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**RESEARCH ARTICLE**

## The Language of Evaluation in *the Age's* News on Huawei 5G Technology

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**ABSTRACT**

As China accelerates the pace of technology development, the "China Tech Threat" pervades the Western media. The representative Chinese tech enterprise Huawei suffers questioning on its international strategy. Based on Martin's ATTITUDE system in his appraisal framework, the paper explores attitudinal resources in the Age's news discourses on Huawei 5G technology with UAM Corpus Tool. The research analyses the attitudinal resources with statistics and figures out Huawei's technological image established in these discourses. Among these resources, negative judgment resources are of the highest frequency, followed by appreciation resources and at last by affect resources, implying that the texts make a negative evaluation of Huawei's capacity, propriety, and social value. The present study illustrates how attitudinal resources play an important role in constructing Huawei's technological image and enriches the current reservoir that stores relatively insufficient case analyses of news discourses about technology.

**KEYWORDS**

News Discourse; Huawei 5G Technology; Appraisal, Attitude

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### 1. Introduction

The 21<sup>st</sup> century has witnessed the leap from "made in China" to "intelligent manufacturing in China." However, China's achievement in the technological field has stimulated the "China Tech Threat" in Western media, under which the authentic technological image of China was stigmatized and misunderstood. Influenced by the "China Tech Threat," Chinese telecommunication giant Huawei is charged as a "spy" and "threat" for so-called security reasons. According to BBC news, Australia claimed to exclude Huawei from its 5G wireless network construction in August 2018 and rejected Huawei from laying the Sydney-Solomon islands submarine optical cable. Negative reports on Chinese technology in Western media not only harm the economic interests of Chinese enterprises but also jeopardize the responsible image of a major country in the world.

The plight of Chinese technology image in Western media attracted some Chinese scholars to explore China's international technology image. Zhang Jing(2009) discussed three conflicts during the development of Chinese S&T news communication as well as eight factors restricting the promotion of Chinese S&T news communication. Wang Wei(2013) reveals the implicit attitudinal resources towards Chinese technology with the case study on *Times*. Jin Xin(2014) affirmed the rising strength of Chinese technology and explored the origin of "Chinese technology threat theory" and "Chinese tech skepticism," which claim China's technology faces challenges like an immature innovation environment and academic plagiarism. And the article then offered six suggestions for improving China's technology image. Yue Chong(2015) analyzed the political tendencies of different countries by exploring the different views and attitudes of well-known newspapers in China, Britain, and the United States towards the same political event. Zheng Guangyuan (2019) collected 483 coverages on China from the official website of the *New York Times* published from 2017 to 2018 as research samples to summarize the characteristics and trends of coverage of China during Trump's era from both the macro level and the micro level. Zheng Yuan(2020) analyzes the reasons for the problems existing in the presentation of China's science and technology image in the *New York Times* (published from 2014 to 2018) from the aspects of

the international environment, Sino-US relations and media management, and puts forward improvement measures to build China's science and technology image, so as to provide a reference for the construction and communication of China's science and technology image.

Current studies on the technological image of China in Western media are mainly conducted from the perspective of the competitive relationship between China and America against the background Sino- the American trade war. So most of the present studies concentrate on mainstream media in the US, mostly the *New York Times*.

There are not many studies focusing on the voice and reaction of Australian mainstream media even though Huawei made a great endeavour to expand its 5G network in Australia. So far, no research with scientific research methods has been carried out on the attitudes and stance of news coverage in *the Age* of Huawei 5G technology.

