

# Semantic Study on Network News Texts in Mode of “Distant Reading”

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**Abstract.** The corpus adopted in this study is from the official news texts of Chinese and foreign network media collected and processed by researchers. By Voyant, a web-based text reading and analysis platform, the study finds and analyzes the semantic differences of lexical chunk Chinese culture in Chinese and foreign news stories under the semantic view of systematic-functional grammar with the digital humanistic mode “distant reading” as the semantic analysis research means. the study explores the implicit semantic deviation and its logical semantic relationship between Chinese and foreign news texts.

**Keywords:** Distant Reading; Semantic Analysis; Text Research.

## 1. Background

### 1.1 Distant Reading

Frank Moretti first proposed the concept of “far reading” in *Conjectures on World Literature*. “Far reading” refers to understanding the text in a certain distance is one of the conditions for acquiring knowledge in it: this process allows researchers to focus on smaller or larger language units than the text, including methods of observing the texts, deconstructing the topic of texts, analyzing rhetoric devices or types of texts, and related textures. If research on the text itself is no longer concerned with very small and very large language units, then, is an exemplification, one can reasonably say that less findings in this research mean more results. If there are more needs of reaching the integrity of this process, it is necessary with acceptance to the loss of understanding specific details. The price for gaining theoretical knowledge is: realistic details in texts are rich and resourceful; concepts are infinite and abstract. And concepts are less, which is possible to be mastered and understood. That is why we must admit less is more. [1] Afterwards the concept is developed into a digital-driven research paradigm under the push of Moretti and other digital humanities scholars, and mainly refers to the humanities scholars pay far more attention on super text phenomenon such as textures and intertextuality rather than text details except for the experiences of intensive reading. Such studies completed long distance reading findings beyond the results brought by ordinary reading texts carefully. It is the methodological significance of “far reading” in the field of digital humanities.

### 1.2 Differences of “Far Reading” in the Digital Humanities-driven and Corpus-driven Paradigms

Two paradigms have similarities and differences. The similarity lies in both studies are “distant reading” studies based on massive text; the difference is that the corpus-based research paradigm begins with the hypothesis and later verifies it through corpus data investigation compared with digital Humanities-driven paradigm, only following the results of data analysis to help humanism discover certain macro connections and possible similarities, and provide possible new research perspectives while combined with the intensive studies to obtain interactive or interactive research results.

## 2. Functional Introduction of 2.0 Voyant in Distant Reading

Voyant is a web-based text reading and analysis platform developed by digital humanities scholar Sfan Sing Claire (Stefan Sinclair of McGill University in Canada) and Jeffrey Rockwell (Geoffrey Rockwell of Albert University). This platform was developed and used in 2003 and released in the Voyant 2.0 version in April 2016 to interpret multilingual text information, including more than 10 languages such as English, French and Chinese. It is an academic project designed to promote the reading and interpretation practices of digital humanities students, scholars as well as the general public users, and therefore a free text analysis research platform. Voyant is an effective tool for realizing the humanities scholars' "distant reading" mode, and understanding how computer-aided text analysis works; it can be used to edit and study different formats of electronic text obtained online, including TXT, HTML and XML, and to help researchers to predict possible research results and directions and enhance their reading capabilities. It can help humanities scholars with qualitative research as the main task to get accustomed to combining subjective analysis with objective quantitative research, to obtain more and diversified research results. You can also add features to online collecting journals, blogs, or websites so that others can view your text through analytical tools for the purpose of interactive research. To some extent, Voyant functions such as word frequency statistics, sentence density analysis, KWIC (Key Word in Context) context keyword index, word cloud and word sentiment color frequency statistics help humanities scholars to summarize some difficult pattern features with manual statistics, that is, to obtain some clustering features that can be found by big data.

## 3. "Far Reading" and Semantics Studies in Texts

Macro discourse information analysis is beyond the range of traditional discourse research. Discourse semantic analysis is limited to discourse classification research or comparative research, such as Chinese researcher Zhang Delu (2000,2001,2019) [2] [3] [4] in the study on discourse coherence and cohesion; Zhu Yongsheng (1995,1997)[4] [5] study on Halliday's discourse and its rules; J. R. Martin's English Text System and Structure<sup>7</sup>; Chinese Texts Grammar by Qu Chengxi (2006)<sup>8</sup>, and Modern Chinese Texts Linguistics by Xu Jujiu (2010).<sup>9</sup> The study counted 345 papers related to Chinese language studies in CSSCI journals from 2010-2020, mainly focusing on text topic, anaphora, function words, discourse marker, text patterns and so on. aspects. Comparing the research results of Chinese and foreign language circles, the results of studying discourse semantics through digital humanities means are rare.

