

The Study on External Publicity of English Websites of Universities of Chinese Medicine in Provinces and Cities Along the Belt and Road

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Abstract: In the strategy of external communication and publicity of international education of Traditional Chinese medicine, it is of great significance to build the English websites of the Universities of Chinese Medicine, for overseas students and scholars could learn the Universities of Traditional Chinese Medicine more effectively and comprehensively so as to attract them to communicate and study. Under the framework of the all-round cooperative strategy of Traditional Chinese Medicine in the Belt and Road Initiative and guided by the theory of systematic functional linguistics and multimodal discourse analysis, this study employs quantitative and qualitative research methodologies to explore the construction of the English websites of 11 universities in provinces and cities along the Belt and Road (Shaanxi University of Traditional Chinese Medicine, Gansu University of Chinese Medicine, Heilongjiang University of Chinese Medicine, Changchun University of Chinese Medicine, Liaoning University of Chinese Medicine, Guangxi University of Chinese Medicine, Yunnan University of Chinese Medicine, Guangzhou University of Chinese Medicine, Zhejiang University of Chinese Medicine, Fujian University of Chinese Medicine and Shanghai University of Traditional Chinese Medicine), aiming to put forward suggestions for the standardization of websites' optimization and external publicity strategy.

1. Introduction

According to the "Belt and Road" Development Plan for Traditional Chinese Medicine(TCM) (2016-2020), it is urgent to strengthen the construction of international education and cultural communication system for TCM. For a long time, universities of Chinese Medicine have been the main part of TCM education. The internationalization of TCM education is to introduce international students and professional experts to communicate and establish overseas cooperation and practical base of universities of Chinese medicine. Under this strategy of external publicity, as an important platform for providing information, the English websites of the Universities of Chinese Medicine should regulate the standardization of languages to disseminate scientific knowledge and distinct cultural messages accurately and effectively. Relevant research shows that the English websites of universities of Chinese Medicine in provinces and cities along the Belt and Road are featured by single forms, non-standard languages, less prominent characteristics, which have greatly affected the international image of the Universities of Chinese Medicine and also hindered the external spread of TCM. The purpose of this study is to explore the construction of the English websites of 11 universities in provinces and cities along the Belt and Road (Shaanxi University of Chinese Medicine, Gansu University of Chinese Medicine, Heilongjiang University of Chinese Medicine, Changchun University of Chinese Medicine, Liaoning University of Chinese Medicine, Guangxi University of Chinese Medicine, Yunnan University of Chinese Medicine, Guangzhou University of Chinese Medicine, Zhejiang University of Chinese Medicine, Fujian University of Chinese Medicine and Shanghai University of Traditional Chinese Medicine).

This study first employs the theory of system functional linguistics to quantitatively study the ideational function, interpersonal function and textual function of English introductions in English websites of 11 universities of TCM, aiming to reveal the nature, social function and communication effect of language. Secondly, under the guidance of multimode discourse analysis theory, the

qualitative research on the images and videos in the websites is carried out to find out how multimodal modes can be expressed independently and cooperatively, and finally summarizes the standardized suggestions for the construction and external communication strategy of the English websites of the Universities of Chinese Medicine.

2. Theoretical Framework

2.1 Systematic Functional Linguistics

System Grammar and Functional Grammar are two important components of system functional linguistics, and they are two inseparable aspects of a complete framework of language theory. Functional grammar identifies language as a tool of social interaction^[1]. And people's choosing language is to carry out activities by motives according to the function it achieves, that is to say, function is the theory of experience, which is based on various forms of language. Therefore, Halliday(1994) who belongs to the system functional school divides the language's meta-functions into ideational function, interpersonal function and textual function^[2].

2.1.1 Ideational Function

According to Halliday and Matthiessen (1999)^[3], ideational function includes experiential function and logical function. For this study, the author will only describe the experiential function in the following applications. Experiential function refers to the expression of experience about outer and inner worlds around us (Thompson, 1996)^[4]. Experiential function is mainly achieved through transitivity, and transitivity is a very important semantic system that can be divided into several processes within the participant and circumstantial element. Halliday (1994) believes that the transitivity can be divided into six processes: material process, mental process, relational process, behavioral process, verbal process and existential process.

2.1.2 Interpersonal Function

Interpersonal function refers to the use of language to build and maintain relationships with people, and then influences the behavior and language of others (Halliday&Martin, 1993)^[5]. Interpersonal meaning is mainly achieved mainly by mood, modality and modal adjuncts (Halliday, 1994). This paper mainly refers to the ideational function and textual function as theoretical guidance, so interpersonal function is not discussed too much.