As a complete system for discourse analysis, the system of APPRAISAL put forward By Martin & White(2005) could provide theoretical support for exploring the attitude and stance of news resources. Adopting the appraisal system as the analytical framework, scholars have conducted analyses on the stance and attitudinal tendency in various news genres. Despite the subjectivity and accuracy of the news, news reporters often use implicit meanings of evaluation like evocation and provocation to spread values and ideology in order to influence readers' point of view. Some seemingly neutral words and real facts can stimulate readers' positive or negative attitudes indirectly. Besides, news reporters are good at using a quotation to weaken themselves in presenting their stances. Wang (2012) specifically targeted studying the hidden attitudinal resources in news discourse, considering the phase and stage that are significant in illuminating the text axiology and dynamic reader positioning. Zhao(2012) explored the heteroglossia in English political news focusing on its subsystem of engagement to have a comprehensive understanding of the whole discourse. And Lan & Guo (2016) studied how different kinds of metaphor works in transmitting hidden evaluation in news reports. This paper will absorb the quintessence of analytical methods from the related papers on news discourses in order to enhance the analytical accuracy. Wu(2018) conducted qualitative and quantitative research on the composition of attitude resources of 15 news to reveal the image that Russian mainstream media built of the "Belt and Road Initiative" and the ideology behind it. Kang and Chen(2020) revealed the relationship between language and power in the self-made corpus involving 20 reports on the theme of the Sino-US trade war in *the Washington Post* by calculating the attitudinal resources frequencies based on Appraisal Theory. Engelbrecht(2020) used the system of APPRAISAL to analyze emotive language in news reports on rhino poaching. Taghian (2020) employed the Appraisal model to study Trump's ideology in selected political speeches and interviews, which indicates his political goals. AlRasheed & Jahrami (2021) surveyed public health news discourse during the Covid-19 era. Previous application of Appraisal Theory focuses on political and economic discourses or popular issues, without much attention to news discourses about technology.

The present study aims to investigate the international image of Huawei presented in Australian mainstream media *The Age* from the perspective of appraisal. It enriches the current reservoir that stores relatively insufficient case analyses of news discourses about technology, specifically Huawei 5G technology. It also has practical meaning for Chinese technology companies like Huawei. Attitudinal analysis of Australian mainstream media can offer some insights into a more effective discourse strategy to improve their brand images in Australia.

## **2. Research design**

### **2.1 Data collection**

We were provided with over 300 articles when we searched "Huawei 5G technology" in *the age*. The number decreased to 33 when we limited the time span( from 2018 to 2021). Through reading the whole text, we excluded those with low relativity to appraise Huawei 5G technology itself, which just mentioned it in other topics or advertisements. Finally, only 15 news reports closely related to Huawei 5G technology were collected and cleaned from *The Age*, Australian mainstream media. And selected news is published after the Australian Huawei ban in the past three years( from 2018 to 2021), which can better help the construction of the image of China's innovative technology in the new era. The selected samples can be obtained from the website: [https:// the age.com](https://theage.com)

### **2.2 Analytical framework**

The present study will focus on the attitudinal choices in the data and so adopts the subsystem of ATTITUDE as the analytical framework. To make a more comprehensive analysis of the choices, we will also include appraised/target, appraiser, polarity, and explicitness of the analyzed choices.

"Attitude" refers to humankind's reaction towards certain behavior, text, process, phenomena, and so on. In the framework of Appraisal Theory, the Attitude system contains three resources, including "affect," "judgment," and "appreciation."

"Affect" as the center of the attitude system refers to people's emotional feelings about external factors. Emotion can have a positive or negative meaning. So reactive affect, a realistic type of emotion, can be divided into "un/happiness," "in/security," and "dis/satisfaction." While, desirable affect, as an unrealistic type of emotion, can be divided into "fear" and "desire."

"Judgement" evaluates the ethics and morality of participants according to social principles. In the field of news discourse, it can be divided into two parts: "social esteem" and "social sanction." Social esteem, which can be judged by normality (special or not), capacity (capable or not), and tenacity (dependable or not), has both positive and negative meanings. People admire positive social esteem and criticize negative social esteem. But it should be noted that criticized social esteem is bad behavior but not an illegal one. The social sanction, which can be judged by veracity (honest or not) and propriety (reproachable or not), also has both positive and negative meanings. People praise positive social sanctions and condemn negative social sanctions. Here bad behavior sentenced by social sanction is against social rules and laws.

"appreciation" evaluates things from the perspective of aesthetics. Specifically, this system encompasses people's reaction to the target things (about the things' impact and quality), the things' composition (their detail and balance), and the things' value (according to social standards).

