

An Analysis of Attitude Resources in Internet English Texts from the Perspective of Evaluation Theory--A Case Study of Xi'an Folklore Tourist Spots

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Abstract: As a unique discourse, online English discourse has its unique functional features, namely, information function, persuasion function and attraction function. As an important lexical-grammatical resource, evaluation theory can reveal the author/speaker's views and attitudes. The theory consists of three subsystems: attitude, intervention and gradation. This paper takes the English feedback discourse of Xi'an folk tourist attractions as the research object, and based on the evaluation theory, analyzes the distribution of attitude resources in the English feedback of several random Xi'an folk tourist attractions, and explores the tourism feedback language. The distribution characteristics of attitude resources in the article reveal the interpersonal function construction of tourism feedback.

1. Introduction

The evaluation of the theoretical system, as an extension of the famous linguistics master Halliday's functional linguistics, opens up new ways for its interpersonal function. Among them, the attitude system self-evaluation theory, which is the core content of Martin's evaluation theory, has attracted the attention of many scholars [1]. Since its inception, domestic and foreign scholars have studied the theory in detail, which not only enriched the theoretical system, but also greatly expanded the scope of research. Therefore, the birth of evaluation theory has greatly promoted the evaluation research in discourse analysis. As an important way of human communication and communication, public speech discourse has long been regarded as a special dialogue phenomenon [2]. In speech discourse, speakers and listeners consciously participate in an effective interactive activity. Xi'an is the capital city with the most time, Dynasty and influence in Chinese history. It was called "Chang'an" and "Jing Zhao" in ancient times. It is one of the four world-famous ancient capitals, with the reputation of "Natural History Museum", and is the birthplace of Chinese civilization and the representative of Chinese culture. Based on this, this paper randomly extracts the English feedback of Xi'an folklore tourist attractions from tourism websites. From the perspective of evaluation theory, this paper makes a concrete analysis of the English feedback of Xi'an folklore tourist attractions from the perspective of evaluation theory, explores the distribution law and characteristics of attitude resources, and studies the interpersonal function construction of tourism feedback.

2. Theoretical Basis

Appraisal theory is developed from the interpersonal meaning system of systemic functional linguistics. Its focus is on "various attitudes negotiated in discourse, the intensity of emotions involved, and various ways of showing value and aligning readers" [3]. Essentially, this theory about the basic law of word-sentence combination arrangement is cohesion. Cohesion is an important part of discourse characteristics. It is a semantic concept, which is embodied in the surface structure of the discourse. The theory itself can be divided into three subordinate systems: attitude, intermediary and extreme difference [4]. The core of this study - attitude system refers to human feelings, that is, to make behavioral judgments and emotional responses to ongoing human behavior. The emotional system, as a resource for interpreting linguistic phenomena, is used to explain the emotional response of language users to behaviors, text processes, and phenomena. Appreciation systems refer to the evaluation of texts, behaviors, and natural phenomena. In systemic functional linguistics,

"interpersonality is considered to be a relationship between the two parties in the context of the situation, and the speaker's attitude or invasion of the relationship." Tone, modality, emphasis, etc. are grammar-vocabulary resources that realize the meaning of interpersonal relationships. Scholars of systemic functional linguistics have always been committed to studying these three functions from multiple perspectives and have achieved a certain degree of development.

Systemic functional linguistics points out that interpersonal meaning refers to the speaker's involvement in a contextual context to express his attitudes and judgments and to attempt to influence others' attitudes and behaviors. The three subsystems of the attitude system have positive and negative, dominant recessive, and grade differences. The entire attitude system is an evaluation of the character or value. Among them, the emotional system and the judgment system are resources for evaluating "personality", and the emotional system and the appreciation system are resources for evaluating "value". The judgment system is an evaluation of behavior, divided into social identity and social sanctions, both of which have positive (positive) and negative (negative) meanings [5]. Therefore, the study of interpersonal function under the framework of systemic functional linguistics focuses on Clause level, which is based on the interaction of mood and modality. Over the years, many linguists have tried to systematically study and analyze the attitudinal system from the perspective of semantics within the framework of evaluation theory. In this context, more attention has been paid to the use of attitudinal resources by using evaluation theory to analyze how these resources make the whole discourse change in a relational way. Any analysis of interpersonal functions in a discourse is bound to involve evaluation, which is the core of all discourse meanings. Emotion belongs to the category of psychology, which is the response to behavior, process and phenomenon. Judgment from the ethical and moral point of view, judges whether the behavior is morally acceptable.

3. An Analysis of Attitude Resources in Corpus

This article will focus on the analysis and discussion of interventional systems. Intervention refers to the use of certain interventional means by language users to adjust their obligations and responsibilities for what they say and write. The corpus in the study is collected from Chinese and foreign websites, and in order to achieve a balance and avoid local subjectivity, 50% of the corpus is selected from both Chinese and foreign websites. The vocabulary of 25 articles on English feedback of Xi'an Folklore Tourist Spots totals 3890, with 185 clauses. There are 240 attitudinal resources in the 25 English feedback articles. Among them, appreciative resources (53%) were significantly more used than emotional resources (22%) and judgment resources (18%). This shows that randomly selected evaluators are more inclined to use appreciation resources to indicate their attitude. Evaluation has become an important aspect of discourse analysis. Evaluation theory has also become a new lexical grammar framework for the study of interpersonal meaning in systemic functional linguistics. In the systemic functional linguistics framework, the attitude system involves three areas of meaning: emotion, morality, and aesthetics. Because emotion is an innate expression resource, it is in the center of the above three meaning regions. Four subsystems including happy/unhappy, safe/unsafe, satisfied/dissatisfied and inclined/non-prone, among them, positive emotions and negative emotions are shown in Table 1.