A discourse is a semantic unit bigger than sentences and paragraphs, and is also a relatively complete semantic unit. Discourse semantic study does not depend on length of it, but depends whether the discourse has interaction in the flow of information or interaction characteristics, whether it reflects the interpersonal meaning, ideational meaning and textual meaning. Textual semantic research has cognitive agreement between author and reader and sociocultural semantic studies also emphasized by Martin&Rose in Working with Discourse: Meaning Beyond Clause Except for Grammatical Study in Text.<sup>10</sup> The arrival of the Internet era makes the multimodal reading forms such as electronic discourse and hypertext are accepted by ordinary readers, which has a trend of gradually replacing paper reading. Under the electronic media reading habits, cognitive contexts and thinking mode of readers have changed greatly. To a large extent, readers' capabilities in grasping information is much more connected with the patterns of discourse meanings analysis. That is to say, the discourse semantic system in the Internet context is formed by the way of Distant Reading. The discourse analysis corpus used in this study comes from the English natural discourse, mainly the authoritative network media in the current English-language countries and English version of Chinese official media. The study takes the national wind blogger "Li Ziqi" as the subject, who is favored by overseas netizen and reported by foreign media, with digital humanities "distant reading" mode as a research method, tries to find and solve the questions of semantic preference and trend of similar context of semantic information in Chinese and foreign media.

#### 4. Voyant's Findings by the Self-built Chinese and Foreign Network News Texts

The tracking and reporting of the same news events in Chinese and foreign news texts often include the high percentage of similar semantic information. It is difficult for ordinary readers and cross-language researchers to find different semantic mapping relationships hidden behind the discourse information in a short period of time. Traditional intensive reading mode is linear, word by word, and in-depth reading with specific research purposes. In humanity and social science research outcomes, looking for the underlying semantic logic relationships is the typical reading pattern of intensive reading. Due to the psychological cognitive limitations of the individual and processing sample size per unit time by brain, it is too hard to understand the logical maps of texts and trends of discourse or attitudes that may be implied in similar discourses.

Internet multimedia age, massive homogenization of electronic articles is changing readers' reading habits: searching, focusing and selecting key information, combined with scanning and skimming reading, stands the style of shallow reading out as narrowing, selecting, processing and refining key semantic information by distant reading has become the advanced and popular way of reading in the 21st century. The advantage of digital humanistic means is to calculate, cluster and analyze a large number of texts through data means such as computer text analysis and visualization text, so as to provide material for text semantic research and inspire new research.

This study collected reports from Internet media at home and abroad on Chinese national blogger Li Ziqi, mainly with English reports on ChinaDaily, Xinhua, BBC News, CNN, VOA, etc. It aims to investigate in the Chinese and foreign network news context, with different readers, same news subject "Li Ziqi", Chinese and foreign media presents the same or different semantic trend for TTR, high frequency word difference, and emotional coloring of words, thus analyze foreign media semantic and domestic mainstream media semantic trend, so as to find some of our cognitive differences about some concepts and semantic clustering's, put forward some opinions and suggestions for Chinese culture output.

##### 4.1 Differences in TTR

Token refers to all the words in the text. Type refers to different words in the text. Specific word was used in Voyant. For example, in the "He is an English teacher and he teaches English". In this sentence, there are 9 tokens, 7 types. TTR represents the ratio of different words present in the text to all words. Baker (2000)<sup>11</sup> points out that TTR in the corpus can partly reflect the richness of author vocabulary use and the diversity of expression. [6] But Biber et al<sup>12</sup> also noted that TTR is affected by text length, the longer or higher redundancy will also bring a reduction in character ratio, and examines the richness of text expression in terms such as vocabulary and sentence density.[7]

**Table 1.** Self-built texts' TTR about "Li Ziqi Qi" in Chinese and foreign media

	Text statistics on "Li Ziqi" in Chinese media	Text statistics on "Li Ziqi" in foreign media
Number of Tokens	12615	12343
Types	2813	2957
Types / Tokens ratio	0.22	0.24











