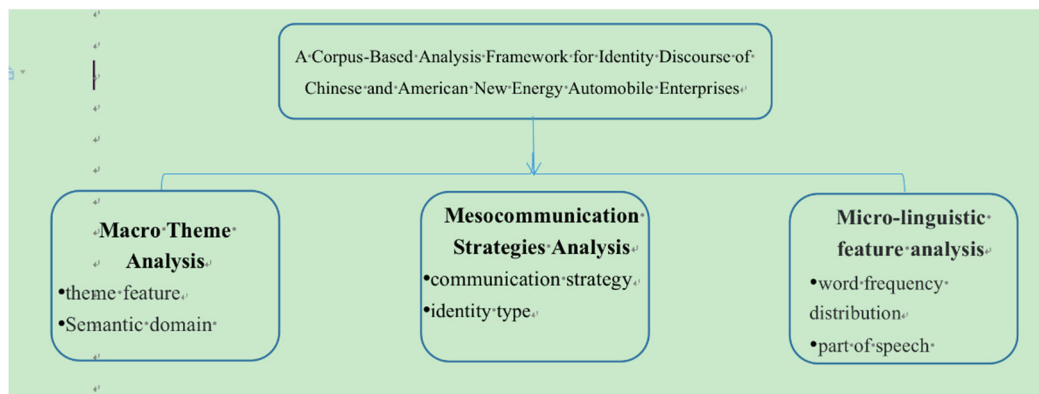


Figure 1. The corpus-based analysis framework of Chinese and American new energy vehicle enterprise identity discourse

At the macro level, this study will compare the prominent thematic differences in the overview of new energy vehicles in China and the United States. In order to reduce the errors caused by manual identification, this paper uses the corpus tool Wmatrix to automatically identify the prominent theme semantic domains in the profiles of enterprises in the two countries, and then analyzes the identified semantic domains, collocations and indexes to obtain the prominent themes in the profiles of enterprises in the two countries content. Wodak (2001) pointed out that when researchers use discourse-historical analysis to study a specific social issue, they should not only choose the appropriate language analysis angle and analysis tools, but also choose appropriate theories to explain the analysis results. At the level of macro themes, the culture of China and the United States is the most direct social context for the construction of corporate identity discourse, so this study will use the cultural dimension theory of Hofstede et al. .

At the meso level, the research object of this paper is corporate discourse, which is in the context of business discourse, and corporate communication strategies can not only reflect macro themes, but also gain insight into micro language characteristics, effectively connecting macro and micro analysis.

Therefore, this study will form three observation dimensions based on Kim & Rader’s (2010: 60) discussion on corporate communication strategies, namely: Corporate Ability Strategy, Corporate Social Responsibility Strategy, and Hybrid Strategy. way of communication. Finally, micro-linguistic feature analysis will combine the word list (word list), part of speech (POS) distribution and corresponding index (concordance) automatically generated by the corpus tool Wmatrix to analyze the specific realization form of corporate identity discourse at the micro level.

## 4. Results and Discussion

### 4.1. Macro theme analysis

First, use Wmatrix to analyze the topic semantic domains of the profiles of Chinese and American new energy automobile companies, extract the top 20 topic semantic domains, and compare the common and unique semantic domains presented in the corporate identity discourse of the two countries (see Tables 1 and 2), and through the analysis of high-frequency words and collocation indexes in each semantic domain, it summarizes the prominent theme characteristics of BYD and Tesla when constructing their respective corporate identities. It can be seen from Table 1 that BYD and Tesla shared the first five semantic domains in the report: M3[Vehicles and transport on land], I2.1[Business: Generally], A15+[Safe], I1.1[Business: Selling] and X5.2+[Interested/ excited/ energetic] are respectively used to introduce enterprise nature, business type and industry status, which reflect the basic information of the enterprise and are the basic answer to “who am I”.