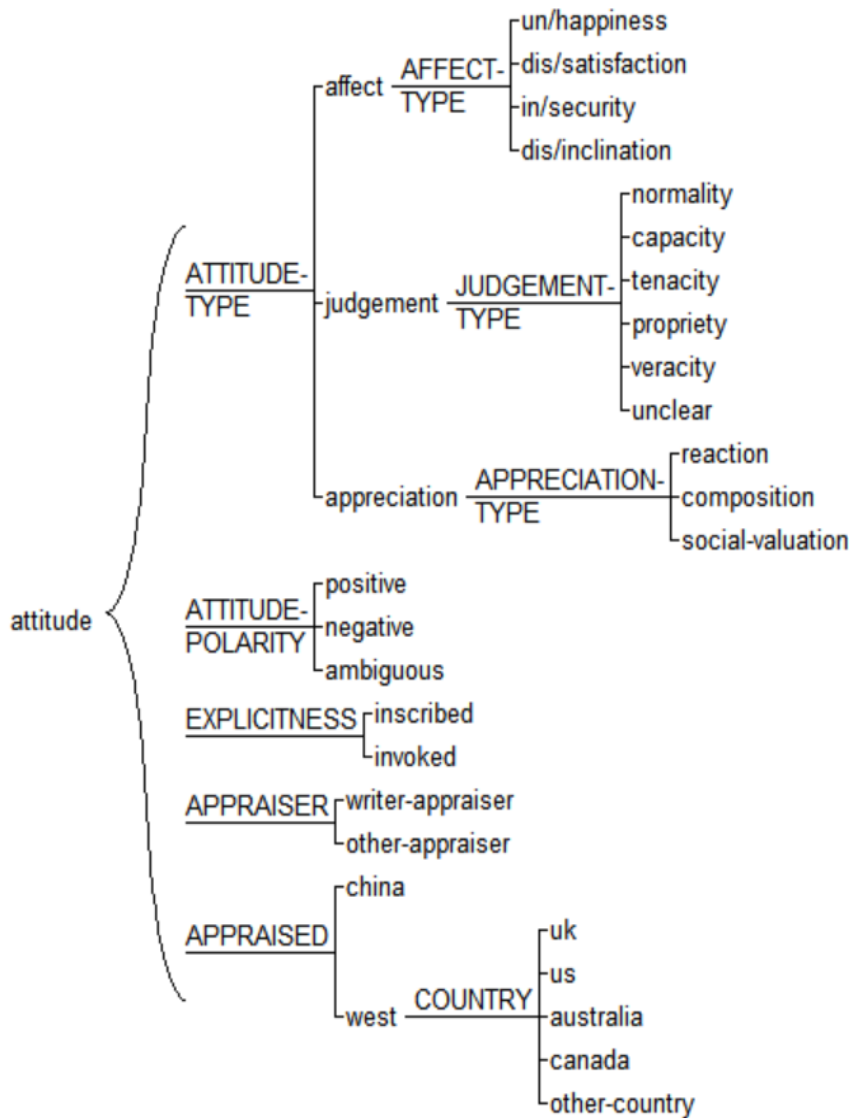
"polarity" refers to the attitude tendency which can be obvious and clear, including positive and negative. Or it can be ambiguous and hard to set the boundary.

"Explicitness" distinguishes "inscribed attitude" and "invoked attitude." If the discourse presents an obvious attitude with adjectives, adverbs, and so on, it will be categorized into "inscribed attitude." If the writer uses some figure of speech and conveys attitudes secretly, it will be categorized into "invoked attitude."

"Appraiser" refers to the one who gave the comment on Huawei 5G technology which can be divided into "writer appraiser" and "other appraiser." "Writer appraiser" means the writer directly his attitude by his words, while "other appraiser" means the writer hides by quoting others' speeches to present events or to support his opinion.

"Appraised" refers to the subject being evaluated. In this paper, both China and the West developed countries are appraised in the field of technology. (Martin, 2005)

The framework of the attitudinal system is illustrated in picture1.



Picture1: the framework of attitudinal system

### 2.3 research questions

Based on the search background and theoretical framework, the research will focus on the following three questions.

- (1) What are the attitudinal resources applied by Australian Mainstream Media *The Age*?
- (2) What kind of technological image of Huawei does *the age* try to convey?
- (3) What kind of discourse strategy can be referred to and applied for Chinese technology companies to build a positive image in the world?