TTR is an important parameter reflecting the overall characteristics of corpus articles. TTR can reflect the author's differences in word selection: the higher the TTR, the more the number of different words used in the text; on the contrary, it reflects the relatively inefficient or boring in word use. Thus, TTR can be used to compare the richness and diversity of writers or translators in different texts. In Self-built corpus of the study, the TTR in corpus is 0.22, and the TTR of "Li Ziqi" by foreign media is 0.24. Therefore, from the data of Voyant, the description and introduction of "Li Ziqi" presents relatively much content, large density and more information. This is different from our expectations.

Li Ziqi, as a local national blogger, local readers should have higher semantic expectations than the destination readers. Why does the content of local information seem to be lower in the trend of TTR?











#### 4.2 Semantic Differences in High-frequency Tokens

Word frequency is a basic statistical method in the corpus analysis. The use of word frequency in discourse semantic studies also facilitates research. For Voyant comparison findings on “Li Ziqi” in Chinese and foreign media, this study excluded special characters, auxiliary verbs such as does, doesn’t, numbers and connectors, and the news report protagonists Li and Ziqi were also excluded from the range of common characters. The results were that “Chinese” and “Life” were selected and locked as common keywords. On the one hand, the two words in high frequency word statistics are overlapping in two texts corpus; on the other hand, we also explore the tracking and reporting of the same news events. Although the problem of high semantic information of text subject is often encountered, it is difficult for ordinary readers and cross-language researchers to find different semantic mapping relationships hidden behind the discourse information in a short period of time. This study takes a “distant reading” mode to try to discover some different research perspectives and values. According to the research results of Voyant, the attention on Chinese and foreign media to Li’s Chinese Life is in line with the image of Li Ziqi as a national blogger, and matched with the Chinese rural life exported by Li Ziqi.

**Table 2.** High-frequency words on “Li Ziqi” in texts of foreign media

	Term	Count	Trend
1	chinese	94	
2	videos	65	
3	life	52	
4	china	48	
5	million	42	
6	china's	35	
7	people	35	
8	culture	34	
9	rural	34	
10	internet	30	

**Table 3.** High-frequency words on "Li Ziqi " in texts of Chinese media

	Term	Count	Trend
1	chinese	183	
2	videos	120	
3	life	105	
4	china	59	
5	culture	51	
6	people	48	
7	traditional	46	
8	rural	44	
9	million	42	
10	food	39	

The above two diagrams only show the top ten highest frequency words, as can be seen from the comparison results, Chinese and foreign media about web celebrity wind blogger Li Ziqi, high

frequency word coincidence rate is quite high, that is to say, the text expressed is largely similar with each other, but the Chinese and foreign media description of Li Ziqi, two words respectively different, they are “China's, internet” and “traditional, food”. From part of speech, internet and food are nouns; China's are noun lattice; traditional is an adjective. Looking at the list of high frequency in the two corpus, rural and Chinese are also overlapping high frequency adjectives. Why does the frequency of “traditional” rank seventh in the Chinese media texts and as high as "46" times? Through the research method of "foresight", we can still see the position and attitude of the Chinese media. Although Li Ziqi Qi is a national blogger, Hanfu, traditional handmade food and simple lifestyle are all representatives of traditional Chinese culture, in contrast with the fast-paced modern Chinese lifestyle. Therefore, most Chinese media journalists examine the social benefits and influence brought by the web celebrity from the perspective of the Chinese people. So “traditional” will frequently appear in Chinese foreign English reports. And foreign media reports about the Chinese blogger focus on Li Ziqi as Chinese people, affiliation have to be written, China's(China) countryside(Chinese countryside), China's soft power(China soft power), tell China's story(story of China), China's Social media platform(China social platform), etc., reflecting the position of foreign network news media and serious and objective semantic transmission effect.

From the semantics of the words, the Chinese media emphasized the status and image of Li Ziqi Guofeng food blogger, so the word “f o o d” rushed into the last one of the top ten. And the word “internet” network in foreign English article in addition to with celebrity, also associated with marketing, advertisement, business, technology, company, such as words, which in China is not reflected in the network news English extraction results, so the foreign media interest in web celebrity blogger Li Ziqi is not only in her food, and behind the rapid rise of Chinese web celebrity economy close attention.