Such semantic domains are expressed in both BYD and Tesla when they construct their identities, and they have commonalities. However, after careful investigation, it was found that the frequency of use and high-frequency words in the common semantic domain of the two companies are quite different. For example, X5.2+[Interested/ excited/ energetic] appears more and ranks high in the profile of Chinese companies (ranking 5), while it ranks 8th in the profile of US companies. As an innovation and supplement to the technical field of the traditional automobile industry and an initiative to respond to the current global environmental protection concept, both companies have highlighted the introduction of new energy technology innovation in their reports. However, Chinese enterprises use “the world’s first”, “pioneer”, and “leading” in this semantic domain to describe the “industry status” of the enterprise in terms of technology and

technology (such as Example 1), which is the most accurate for the self-identity of the enterprise. Straightforward positive build. At the same time, Chinese enterprises are good at citing positive evaluations from third-party organizations (such as industry rankings and awards) in their reports to prove their industry status and highlight their competitiveness (Wu Nan, Zhang Jingyuan 2019). Citing external agency evaluations to emphasize corporate status is a cultural representation of high power distance (Singh & Matsuo.2004). Compared with the

United States, China has a higher score in the power distance cultural dimension index (80:40 for China and the United States respectively) (Hofstede et al. 2010). Affected by this, Chinese enterprises tend to emphasize corporate status and strength in their business discourse.

(1): In the field of new energy vehicles, BYD has launched the world's first Blade Battery, which improved the safety of electric vehicles to a new level.

**Table 1.** The common topic semantic domain and high-frequency words in Chinese and American corporate identity discourse

common topic semantic domain	Chinese company identity discourse		American company identity discourse	
	ranking	high-frequency words	ranking	high-frequency words
S8+: Helping	8	Service, protection, cooperation, support	2	compensation, support, benefits
I2.1: Business: Generally	3	Business, company, commercial	16	business, company, audits
X5.2+: Interested/ excited/ energetic	5	Energy, actively, interests	8	energy, diligence, active
I1.1: Business: Selling	6	Suppliers, customers, sales	15	suppliers,customers,sales
A15+: Safe	7	Safe, safety	7	Safe, safety
M3: Vehicles and transport on land	9	Vehicles, platform, automobile	1	Vehicles, driven, trucks
W5: Green issue	11	Environmental, environmental, pollution	11	Environmental, environment, pollution
I4: Industry	12	Industrial, industry, factories	4	Industry, factories, mining
5I3.1: Work and employment: Generally	13	Employees,work, personnel	13	Employees, work, personnel

Semantic domain S8+[Helping] is used to introduce enterprise services, and the high-frequency words are “compensation”, “support”, “benefits”,. Enterprises in both countries construct their own by describing “enterprise services” and “enterprise activities”. As a service provider, demonstrate corporate social responsibility (Liu & Wu 2015). But in comparison, this semantic domain is more prominent in the profile of American companies (ranked 2nd, Chinese companies ranked 8th), that is, the “help” semantic domain used by American companies is significantly higher than that of Chinese companies. From a cultural perspective, the United States has a higher index of uncertainty avoidance culture than China (46:30) (Hofstede et al.2010:194), so it is more inclined to construct self-identity by presenting high-quality corporate services to eliminate customer risks perception (Example 2).

(2) Similarly , the compensation program for Teslas non-employee directors is designed to be consistent with our compensation philosophy for our employees, with an emphasis on equity-based compensation over cash in order to align the value of their compensation with the market value of our stock , and consequently , with the long-term interests of our stockholders .

Semantic domain A15+: Although [Safe] has the same ranking and keywords in the reports of the two countries, there are obvious differences in the focus of safety propaganda. Chinese enterprises pay more attention to the

safety performance of their products. Through the introduction and certification of a series of safety tests, they convey to customers the information that the company strictly controls product quality and attaches importance to customer safety, presenting a serious and responsible image of the company. American companies, on the other hand, will focus on the aspect of employee closure. Especially after the outbreak of the epidemic, due to the frequent occurrence of health and safety problems of employees, Tesla emphasized strict control of safety issues in all aspects of the production process, as well as caring for the health of employees, which also reflects the company's attitude from the side. A sense of responsibility and humanistic care for employees.

(3) For product safety , we follow the Automobile Industry Cluster Product and Responsibility Control Procedure , identifying safety requirements from the research stage , for enhanced management of product safety and responsibility related to design , procurement , approval , manufacturing , sales , and after sales service processes . (BYD)

(4) Our engagement figures in 2020 are not comparable to 2019 given this new team structure and the addition of trainings in the measurement. In addition, COVID-19 safety efforts drove substantially 60 higher engagements across the organization .(Tesla)

To sum up, although the new energy automobile companies of the two countries have a common semantic domain when describing the basic information of the company, there are

differences in the specific expressions: Chinese companies pay more attention to “industry status”, “product safety” and “risk control” and other enterprises capabilities; while American companies attach great importance to

demonstrating corporate social responsibilities such as “corporate service”, “production process and employee safety”.