2.1.3 Textual Function

Textual function, which is related to the creation of text, presents ideational and interpersonal meaning as information that can be shared in the context between speakers and the audiences(Halliday and Matthiessen, 1999). According to Halliday, there are three main semantic systems for achieving textual functions: theme, information, and cohesion (Halliday, 1994). For this study, we focus on the use of cohesion in the following sections. Halliday and Hasan (1976) consider cohesion to be a semantic concept in which the speaker expresses the experience and interpersonal coherence of the text through linguistic mechanisms^[6]. It can be divided into five categories: "reference, substitution, ellipsis, conjunction and phonetic lexical cohesion" (Thmopson, 2008:179).

2.2 Multimodal Discourse Analysis

In the 1990s, the multi-modal discourse analysis developed in the West integrated a variety of semiotic resources to make up for the discourse analysis limited to text. The concept of multimodal discourse was first proposed in 1996 by Kress, G. and Van Leeuwen, T., who considered

multimodal discourse to be an important feature of various communicative discourses. Multimodal discourse refers to the process of communicating through different means (language, image, sound, movement) and different senses (hearing, vision, touch) in order to complete and improve the communicative effect^[7]. Baldry and Thibault also proposed a multimodal definition based on Kress and Van Leeuwen, “it means that many different semiotic resource systems are encoded and understood in different ways when making a specific meaning of text” (Baldry & Thibault, 2006:21)^[8]. In short, multi-modal discourse analysis is a way of communication combining language and other related meaningful resources, using sensory resources such as hearing, vision, touch and semiotic resources such as language, image and sound to explore how various elements interact and express thematic content.

3. The Analysis of Ideational and Textual Function of 11 Chinese University Profiles(Cups) and Translated University Profiles(Tups)

3.1 The Analysis of Ideational Function of Cups and Tups

Because the English websites of Heilongjiang University of Chinese Medicine, Yunnan University of Chinese Medicine, Shanghai University of Traditional Chinese Medicine, Guangzhou University of Chinese Medicine can not be accessible and there is no translated English profile on the website of Gansu University of Chinese Medicine, so only the translated university profiles of Shaanxi University of Chinese Medicine, Changchun University of Chinese Medicine, Guangxi University of Chinese Medicine, Zhejiang University of Chinese Medicine, Fujian University of Chinese Medicine, Liaoning University of Chinese Medicine will be chosen as the material to analyze.

Table 1 Types of Process in Chinese University Profiles(Cups) of Universities of Chinese Medicine

Numbers	Material process	Mental process	Relational process	Behavioral process	Verbal process	Existential process
1(Shaanxi)	72	0	16	0	0	0
2(Changchun)	29	0	4	0	0	0
3(Guangxi)	104	7	12	0	0	5
4(Zhejiang)	52	0	7	0	0	1
5(Fujian)	51	1	4	0	0	2
6(Liaoning)	43	0	11	0	0	2
Total	351	8	54	0	0	10

Table 2 Types of Process in Translated University Profiles(Tups) of Universities of Chinese Medicine

Numbers	Material process	Mental process	Relational process	Behavioral process	Verbal process	Existential process
1(Shaanxi)	1	0	4	0	0	0
2(Changchun)	29	1	3	0	0	1
3(Guangxi)	30	0	4	0	0	1
4(Zhejiang)	24	0	12	0	0	4
5(Fujian)	38	1	9	0	0	7
6(Liaoning)	25	0	6	0	0	3
Total	147	2	38	0	0	16

Table 3 Comparison of Types of Process between Cups and Tups

Types of process	CUPs		TUPs	
Material process	351	82.98%	147	72.41%
Mental process	8	1.89%	2	0.99%

Relational process	54	12.77%	38	18.72%
Behavioral process	0	0%	0	0%
Verbal process	0	0%	0	0%
Existential process	10	2.36%	16	7.88%
Total	423	100%	203	100%

Through the comparative analysis of CUPs and TUPs, it is found that there is a certain gap in data. First of all, there is no behavioral process and verbal process in CUPs and TUPs, because introduction-based texts such as university profiles have a little or no behavioral processes expressed by physiological activities (breathing, coughing, sighing, etc.) and communication through verbal process. Besides, the mental process of CUPs and TUPs bears a small difference, with CUPs accounting for 1.89% and TUPs 0.99%, for instance, the word “warning” in Chinese university profiles and the word “enjoy” in English profiles in Guangxi University of Chinese Medicine belong to mental process; The percentage of existential process of CUPs is 2.36% and TUPs is 7.88%, this difference lies in the frequent use of “there be” sentence patterns, which belongs to existential process in English translations; In addition, material process and relational process of both CUPs and TUPs account for a large percent, this is because material and relational process is commonly used to introduce the university's faculty, status, academic resources to readers so that viewers are able to have a comprehensive overview of the university. Therefore, CUPs and TUPs of the six universities have successfully realized equivalence of ideational function through six different types of process.