### 2.4 Analytical tools and procedures

The text annotation software UAM Corpus Tool3.3 is used to support our quantitative analysis, making the research results more reliable. As a well-known tool for linguistic study, UAM provides convenience for users to annotate any key linguistic elements, including words, phrases, clauses, and sentences in the text incorporated. We can encode the media reports from the different dimensions of the attitude system, and the analysis results will be recorded. What's more, with the help of the UAM Corpus Tool, the sum and proportion of different attitudinal resources are presented in the "statistics" section, improving the efficiency of making comparisons of the resource frequencies.

The research is implemented in the following steps. First, incorporate 15 documents (news discourse) into UAM Tool 3.3 and set up the “attitude” system adapted from Martin & White’s attitude system shown in Figure 1 to code scheme for the research. Second, under the layer of the “attitude” system, all the texts are annotated manually and are checked several times by others working on linguistic studies to meet the correctness demand. Thirdly, with the help of the “statistics” section, the overall and partial frequency number and distribution proportion are presented to form strong arguments and conclusions. Finally, through both general and detailed analysis of the corpus, we can construct a technological image of Chinese technology in Australian media discourse and figure out feasible and practical suggestions to improve the Chinese technology image.

### 3. Attitude and stance in *the Age*

#### 3.1 Overview of attitudinal resources

This section presents an overview of frequencies and distributions of attitudinal resources on all the hard news and opinions in the data collected from *the Age*. The distribution of different attitudinal resources is shown in Table 1.

Table1 Distributions of attitudinal resources in data from *the Age*

Feature	category	number	percent
Attitudinal type	affect	19	8.88%
	judgment	116	54.2%
	appreciation	79	36.9%
	total units	214	100%
Attitudinal polarity	positive	66	30.80%
	negative	135	63.08%
	ambiguous	13	6.07%
	total units	214	100%
explicitness	inscribed	109	50.93%
	invoked	105	49.07%
	total units	214	100%
appraiser	writer-appraiser	115	53.74%
	other-appraiser	99	46.26%
	total units	214	100%
appraised	China	110	51.40%
	west	93	43.46%
	total units	214	100%

According to the statistics in Table 1, attitudinal resources are distributed unevenly in the age’s news discourse related to “Huawei 5G technology”. To be more specific, in terms of the three attitudinal types, judgement resources account for the highest proportion with 54.2%, and appreciation resources rank second with 36.90%. Affect resources only take up 8.88% to hide the emotional tendency and strengthen the objectivity of the mainstream media of Australia. However, the research data also shows that *the age* prefers to judge the private enterprise’s behavior, even attaching it to China’s threat in a technological field with political bias instead of appreciating the value of 5G technology itself objectively.

In terms of attitudinal polarity, imbalanced frequencies of positive attitude and negative attitude are distributed. The proportion of negative attitude with 63.08% is much higher than positive attitude with 30.80%, and just 6.07% of the appraised discourse showed ambiguous attitudinal polarity, which manifests that the selected texts hold a much disapproving stance towards Huawei 5G technology.

From the perspective of explicitness, the number of inscribed attitudinal resources and invoked attitudinal resources are very close, with less than 1% in proportion. The reporters not only exposed direct appraisals on Huawei 5G technology but also tried to guide the readers in an invisible way.

#### 3.2 Affect resources

Affect refers to the positive or negative emotions the author would like to express. Table 2 presents the distribution of the 19 affect resources in the news corpus as well as their examples.

Table2 the distribution of affect resources

affect	N(P)	Positive(P)	Negative(P)	Examples
Un/happiness	4 (21.05%)	0 (0.00%)	4 (21.05%)	Annoyance, grievances, resentment
Dis/satisfaction	4 (21.05%)	0 (0.00%)	4 (21.05%)	Angered, agitated, hostile
In/security	10 (52.63%)	1 (5.26%)	9 (47.37%)	Hopeless, fears, deep concern, cautioning
Dis/inclination	1 (5.26%)	1 (5.26%)	0 (0.00%)	Need to
total	19 (100.00%)	2 (10.53%)	17 (89.47%)	

N=Number; P=Percent

The statistics in the table show that negative effect sources with 89.47% take an advantage over positive ones with 10.53%. The only two positive effects of resources lie in "in/security" and "dis/inclination." Through expressing negative emotions of unhappiness, dissatisfaction, and insecurity, namely "annoyance," "angered," "hopeless," and ect, Australia's mainstream media revealed their distrust and doubt about Huawei 5G technology. They worry that the introduction of China's communication infrastructure would threaten their domestic information security. For "insecurity," resources take the largest proportion among all the affected resources with 47.37%. It's suggested that Australia doesn't accept and support Huawei 5G technology.