**Table 2.** Semantic domains and high-frequency words specific to corporate identity discourse in China and the United States

Chinese enterprise specific semantic domain	ranking	high-frequency words	American enterprise specific semantic domain	ranking	high-frequency words
A5.1 : Evaluation: Good/Bad	4	Quality, standards, rating	A1.5.1: Using	3	Consumption, recycle, use
X2.4: Investigate, examine, test, search	10	Review, inspection, research	O1: Substances and materials generally	6	cobalt, materials, fuel
S5+: Belonging to a group	17	corporate, chains ,units	W1: The universe	18	world, solar,planet
Y1: Science and technology in general	18	Technology, high-technology,			

Combing the unique semantic domains of enterprises in the two countries and carefully examining the high-frequency words in each semantic domain (see Table 2) and collocation indexes found that: Chinese enterprises focus on presenting the “development history” and showing their “industry status” and “excellent product”. The semantic domain X2.4 [Investigate, search: review] is often used to present the “development history” to present the long history of the enterprise (Example 5), which is used to reflect the ability of the enterprise. In traditional Chinese culture, the long historical change of the enterprise is the A symbol of strength. Semantic domain S5+[Belonging to a group] reflects Chinese enterprises' “anti-corruption and honesty” (Example 6). On the one hand, it corresponds to the anti-corruption policy advocated by the state in recent years, and also regulates the internal environment of the enterprise to create a fair and efficient work for employees. atmosphere, enhance the credibility of the company in the hearts of employees and the society, and establish a fair and just corporate image.

(5) Established in February 1995, BYD has set up more than 30 industrial parks around the world after more than 20 years of rapid development, achieving a strategic layout on six continents.

(6) In order to give full play to the supervisory role of all employees and relevant parties , BYD has opened special channels for honesty issues reporting ( including via telephone , email , WeChat official account ) to encourage employees , employees from other units and insiders to perform the honesty supervision system of BYD , and actively report cases of embezzlement , corruption and other violations of laws , regulations and the rules and regulations of BYD and actions that damage the interests of BYD ..

The specific semantic domain of American companies is expressed as: A1.5.1[Using ]. Although the reports of BYD and Tesla both emphasize the concept of environmental protection, there are significant differences between the two. BYD mainly focuses on the use of raw materials and technical means to make the products produced use green energy and meet environmental protection requirements. In contrast, in addition to the above-mentioned content, Tesla has added an introduction and description of the materials used and the recycling of products after use, which can better reflect the

company’s concept of emphasizing environmental protection and being a good company that is responsible for society image (Example 7). In addition, the unique semantic domain W1 [The universe] of American companies shows that Tesla not only shows concern for employees, society and the country, and actively assumes corporate responsibility, but also shows concern for people around the world and The company inspires the ambition to explore the universe. These all show the company’s global vision and the enterprising spirit of continuous innovation.

(7) Our closed-loop production , including in-house recycling , will further reduce carbon emissions in battery manufacturing Finally , our closed-loop cathode production via in-house battery recycling and metals refining will enable us to : Recover 99% of the metals contained in scrap and end-of-life batteries.

(8) To continue innovating and changing the world for the better , we must ensure we have a talented and engaged workforce with ample opportunity to contribute to our mission and grow professionally .

In summary, it is found that, similar to the common semantic domain, the above-mentioned specific semantic domain and its high-frequency words also reflect thematic differences in the identity construction of Chinese and American companies due to cultural differences. Influenced by the culture of high power distance, Chinese companies deliberately highlight the “development process” and “anti-corruption” and tend to construct corporate identities with a long history and fairness and justice; while American companies are influenced by the culture of individualism and low awareness of power distance. The discourse of corporate identity emphasizes individual development and needs, highlights “employee care”, pays attention to corporate social responsibilities such as “environmental protection” and “global vision”, and focuses on constructing a corporate identity with a sense of social responsibility.

#### 4.2. Mescos communication strategies analysis

From the perspective of corporate communication strategies (Kim & Rader 2010), the semantic domains of the above topics presented by the profiles of Chinese and American new energy automobile companies include both