**Table 4.** Comparison of high frequency words about “Li Ziqi” between Chinese and foreign media

High Frequency statistics	China Internet News Texts	Foreign media News Texts
traditional	46	28
China's	31	35
food	39	19
internet	17	30

#### 4.3 Emotional Coloring of Word Frequency and Differences in Examples

The frequency of word emotional color word statistics is important indicators of semantic positions and attitudes in the discourse. the statistics were based on the vocabulary database of positive and negative connotations built in the Voyant system, and found that the positive words in Chinese related topics were higher than those in foreign media related topics, while the negative words in foreign media related topics were higher than those in Chinese related topics.












**Table 5.** Comparison frequency of differences on “Li Ziqi” of the emotional words between Chinese and foreign media

	Foreign media	Chinese media
Positive emotional words	33 (confidence, excellent, good, happy, hope, success, praise, win, wonderful)	40 (amazing, confidence, enjoy, good, happiness, hope, happy, praise, safe, success, win, wonderful)
Negative emotional words	9 (bad,despair,failure, inferior)	1 (fail)









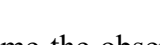
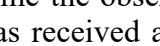
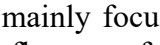


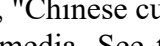
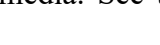
#### 4.4 Different Differences of High Frequency Phrases

The network image of Li Ziqi Qi as a representative of Chinese culture has been discussed in Chinese and foreign media, so the High-frequency phrase "Chinese culture" is locked and screened out by Voyant. Among them, 19 times appeared in foreign media reports and 29 times in Chinese media.

**Table 6.** Results of "High-frequency Word Comparison Screening for Chinese Culture" in Foreign Media

Term	Count	Length	Trend
chinese youtube star is a dreamy escape and a less...	2	13	
chinese characteristics china's campaign for hearts ...	2	8	
chinese communist party	2	3	
chinese pastoral life	2	3	
chinese culture	19	2	
chinese government	2	2	
chinese internet	2	2	
chinese people	4	2	
chinese society	2	2	
chinese state	2	2	
chinese video	2	2	

**Table 7.** Results of "Chinese culture" in Chinese media

Term	Count	Length	Trend
chinese cooking	2	2	
chinese country	2	2	
chinese culture	29	2	
chinese dishes	2	2	
chinese food	3	2	
chinese hand	2	2	
chinese have	2	2	
chinese language	4	2	
chinese lunar	2	2	
chinese music	2	2	
chinese people	6	2	
chinese rural	2	2	
chinese social	2	2	
chinese vlogger	9	2	
chinese youtube	2	2	

Therefore, the collocation of "Chinese culture" has become the observation point of this study, because Li Ziqi, as a representative of "cultural output", has received attention from Chinese and foreign academic fields and has been widely discussed. It mainly focuses on several aspects: the consideration of China's economic transformation; the influence of web celebrity in cultural penetration and news communication; and the influence of new media. This study is mainly discussed mainly from two aspects involved in semantic discourse studies.

First, according to the grammatical function of the phrase, "Chinese culture" tends to be different. Verb phrases in foreign media and noun phrases in local media. See the following table for the expression details:

**Table 8.** Common noun phrases "Chinese culture" in Chinese media

Noun of + Chinese culture	symbol of, charm of, meanings of, views of, influence of, awareness of
Noun about+ Chinese culture	something about

**Table 9.** Common verb phrases for Chinese culture in foreign media

Verb+ Chinese culture	strengthen, introduce, applaud, promote, red e fine, demonstrate, enhance, represent
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The meaning of noun and verb phrases in semantic discourse is reflected in two aspects:

On the one hand, in terms of style, we can find that the original English news verb phrases, sentences shorter, concise expression, can reflect more concrete and objective semantics. There are too many English phrases and longer sentences, making the style of writing too stiff.