However, the statistics also reveal that, despite the majority of negative affects, there are still positive voices giving support to Huawei 5G technology.

Specific examples are selected to analyze the affect of resources represented in the research data as follows.

- (1) British Prime Minister Boris Johnson toughened his rhetoric on China's telecommunications giant Huawei, **cautioning (-affect: insecurity)** Beijing that he would protect critical infrastructure from "hostile state vendors" as he expressed **deep concern (-affect: insecurity)** over new security laws for Hong Kong. ...'I'm (Boris Johnson) not going to get drawn into **Sinophobia(-affect:insecurity)** because I'm not a **Sinophobe(-affect: insecurity & dissatisfaction)**.' (Johnson toughens Huawei rhetoric, talks of 'hostile state vendors,' The Age, July 1, 2020)

The "insecurity" affect resources are applied frequently, for example, to manifest the British government's boycott of Huawei's 5G technology, in case their critical infrastructure wouldn't be at risk. The word "Sinophobia" and "Sinophobe," meaning the fear and hatred toward China, separately show Britain's tough and unfriendly attitude toward Huawei 5G technology. The Australian mainstream media implied their position and stance by purposely quoting the British government's action and intended to invoke negative effects on Huawei from the public.

### 3.3 Judgement Resources

Judgment deals with the attitude toward behaviors, including admiration or criticism, praise or condemning. (quote) Table 3 shows the distribution of 116 judgement resources in the research data.

Table 3: the distribution of 116 judgement resources in the research data.

judgement	N	Percent	Positive (N)	P	Negative (N)	P	Ambiguous (N)	P
normality	3	2.59%	0	0.00%	3	2.59%	0	0.00%
capacity	31	26.72%	16	13.79%	13	11.21%	2	1.72%
tenacity	7	6.03%	6	5.17%	1	0.86%	0	0.00%
propriety	57	49.14%	13	11.21%	42	36.21%	2	1.72%
veracity	17	14.66%	7	6.03%	9	7.76%	1	0.86%
unclear	1	0.86%	0	0.00%	0	0.00%	1	0.86%
Total	116	100.00%	42	36.21%	68	58.62%	6	5.17%

N=Number, P=Percent

As shown in table 3, propriety resources appear most frequently with 57 instances, taking nearly half of all the 116 judgement resources, followed by capacity resources and veracity resources with 31 and 17 instances, respectively. While tenacity, normality,

and unclear resources only have 7, 3, and 1 instance, respectively. Compared with social esteem, including normality, capacity, and tenacity resources that make up 35.34%, social sanction, including propriety and veracity resources with 63.80%, occupies a much larger proportion. The results show that *age* puts more emphasis on judging the morality and ethics of behavior of Huawei.

Table 4 Distribution of negative social sanction resources

judgment	China		West		Total	
	Number	Percent	Number	Percent	Number	Percent
propriety	26	61.90%	15	35.71%	42	100%
veracity	9	100%	0	0.00%	9	100%

In terms of polarity, negative resources with a proportion of 58.62% are much more applied than positive resources with a proportion of 36.21% and ambiguous resources with 5.17%. According to table 4, the majority of the negative social resources are targeted at China, indicating Australian officials' intense condemnation and criticism of Huawei. However, the statistics also show that even inside the Western countries, there is still much divergence because of different levels of technological development.

In this section, specific negative judgment resources are selected and will be analyzed in detail.

(2)Australia and the United States have vowed to beef up their joint military efforts in Darwin, boost naval exercises in the South China Sea and investigate the development of missile and hypersonic defense technologies to counter an **increasingly assertive (-social esteem: normality)**China.