Table 1 Positive emotion and negative emotion distribution

Emotional resources	Positive	Negative	Total
Number of occurrences	35	6	41
Percentage of emotional resources	91.33%	8.67%	100%
Proportion of attitudinal resources	45.11%	3.68%	48.79%

Modality is one of the important ways to express interpersonal meaning. From the perspective of dialogue, "Modality is very inclusive. Modality represents the author's/speaker's point of view, which is only one of many possible points of view, thus leaving room for different possibilities to some extent. Although on the surface it is only a speaker's speech, in essence it is rich in the characteristics

of conversational discourse. Speakers often use some evaluation language resources to convey their discourse information in order to achieve the purpose of speech. Among the attitude systems of the evaluation system, the emotional system and the judgment system are more inclined to evaluate "personality", while the emotional system and the appreciation system are more inclined to evaluate "material value". Social judgments are mostly used in oral cultural exchanges. In this environment, shared value plays a vital role in the formation of social network relationships. Social constraints are often used for written cultural exchanges, and illegal acts will be sanctioned by law. The corpus selected in this article is the English feedback for Xi'an folk tourist attractions. The feedback on tourist attractions includes the tourist behavior of tourists, the service of tour guides and other "personality" feelings, but more for the attractions themselves, that is, "value" Feeling. In the analyzed discourse, modal auxiliary verbs with high value of accountability and possibility are used with high frequency. This is closely related to the identity of the speaker, because "there is usually only a person with a high social status and influence who uses high responsibilities and high likelihood of modality".

4. Research and Analysis

We know that appreciation resources are positive or negative evaluations of products and processes, while tourism introduction is mainly about the introduction of places and facilities. This theme is the scope of appreciation resources. Research shows that for information recipients who are contrary to their personal beliefs or experiences, they tend to trust those who are authoritative and trustworthy. Appreciation mainly evaluates the value of things, and aesthetic appreciation includes three categories: our response to things (whether they attract our attention, whether they make us happy), the composition of things themselves (whether they are balanced or complex) and the value of things (whether they are innovative, real, etc.). In this text, the specific distribution of appreciative resources is shown in Table 2 below. The intervention system proposes that the speaker uses the language resources to directly or indirectly use other people's words. While expressing his attitude towards the values of the spoken words, he also hopes that others will respond to this and make the dialogue possible. The emotional system expresses the most intuitive emotional expression of people. The evaluator uses the resource to express the emotional impact of events or phenomena on them, and evaluates the phenomenon from an emotional perspective. It is also the most obvious and subjective expression of the attitude toward the evaluation object.

Table 2 Appreciation resource specific distribution

Appreciation resources	Positive	Negative	Total
The number of occurrences	25	4	29
Proportion of appreciating resources	88.15%	11.85%	100%
Proportion of attitude resources	30.29%	3.35%	33.64%

Judgment is an evaluation of a person's behavior. In the attitude system, there are a total of 18 resources, of which the most used to express "capabilities" are 10 resources. Followed by the judgment emotional resources used to express the "code of conduct", a total of eight. In the judgment of human behavior, positive judgment resources are higher than negative judgment resources. This study divides all attitude resources into positive, negative and general evaluations. Because the corpus is some propaganda travel information, most of them are positive reviews, which is easy to understand. It is a form of emphasis on declarative sentences, but it shows a stronger emotional meaning. In this form of self-questioning and self-answering, it is directly involved in the discourse. Appreciation is a frequent semantic category in the process of discourse practice. Through these value speakers, the interpersonal influence, momentum or length of speech can be strengthened or reduced, and at the same time, the semantic types can be fuzzified or clarified. Among the selected English feedback, the evaluator is more inclined to tell the visitor or potential visitor where to do something, so there are more competence categories in judging resources. Some people think that Xi'an has been very crowded, especially at night, and even can not walk. Generally speaking, publishers of tourism

information are conveying a temptation and persuasion to potential tourists.

5. Conclusions

The evaluation system is based on the interpersonal function of systemic functional linguistics, which is expanded and developed to better understand the interpersonal meaning of discourse and discourse. This paper, based on several web-based English tourism introductions, analyses the linguistic features of this kind of discourse from the perspective of attitude system. This paper also makes a systematic qualitative and quantitative analysis of the distribution of attitude resources in the English feedback of Xi'an Folklore Tourist Spots, which is randomly selected from the website, so as to reveal the three functions of English online tourism introduction. But at the same time, the discourse also has a considerable amount of emotional resources, and the speaker tries to establish an emotional connection with the audience, which is elaborated through independent family division. In order to comply with this particular context, it will lead to a contradiction with the general principles of online English discourse. However, the evaluation theory does not only analyze the author's attitude from the perspective of a single vocabulary. The evaluation meaning of the discourse is also cumulative. Sometimes, even if there is no obvious lexical factor, other linguistic means can completely create the evaluation meaning.

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