**Table 10.** Common verbs and proper nouns of Chinese culture in foreign language media

Document	Left	Term	Right
1) En 1	a way, Li redefines what	chinese culture	actually means. The word "culture
1) En 1	the way, Li demonstrates the	chinese culture	in the tradition of China
3) En 3	another word for it in	chinese culture	. She is like a recluse
3) En 3	has enhanced the influence of	chinese culture	abroad is derived from a
3) En 3	Li has spread awareness of	chinese culture	and allowed foreigners to realize
3) En 3	is enhancing the influence of	chinese culture	has been viewed 760 million
3) En 3	individual is, they can't represent	chinese culture	themselves; Li Ziqi has done
4) En 4	she is not a symbol	chinese culture	. But why should she be
4) En 4	she be a "symbol" of	chinese culture	? She is just telling the
4) En 4	the world something about the	chinese culture	and there is no reason
4) En 4	her so heavy a title.	chinese culture	has many aspects and very
4) En 4	her videos Li has spread	chinese culture	to the world. She lets
4) En 4	shows the charm of the	chinese culture	in every detail of daily
4) En 4	the world know and love	chinese culture	; that's all
6) En10	videos a "phenomenon of prom...	chinese culture	internationally." Li was lauded as
7) En11	Bochun, director of Beijing-based	chinese culture	Rejuvenation Research Institute told the
7) En11	simultaneously championing for...	chinese culture	before a huge audience, Li
8) En12	still enthusiastic about preservin...	chinese culture	against the onslaught of modernity
9) En6	might strengthen certain views of	chinese culture	and Chinese tradition as "exotic
9) En6	CCTV applauded Li for introduci...	chinese culture	to the world, telling China's

9) En6 culture it promotes is traditional chinese culture which is largely non-existent

On the other hand, the expression of V + Chinese culture reflects the semantic use of positive emotion and judgment, that is to say, the foreign media holds a positive affirmation and recognition towards the relationship between the video and Chinese culture. To a certain extent, the "national style" of the video is equated with the presentation and output of Chinese culture in terms of the syntactic relationship in which the "Chinese culture" phrase is located, the same-occurrence relationship (relation of co-occurrence) is different. In general, the Chinese media about Chinese culture has "know and love, spread, portray, promote, advocate"; foreign media about Chinese culture has "strengthen, introduce, applaud, promote, redefine, demonstrate, enhance, represent". It can be seen that when foreign media make news reports on the Chinese culture represented by Li Ziqi, the semantic level is richer and more specific, which is more marked in know and love "than". From the semantic function of vocabulary, upper semantic words or words with covering semantics are generally unmarked. That is, the more commonly used words, the less marked. For example, when we

discuss young, small, or near concepts or relationships, we usually want to know the specific age, length, or nearby. A lower semantic word or a vocabulary with explicit semantic information or category is an inevitable choice for journalistic language. The co-occurrence relationship between nouns and "Chinese culture" is extracted from the text library of Chinese and foreign media is more significant. The same term in the local media is "title, symbol, charm, vision, beauty, viability, production, dissemination, meanings, prosperity, spreading, promoting, prosperity, media outlet". These nouns mostly belong to abstract and generalized terms in the semantic category, which are strong but need concrete and practical words to support their expression. In foreign media, and "Chinese culture" is mostly human name, institutional name and other specific names such as "CCTV, Weibo, Sina Weibo, Sina Weibo Blogger, Youtuber, China Central Television, Global Times, CPC, Chinese Communist Party, Beijing based Chinese Culture Rejuvenation Institute, Li Bochuan, Rudolf P. Hommel.

The general words that tend to have the abstract meaning do not match with the figurational words, which fails to support the connotation meaning and the deep sublimation meaning of the text to a certain extent. Foreign language media do not have a deep understanding of abstract Chinese culture, but are full of expectations, which leads to poor communication between information.