(3)Australia, meanwhile, has joined the US in branding China's maritime claims in the South China Sea as **unlawful (-social sanction: propriety)**, resulting in state-run media, the Global Times accusing the nation of **"reckless" provocation (-social sanction: propriety)** that could result in possible trade sanctions on beef and agriculture. ('We make our own decisions': Australia-US vow to counter China at AUSMIN talks, the age, July 29, 2020)

Examples (2) (3) reveal the cooperative relationship between Australia and America in boycotting China's technology, even in the field of trade and agriculture. They failed to appreciate the innovative values of Huawei's 5G technology but blended technological competence with political bias and blindly followed America. China is claimed as "unlawful" and "reckless" in Australian media with strong moral punishment, but they couldn't give exact charges or grounds for the behavior, which they defined as unmoral. Actually, the social sanction they made lacks effective evidence.

(4)The revelation comes as the relationship between Australia and China continues to deteriorate amid **tit-for-tat espionage claims(-social sanction: veracity)** and calls by some federal politicians for Australia to boost its capacity to manufacture telecommunications equipment to reduce the reliance on Chinese-made components. (Chinese military has links to the supplier of 5G equipment in Australia, the age, July 2, 2020)

Against the background of banning Huawei 5G fundamental infrastructure in Australia, China didn't accept the accusation but spoke for itself. However, this behavior also received harsh social sanctions from Australia as they used inscribed judgment resource "tit-for-tat espionage claims. The application of judging the veracity of a Chinese company instead of appreciating the technological contribution itself also stresses the Sino-Australia relationship.

Other negative judgments like "lurking," "install incompatible and unhelpful software," "hostile state vendor," "naked and aggressive ambitions," "coerce," and "Chinese espionage" also appeared in the research data. From the negative social sanction resources above, we know that western media tried to sentence Huawei for its inappropriate inveracious behavior. Sometimes, several western countries reached a consensus to suppress Huawei 5G technology. They spread the ideology of "China threat theory" that China's "ambition" in technology will threaten international cyber security. Refraining China from giving better performance than their products, they resort to negative judgment to avoid falling behind in the international competition; however, they couldn't give valid evidence to support them, and never depend on international laws or rules to approve their judgment, which makes their claims hollow and baseless. The negative judgment of mainstream media not only portrays a terrible image of Huawei but also lays tension on state-to-state relations.

And positive judgment resources will also be selected and analyzed.

(5)China's foreign ministry has repeatedly denied it is behind cyber attacks on Australian companies and governments, instead saying it was **the victim of attacks(-social sanction: veracity)** from the United States.

(6) "China always calls on countries to **advance dialogue and cooperation and handle this challenge together on the basis of mutual respect, equality and mutual benefit(-social sanction: veracity)**," said a spokesman, Wang Wenbin. "We also call on all sides to act responsibly in the cyberspace." (Dormant foreign cyber threats could be lurking inside critical Australian infrastructure, July 9, 2021)

Example (5) (6) shows that *the age* also set space for the reaction of the Chinese government, directly quoting the trustworthiness and harmonious intention due to the necessity of keeping neutrality. China rejects any stigma or smears on china and advocates win-win cooperation. China gave itself very positive judgment to improve its international image so that Chinese enterprises can have fewer obstacles to going abroad.

(7) British intelligence agency GCHQ is understood to have revised its previous assurance that the risks posed by the Chinese technology giant can be **safely managed(-social esteem: capacity)**.

Example 7 reminds people that west media doesn't totally hold criticizing attitudes toward Huawei. In some cases, they admit the capacity and quality of Huawei technology. If they apply Huawei 5G technology, they will manage to overcome some previous difficulties in domestic 5G construction, providing welfare and convenience for the populace

Above all, judgement resources in the research data are used to deteriorate the technology image of Huawei in the western world, with respect to the propriety, tenacity, veracity, and capacity, showing strong resistance against Huawei and elevating the opposition against Huawei, a privately owned enterprise to the unfriendliness of China. The publication of Huawei 5G technology cares less about the advancement process of the technology itself and the ownership of intellectual property but repeatedly lays stress on the behavior of Huawei and the response of the Chinese government. The ideology of these resources indicates an intense technology rivalry in the relationship between China and Australia.