corporate capability information and corporate social responsibility information. Both companies in the two countries have adopted a mixed communication strategy. Emphasis varies. In terms of corporate capability strategies, companies in both countries emphasize their industry status, highlight the semantic domain X5.2+[Interested/ excited/ energetic], and use positive evaluation words such as “energy”, “actively” and “diligence” to show corporate vitality and competitiveness. Different from previous studies, most of the top 20 semantic domains of Chinese enterprises clearly show corporate social responsibility, and pay more attention to humanistic care for employees, society, and the country, which is missing in the previous research on the identity construction of Chinese enterprises. , from which we can also see that in recent years, Chinese companies have realized the importance of social responsibility, and have been constantly absorbing and learning foreign excellent corporate management methods and cultures to enhance their sense of social responsibility. Although U.S. companies present information on corporate capabilities, the relevant expressions are not prominent, and the emphasis is different. Relatively speaking, American companies focus on shaping soft power such as “global vision”, “sustainable development” and “corporate culture”. For example, the high-frequency words in the semantic domain W1[The universe] are planet, world, and “changing the world”, “exploring the planet”, on the one hand, it shows the company's care and love for the global human beings, and on the other hand, it shows the company's great vision for exploring the universe and benefiting mankind. Compared with Chinese companies, American companies focus more on corporate social responsibility communication strategies. Corporate discourse highlights concern for multiple stakeholders, and uses semantic domains related to employees, communities and the environment: I3.1 [Work and employment:Generally] It presents American companies' tolerance for multiculturalism and indiscriminate care for ethnic minority employees, provides them with fair benefits, creates a harmonious working atmosphere, reflects the company's corporate culture of caring for employees and everyone is equal, and establishes respect The corporate identity of human rights; the fundamental purpose of related discourse is to win the trust of the audience through affective appeals (Liu & Wu2015). In addition, American companies pay more attention to the concept of “sustainable development” while paying attention to environmental protection. In comparison, Chinese companies pay less attention to this aspect in their reports.

To sum up, at the meso level, we found that Chinese companies tend to use corporate capability communication strategies to construct an “industry leader” identity with a long history, fairness and justice, and industry status; American companies focus on corporate social responsibility communication strategies to build caring employees and ambitious , respect human rights as a “social contributor”.

### 4.3. Micro-linguistic feature analysis

#### 4.3.1. Distribution of high-frequency words

From the word list generated by Wmatrix, the top ten high-frequency words in the identity discourse of Chinese enterprises are “company, energy, China, management, business, customers, rank, Chinese, quality and green”. The top ten high-frequency words in identity discourse are “our, we, Tesla, employees, clients, diversity, business, emission, customer and corporate”. The top-ranked high-frequency

words are all self-referring terms, and terms of reference are the most obvious sign of identity (Chen Xinren 2014). Chinese companies tend to use “the company” to maintain a distance from customers and express respect for customers through depersonalized and more formal expressions (Liu&Wu 2015), and at the same time construct their own authoritative identity. American companies often use “we” and “our” to construct the identity in the group, anthropomorphize the enterprise and customers, which can shorten the distance with the audience (Liu&Wu 2015), and make them more friendly. In addition, Chinese enterprises often use country-related terms (such as “China”, “Chinese” ), while American companies do not have this feature. From a cultural perspective, China is a collectivist culture (Hofstede et al 2010:97), which values collective interests. Therefore, Chinese companies pay attention to expressing national belonging and tend to establish associations with national policies. In addition , only one kind of stakeholders is mentioned in the top ten high-frequency words in the profile of Chinese enterprises, that is, customers. Other high-frequency words such as “green” and “management” present corporate strategies, “rank” and “quality” It is used to describe “industry status”, which once again confirms that Chinese companies tend to use numbers, rankings, and product quality inspections to present corporate capability communication strategies. American companies refer to multiple stakeholders, including “employees”, “clients” and “customer “. At the same time, “diversity” is used to present a diverse and inclusive corporate culture and reflect employee care. These high-frequency words further support the above explanation of the macro theme and meso strategy at the micro language level, that is, American companies focus on expressing corporate social responsibility, which construct the identity of “social contributor”.

#### 4.3.2. Distribution of part of speech

Observing the part-of-speech distribution table (POS) generated by Wmatrix, it can be seen that companies in the two countries use more positive evaluative vocabulary such as general adjective superlatives (JJT) and adverb superlatives (RRT) to construct their identities. The corporate profile is mainly based on positive self-construction, which is consistent with van Dijk's (2000: 44) point of view, that is, the general communication strategy of ideological discourse is usually manifested as positive self-presentation. In addition, cardinal numerals (MC) and numerals (NNO) appear frequently in the profiles of Chinese companies; Chinese companies tend to use specific figures to support their statements about “development history” and “enterprise scale” to enhance their credibility. Plural first-person pronouns (PPIS2) and possessive pronouns (APPGE) often appear in the profile of American companies, such as “we”, “your”, and “our”, which make communication more conversational. Han (2018) has consistent research results on the discourse characteristics of corporate annual reports, indicating that the discourse of American companies is more interactive.