**Table 11.** "Common verbs and abstract nouns of Chinese culture" in the Chinese media

Document	Left	Term	Right
1) Ch1	is not a symbol of	chinese culture	. In fact, Chinese culture has
1) Ch1	of Chinese culture. In fact,	chinese culture	has many aspects and very
1) Ch1	shows the charm of the	chinese culture	in every detail of daily
1) Ch1	the world know and love	chinese culture	
2) Ch10	is a better advocate for	chinese culture	than the country's state media
4) Ch12	on methods used to spread	chinese culture	overseas By Hu Yuwei and
4) Ch12	the methods used to promote	chinese culture	overseas. Experts said the role
4) Ch12	discussed her contributions in promo...	chinese culture	overseas. On Weibo, the topic
4) Ch12	of "whether Liziqi is promoting	chinese culture	" has attracted 760 million views
4) Ch12	but show the beauty of	chinese culture	gently and vividly, which is
4) Ch12	on LI's achievements in promoting	chinese culture	overseas on social media platforms
5) Ch13	a social media outlet on	chinese culture	. The 29-year-old recently
6) Ch14	a new approach to spreading	chinese culture	. Li Ziqi, a beautiful SMI
7) Ch15	an inspirational celebrity who promotes	chinese culture	to the world, and deserves
8) Ch16	shows the deep marks of	chinese culture	. Another comment replying to Aries
10) Ch18	production and dissemination of tradi...	chinese culture	, both at home and abroad
10) Ch18	attributed to how she portrays	chinese culture	and "Chineseness" as increasing numbers
11) Ch2	is not a symbol of	chinese culture	. In fact, Chinese culture has
11) Ch2	of Chinese culture. In fact,	chinese culture	has many aspects and very
11) Ch2	shows the charm of the	chinese culture	in every detail of daily
11) Ch2		chinese culture	individual is, they can't represent themselves... Li Ziqi has done
11) Ch2		chinese culture	.7 Li Ziqi shares her
12) Ch3	With her deep understanding of	chinese culture	, she also makes some stuff
12) Ch3	* YouTube Facebook Twitter Weibo	chinese culture	JING CAO Jing Cao is
12) Ch3	for the beauty of traditional	chinese culture	I have ever seen. According
13) Ch4	believe her videos convey traditional	chinese culture	and rural lifestyle in her
14) Ch5	still enthusiastic about preserving tra...	chinese culture	against the onslaught of modernity
15) Ch6	mooncakes. Seven represents prosp...	chinese culture	. According to reports, the box's
16) Ch7	beautiful and profound meanings of	chinese culture	, said Guinness. The news soon
17) Ch8	another word for it in	chinese culture	. She is like a recluse
17) Ch8	has enhanced the influence of	chinese culture	abroad is derived from a
17) Ch8	Li has spread awareness of	chinese culture	and allowed foreigners to realize
17) Ch8	is enhancing the influence of	chinese culture	has been viewed 760 million

## 5. The Discourse Meanings of Chinese Culture and its Logical Semantic Relation to Cultural Export

"Chinese culture" is just a phrase in isolation, but in different news discourse systems at Chinese and foreign countries and for readers of different purposes, "Chinese culture" has different semantic output priorities. There is no doubt that different text priorities differ, but the main purpose of this study is to discover and focus on the semantic aggregation phenomenon implied in multiple text through the "far read" mode.

When Chinese culture is associated with Li Ziqi, a national style blogger, the interpretation of the word Chinese culture by Chinese and foreign online media occurs in a specific social context, carrying the established goals in line with the expectations of the destination language readers, reflecting and indicating the news publicity norms that meet the needs of social value in different contexts. These contextual meanings are attached to language meaning and realized by language. And the direct interface of contextual and linguistic meaning is discourse semantics. Therefore, in interpreting the application of the word "Chinese culture" in the specific discourse, it needs to be put in our foreign propaganda discourse system to understand its semantics and consider the logical semantic relationship between the words present with it.

### 5.1 "Story Semantics of Chinese Culture"

According to the concept of semantic tendency proposed by Sinclair 13 in 1996 to describe the collocation between a special term and a series of words within a certain semantic set, this series of customary collocation words form a certain discourse meaning direction, namely the semantic set. Semantic rhyme is a discourse function of a unit of meaning and is an attitude meaning particularly related to a word or phrase, used to express both positive and negative meaning and a view (Huston 2007).<sup>15</sup>

Therefore, the semantic set formed by "Chinese culture" matching with a series of other words is a certain semantic rhyme, which is the attitude or position formed by different discourse. It is also the specific discourse semantics that this study wants to explain through "foresight". This semantic has different output points in the collection of online news stories.