**3.4 Appreciation resources**

Appreciation evaluates the value of things from the perspective of reaction, composition, and social valuation. Table 5 shows the distribution of appreciation resources in the resource data.

Table 5 the distribution of appreciation resources

Appreciation	N	P	Positive(N)	Positive(P)	Negative(N)	Negative(P)
Reaction	1	1.27%	0	0.00%	1	100%
Composition	11	13.92%	4	5.06%	6	7.59%
Social-valuation	67	84.81%	18	22.78%	44	55.70%
Total in global	79	100%	22	27.85%	51	64.56%

N=Number, P=Percent

According to the statics in table 5, it's obvious that social-valuation resources stand a majority position over the other two categories of appreciation, with 84.81% related to the news discourse of Huawei 5G technology. The negative social-valuation resources account for 55.70%, which cover over half of all 79 appraised objects, while the positive ones account for 22.78%. The low proportion of reaction resources with 1.27% and composition resources with 13.92% means that they are not the main concern of Australian mainstream media at *the age*.

Table 6 distributions of social-valuation resources

Social-valuation	China(N)	China(P)	West(N)	West (P)
positive	7	10.45%	10	10.93%
negative	33	49.25%	9	13.43%
total	40	59.70%	19	13.43%

N=Number, P=Percent( the total number of social-valuation: 67)

When it comes to the attitude-polarity within the social-valuation resources presented in table 6, it's not hard to find that the negative social-valuation resources pointed to China with 49.25% are about three times higher than the West, indicating the social value of Chinese technology is frequently denounced. But for the social valuation of western technology, the number of positive appreciation and negative appreciation have not much difference in quantity, indicating the media has no exact polarity tendency on western technology. They couldn't reach a census on western technology, and their attitude toward the values of western technology couldn't keep stable.



In this section, negative appreciation resources, especially the social-valuation side, are selected and will be analyzed in detail.

(8)Huawei's support, like all other sports deals, was about **bolstering the company's public image(-social valuation, positive)**. In Huawei's case, it was also a play to convince politicians that it was a good corporate citizen. But after nine years of its brand **being splashed around Canberra(-social valuation, negative)**, Huawei could only conclude it **had failed(-social valuation, negative)**. (Huawei and the Raiders: The collapse of a sports deal with global implications, *The Age*, Aug. 31, 2020)

Example 8 appreciates Huawei and its participation in sports. Huawei had been giving financial support to Canberra Raiders for nearly ten years before it declared to end its major sponsorship in Australia because of decreasing commercial environment. Despite the malicious prosecution, Huawei kept a good relationship with the Raiders, even in their downturn period. Huawei appreciated itself with a positive public image. However, its social valuation wasn't recognized by Australian politicians in example 6, and they came to the conclusion that "it had failed." The ideology encoded in the title reveals their propaganda that Huawei views sports as a useful tool to realize its global intention. They preferred not to reflect the root cause of why Huawei doesn't sponsor anymore and selected to neglect the contributions Huawei had made to the Raiders but to give negative appreciation to the company immediately.

(9)Eg. The Trump administration has warned British Prime Minister Boris Johnson that allowing Huawei to continue building Britain's 5G networks could become a "**tremendous threat (social- valuation, negative)**" "You need to have reliable carriers ... ones that cannot be easily manipulated, or **create disruption (social- valuation, negative)**, or the **potential for espionage (social- valuation, negative)**." (US urges Huawei ban on the eve of UK security meeting, *the age*, July 14, 2020 )

Example 9 attaches political reasons to the ban of Huawei 5G technology. In this report, The Australian media quoted the statements of the British government and the US government officials, insinuating Huawei as a spy enterprise threatening national security, indirectly smeared Huawei's corporate image abroad, and did not mention Huawei's contribution to the construction of Australia's telecommunications infrastructure. Moreover, it indicates that the negative appreciation and the Huawei ban in Australia are influenced greatly by the UK and US.

(10)The "Australian **discriminatory market access prohibition (social-valuation, negative)** document from Chinese authorities also reveals potential **weaknesses(social-valuation, negative)** in Australia's argument on Huawei." (Huawei documents reveal China's grievance against Australia, *The Age*, Dec. 21, 2020)

Example 10 shows that negative appreciation is also used to present the Australian government's missteps in the Trade war between China and Australia. Australia itself reflects the deficiency and unreasonability of the Huawei ban. Such an unwise decision subordinate to US&UK policy brings negative effects on its own national interest.