In addition, this study also focuses on the analysis of high-frequency verbs (Table 3) in the profiles of enterprises in the two countries, because verbs are the embodiment of specific activities and behaviors of enterprises. The data shows that Chinese enterprises often use has (VHZ), on the one hand to show the rich resources owned by the company; on the other hand, it is used as the verb perfect form to show the achievements the company has made. According to the six processes described by Halliday & Matthiessen (2004:170) in

the Transitivity System, has (VHZ) is often used in the possessive process in the relational process, that is, the carrier has Certain attributes can endow the carrier with multiple resources, so Chinese enterprises construct the status of “industry leader” by describing their own characteristics and existing achievements. However, there are many verbs in American companies (VVZ), and most of them are active verbs. Enterprises, as active actors, construct the identity of “social contributors” by describing specific corporate activities (Liu&Wu 2015); similarly, American companies The ING participle forms (VVG) of the verbs used are mostly positive performative verbs, such as “ensuring” and “providing”. The continuous tense of verbs used by Chinese enterprises not only describes the services provided by the enterprise, but also uses such as “improving”, “ranking”, “operating”, and “training” to express the enterprise’s capabilities from the aspects of enterprise performance, industry status, business scope and values. , while the verbs describing the specific activities of enterprises are rarely used. It can be seen that in the use of verbs, there are also differences in the corporate identities constructed by Chinese and American new energy automobile companies. Chinese companies emphasize their own capabilities, while American

companies emphasize social contributions. This is consistent with the analysis results of macro themes and meso communication strategies.

To sum up, at the micro language level, Chinese companies often use “the company” to call themselves, and also use high-frequency words such as “rank”, “worlds 1<sup>st</sup>” and “best quality” to highlight the company’s capabilities, and tend to be formal and official in communication style; American companies, on the other hand, prefer a conversational communication style, using more referents such as “we” and “our” to shorten the distance with readers, and mentioning various stakeholders such as employees and the world at the same time, reflecting corporate social responsibility. In addition, in terms of part-of-speech distribution, companies in both countries tend to use positive evaluative adjectives and adverbs to construct themselves, but in terms of verb usage, Chinese companies mostly use “has”, “ranking” and “improving” to highlight corporate assets, performance, Self-abilities such as status; while American companies prefer positive performative verbs such as “ensuring” and “providing” to highlight corporate social contributions.

**Table 3.** Distribution of Verbs in Chinese and American Business Profiles

Overview of Chinese enterprises	high-frequency verbs	Overview of American enterprises	high-frequency verbs
VHZ (has)	has	VVZ	Includes, requires, continues, provides, shows
VVG	improving, operating, training, advocating ranking	VVG	Sourcing, using, reducing, ensuring, working, providing

## 5. Conclusion

With the help of the corpus tool Wmatrix, combined with the three-dimensional analysis path of the discourse-historical analysis method, this paper conducts a comparative analysis of the profiles of Chinese and American new energy automobile companies from the perspectives of macro themes, meso communication strategies and micro language features, and finds that the two countries’ companies are in the three There are both commonalities and differences in the identity discourse at each level, and the discourses at each level are not independent of each other, but echo and construct each other, which jointly explain the corporate identity discourse characteristics of Chinese and American new energy vehicles. The study explores the identity discourse of Chinese and American new energy vehicle companies from the perspective of socially constructed identity, which enriches the research scope of domestic institutional identity discourse, and also verifies the validity and theoretical value of using this theoretical framework to explain institutional identity discourse. In addition, this study emphasizes that the mutual construction relationship between identity and discourse is restricted by cultural context, and explores the similarities and differences between Chinese and American companies in terms of language features, communication strategies, and identity types from a cross-cultural perspective, revealing the impact of Chinese and American cultural differences on The impact and specific manifestations of corporate identity discourse.

This research perspective and corresponding research conclusions remind the academic circle and even the industry

to pay full attention to the cultural adjustment of the external publicity discourse when vigorously improving the international discourse ability of Chinese enterprises and constructing a reasonable and effective external publicity identity discourse. And understand that in external communication, understanding the differences between the company's identity strategy and the target country's corporate identity strategy and consciously making adaptive adjustments are effective measures to improve the company's international discourse ability. According to the findings of this paper, in the future, the foreign publicity discourse of Chinese enterprises can consider strengthening the communication of corporate social responsibility, so as to enhance the positive impression and perception of the enterprise by the audience in other countries.

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