The basic meaning in the first language- -identifying the meaning

Rosenberg, (1980:97-99) proposed textual references to further things or people by descriptive expression in the context.<sup>16</sup>

**Table 12.** List of contextual meanings of Chinese culture in foreign news media

order number	Semantic trend	example
1	Traditional Chinese culture	traditional Chinese daily life; traditional Chinese culture and crafts; Chinese tools such as axes, saws, tillers, plows, fishy nets, wheelbarrels, brooms, hammer
2	Official publicity culture	country 's culture soft power; a true, multidimensional and panoramic view of China; Chinese stories; CPC dream
3	Chinese philosophy	a recluse who lives an ideal Chinese pastoral life; a recluse people 's affection for natural scenery and promotes the philosophy of living peace with nature; live materially and psychologically satisfying life

**Table 13.** List of contextual recognition meanings in Chinese news media

order number	Semantic trend	example
1	Rural life in China	every detail of daily life; beautiful scenery and the rural life in the Chinese countryside; traditional Chinese food and show case the bucolic lifestyle of Chinese farmers
2	Chinese cultural heritage	introducing Chinese paper-making that originated during the Han Dynasty; official ambassador of China 's intangible culture heritage; "Chineseness "increasing numbers country 's heritage through fan clubs devoted to ancient Hanfu styles of dress; Guoxue;presents the essence of Chinese history and culture, shǔxiù / Sichuan embroidery which is the national intangible cultural heritage; huózi yinshuā/ Woodblock printing which is one of the four great inventions of ancient China and etc

Compared with Tables 12 and Table 13, we can find that the foreign media understanding of "Chinese culture" presents three different semantic rhymes: Chinese style music, food under traditional handicraft, Chinese traditional rural lifestyle is traditional Chinese culture; Chinese video is Chinese official publicity culture, is a new way for China to highlight cultural soft power, is the Chinese dream propaganda; Li's video reflects the philosophical wisdom of harmony between Chinese people and nature. The Chinese news media's understanding of "Chinese culture" presents two different semantic rhymes: Li Ziqi's video is the embodiment of Chinese rural life, is a beautiful rural life; is the publicity and inheritance of Chinese cultural heritage.

The triggering significance in discourse is realized by evaluation language expression, which is reflected as the choice of evaluation type. Martin & White (2005) 17, Wang Zhenhua (2007) 18 all discussed that the attitude system of the discourse language is divided into three main categories: emotion, judgment and appreciation. "Chinese culture" There is no evaluation significance in Chinese culture itself, because the semantic rhyme at different levels reflected by Chinese and foreign media in news stories, so the words with neutral or negative evaluation significance are matched with it.

In foreign media, "the negative evaluations of Chinese culture" are mostly related to political vocabulary, For example, the Li was lauded as being more effective than Confucius Institutes and "on par with over 1, 000 CGTNs" in foreign cultural influence; China suffers a soft power deficit for two main reasons; China's soft power does not derive from civil society but from government sources, which lack credibility Chinese state media usually favor covering grandiose achievements in the country's modernization or engage in "discourse wars" with the West by pushing grand official narratives to counter criticisms. These negative evaluations deviate from the main subjects of "Li Ziqi" and "Chinese culture", while talking about Chinese politics has touched the bottom line of the news media, and the negative significance reflected violates the objective and true professional ethics of the news discourse.

Dialogational meaning in the third language- -position meaning

In (2004:112) 19, Biber classified the vocabulary and syntactic means of position expression into three major categories:

(a) Emotional and passion verbs (modals and semi-modals), including expression likelihood and ability of can, could, may, might; expression obligations and necessary must, should, must, got to, ought to, better; expression prediction and willingness of will, would, shall, be going to, etc.

(b) Position adverbial (stance adverbials) includes the attitude adverb curiously, hopefully, surprisingly; factual adverb undoubtedly, obviously; non-factual adverb frankly, mainly, truthfully; likelihood adverb evidently, predictably, roughly, sort of, kind of etc.

(c) Position complements small sentences (stance complement clauses), including infinitive that clauses controlled by verbs, adjectives, nouns, and indefinite phrases guided by.

From this, referring to Table 10, verbs expressing the likelihood have the might; The adverbs expressing express likelihood have largely; Verbs that express causal cause or effort are allow; The adjective certain; that indicates an affirmative evaluation The supplementary little sentence expressing the position is "that shows the charm of Chinese culture"; "to tell China's stories well, present a true, multidimensional and panoramic view of China, enhance our country's culture soft power"; "Chinese culture which is largely non-existent in today's China"; Express express factual adverbs with supplementary small sentences with " actually connotes...this way China 's high society...calligraphy...".