(11)That entails high cost – Huawei has both the **industry-leading (social-valuation, positive)**5G technologies and is the **low-cost provider (social-valuation, positive)**by some margin. ('Made in China on the nose as the push to tame Beijing gathers pace, *The Age*, July 20, 2020)

Positive appreciation is applied in example 11 to highlight the advancement of Huawei 5G technology and the controllability of its cost. With a high-cost performance ratio, Huawei has won a small amount of positive appreciation in some reports in *the age*. Therefore, political bias and ideology differences are not the only factors for Australia in choosing technology properties. Improving quality consistently will help Huawei to achieve more acknowledgment and have access to the international market.

### 3.5 Summary

The statistics figure out that the overwhelming majority of the attitudinal resources show negative attitudes towards Huawei 5G technology but with different emphasis. Affect resources show the negative emotions Australia holds towards Huawei, such as insecurity, unhappiness, and dissatisfaction. Judgment resources give the question the social esteem Huawei on its capacity and tenacity and give much social sanction on the propriety and veracity of Huawei's behavior. Such negative judgment gives rise to and fosters the "China threat theory" and depraves the public image on the international stage, so those common people are easily misled. Appreciation resources usually appreciate the social values of Huawei 5G technology, questioning its harm to national security many times. From the analysis of the three aspects, *the age* generally constructs a negative technological image of China. However, the statistics don't mean Huawei couldn't win the approval of the Australian market at all. The sporadic positive judgment and appreciation indicate the potential chances to be recognized by breaking through a more technological choke point and obtaining authorized certification.

#### 4. Conclusion

This paper intends to reveal the attitudes the Australian media holds towards Huawei 5G technology through three dimensions of attitudinal analysis of *the age's* news discourses and how they portray China's technological image to western people and even to the world. The major findings are as follows.

Firstly, the number and proportion of negative appraisals are overwhelmingly larger than positive ones, which shows the media's strong bias against Huawei on the whole. *The Age* often uses an official quotation to hide its emotion and stance, but it has mentioned obvious negative emotions like fear and grievances and infiltrated such negative emotions into western society. In terms of Huawei's 5G technology construction in Australia, the media gave a negative appreciation of its social value in most cases. It was often charged with harming domestic security and causing the Australian network at risk. What's worse, negative judgment resources are of the highest frequency in the attitudinal system. The data put more emphasis on the social sanction of Huawei, criticizing the impropriety and inveracity of Huawei's behavior and attaching negative judgment towards Huawei to international politics. They ignore Huawei's technological value to society. They seldom mention the benefit Huawei 5G technology could bring to the infrastructure and the Australian people but condemn it as a spy enterprise for the Chinese government in the tech war.

Secondly, the news discourses not only constructed a negative technological image of China but also showed complexity in whether they would boycott Chinese technology. The data show that the "Chinese technology threatening theory" and "Chinese technology doubting theory" prevail in Australian media. Faced with China's rapid development in China, some developed countries felt anxious and challenged for fear that China's competence and competitiveness would weaken their leading position in the technological field. So they need to take measures to slow down the international steps of Chinese technology by means of economic sanctions, technological suppression, and so on. [17]However, some reporters give negative judgment on the Australian Huawei ban policy and acknowledge the high performance-cost ratio of Huawei. So this can be the entry point for optimizing China's technological image.

Finally, it's significant to figure out strategies for improving China's technological image, which needs the common efforts of technological talents and the press. On the one hand, we should insist on an innovation-driven development strategy and promote the application of scientific and technological advances. (Jinxin,2014) Thus we are able to share technological bonuses with people all over the world and win support from the public. And it's also important to negotiate with foreign technological enterprises to achieve win-win cooperation. Secondly, We need to speak for ourselves in influential Chinese mainstream media, especially in its international edition. In addition to Huawei, more and more Chinese technological companies need more exposure to their patents. When we are titled with unwarranted charges, we need to send a well-founded response to the world and die down the rumors as soon as possible.

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