Their success implies that China could tap into this vast pool of talented cyber celebrities to generate soft power for the country – in fact, this may have already started. It was reported that the Communist Youth League organizations recently employed Li as its ambassador. Such attempts may have begun as early as 2014. when these expression "possibility" "necessity" and "fact" expression and endorsement, formed their own position, see table 7, although the foreign media in foreign media or foreign experts, but the author also want to put their own brand, it as part of the discourse attitude integrated in discourse semantics, become a food blogger to export the analysis and illustration of Chinese culture....( The endorsement allegator / author voice believes that the proposition from an

external sound is correct, valid, uncontradicted, or maximally guaranteed. Endorsement is expressed mainly through verbal events with commonly used verbs including demonstrate, show, prove, indicate, find, point out et al (Martin & White, 2005:126))

## 5.2 "Logical Semantic Relationship between the Chinese Culture" and the Thrust of the Discourse

Martin & Rose (2008:231-260) 20 classes the logical semantic relationships within the discourse to the small sentence complex. The logical semantic relations between small sentence complexes include extension relationship and projection relationship (Halliday & Matthiessen 2004: 373; 2014:438) 21 extension relationship is the extension of the main sentence in the meaning through interpretation, extension and promotion; the projection relationship is the words or thoughts expressed by the main clause by saying or thinking. The "discourse significance of Chinese culture" in this study belongs to an extended relationship. The image of a Chinese food blogger is only a good display of Chinese culture, but when the political concept of Chinese culture and cultural output is related, there is no positive or negative semantic trend of the phrase "Chinese culture" has space for semantic expansion. Through the comparison of "the recognition significance, evaluation significance and position significance of Chinese culture" in Chinese and foreign journalism, it can be seen that in addition to the affirmation and yearning for "Chinese culture" in foreign media, there are also ridiculous behaviors that deviate from the theme of "Chinese culture" and news discourse and negatively present political intention. Therefore, "the combing and interpretation of the logical semantic relationship between Chinese culture" and the theme of the discourse is a deep analysis of no clear positions and attitudes in the discourse. Through the visual processing of digital humanities "distant reading", the semantic aggregation phenomenon implied in multi-text is found, and then artificial semantic logic analysis, which helps help improve readers' understanding and processing speed of network news articles and enhance semantic recognition.

## 6. Conclusion

Network news is the main information export of today's society, different national media are hot news as the stage to convey their voice and ideas, the political game needless to say, but limited by their own language and cultural system and social and historical development factors, the formation of the news orientation is readers and researchers should pay attention to. Therefore, the semantic interpretation of news discourse has become a necessary means to constantly adjust and improve the healthy discourse system, and belongs to the research position of critical discourse analysis. With the help of digital humanistic means "Voyant" data processing system, this study studies the semantic aggregation phenomenon and trend under the framework of systematic functional linguistics, especially the integrity and systematization of discourse semantic, which has theoretical and practical significance. In the theoretical sense, exploring the semantic trend behind similar discourse collections is to study the semantic structure of macroscopic discourse. Previous analysis of the macro structure of journalism by foreign scholars (1980) 22; the analysis of the rhetorical relationship between Manin and Thompson (1987,1988) 23 belongs in this field. However, how the semantics between the larger units above small sentences develop into discourse semantics is only a manual annotation and interpretation in the field of fine text reading, which cannot meet the text reading experience under the current massive information. Therefore, the "distant reading" mode is an expansion of the semantic research of the discourse, and helps to discover the potential macroscopic trends as well as the potential attitude expression. In the practice of discourse reading, with the help of "distant reading" mode, combined with the current social context of Chinese and foreign media, we understand the significance of "Chinese culture" again, and systematically and historically clarify the significance of the term "Chinese culture" in their respective discourse systems. Of course, in addition to "Chinese culture", many "distant reading" concepts can be found that the interpretation and interpretation methods share the linguistic sense of the interpretation of the term "Chinese

culture". With the help of the digital humanistic mode of "distant reading", the discourse semantics theory under systematic functional linguistics as the language meaning analysis framework, combining social context and semantic interpretation and analysis, to a certain extent can avoid the disadvantages of interpretation according to literal meaning, enhance readers' recognition of massive digital text.

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