3.2 The Analysis of Textual Function of Cups and Tups

Table 4 the Comparison Of Cohesion between Cups and Tups

Cohesion	CUPs		TUPs	
reference	15	1.9%	120	33.3%
ellipsis	200	24.9%	43	11.9%
substitution	95	11.8%	22	6.1%
conjunction	10	1.2%	13	3.6%
lexical cohesion	511	63.6%	162	45%
Total	804	100%	360	100%

Based on the comparative analysis of the above data, it is clear from Table 3.3-3 that there are significant differences in cohesion between CUPs and TUPs. CUPs' total number of cohesion is 804, accounting for 63.6%, by contrast, 360 in total number and 45% for TUPs. Chinese and English are two kinds of language, which are completely different in structure and semantic expression. English puts emphasize on grammar rules and forms (hypotaxis), while Chinese pays more attention to express the correct meaning (parataxis, meaning). Therefore, the equivalent translation is the situation when cohesion is used more in English than that of Chinese, because the cohesion is a way to express hypotaxis. However, according to this data, on the contrary, cohesion is used much less frequently in TUPs than in CUPs. The explanations are discussed as follows: first of all, the use of reference: CUPs repeat the same textual element to emphasize, but in TUPs, in order to avoid long sentence repetition, reference, which means reference point to the same element of one sentence, is frequently used to express cohesion. So reference in TUPs accounts for up to 33.3%, CUPs only for 1.9%; But in the use of ellipsis, whose function is to avoid repetition and highlight new information so as to make the text coherent, CUPs and TUPs are supposed to frequently employ it, but the statistic shows that ellipsis in CUPs only takes up for 24.9% and TUPs for 11.9%. This is due to the fact that the omitted elements and its corresponding components should be structurally consistent. So in the example of CUP of Shaanxi University of Chinese Medicine, the Shaanxi University of Chinese Medicine can be regarded as the only subject in this sentence. However, frequent use of clauses or non-predicate verbs enables to solve this situation because of the complex sentence elements in English, thus less using ellipsis in English translated profiles to achieve cohesion; This also can be the explanation of the use of substitution; Last distinct comparison is the use of lexical cohesion: 63.6% for CUPs, 45% for TUPs. It is suggested that TUPs should be appropriately

adjusted to achieve equivalence with CUPs, because the correct application of lexical cohesion can not only be beneficial for textual cohesion but also achieve rhetorical effects such as highlighting themes.

4. Images' and Sounds' Analysis in Multimodal Discourse Analysis

4.1 Images' Analysis

Image elements play an important role in providing information and visual display in multimodal reading context, focusing on analyzing, interpreting and identifying specific images. Due to the fact that the English websites of Heilongjiang University of Chinese Medicine, Yunnan University of Chinese Medicine, Shanghai University of Traditional Chinese Medicine, Guangzhou University of Chinese Medicine cannot be opened, so only Shaanxi University of Chinese Medicine, Changchun University of Chinese Medicine, Guangxi University of Chinese Medicine, Zhejiang University of Chinese Medicine, Fujian University of Chinese Medicine, Liaoning University of Chinese Medicine and Gansu University of Chinese Medicine will be chosen as the material to analyze.

Changchun University of Chinese medicine is the university whose image elements are the most rich one among eleven universities of Chinese Medicine. When opening the web page, there are two large horizontal rolling pictures: one is the panoramic picture of campus-lush trees around the teaching building symbolizes the vigorous development of the university. In addition, the square in the middle of the picture shows a map of bagua, echoing the teaching philosophy of the University of Chinese Medicine: emphasizing on the balance of Chinese medicine Yin and Yang; The other picture is the cover of white paper on the development of Traditional Chinese medicine (TCM) (2016-2030) in China issued by China's State Council Information Office in 2016, which shows the importance China attaches to the development of TCM. Two rolling pictures fully make web visitors learn the essential information about the university: campus environment, philosophy of TCM and the attitude of the state toward the development of TCM, which well achieves an effective communication between the university and readers. Also two animated pictures in home page are nothing monotonous but lively; The bottom of the home page is the guiding pictures of university news and Northeast Asia Traditional Chinese Medicine center, both of them are appropriately presented by corresponding pictures, so visitors can be clear at a glance to find specific information. For example, the image of foreign students thumbing up is chosen as a guide picture to Northeast Asia Traditional Chinese Medicine center, which can be demonstration of the inclusive attitude of Changchun University of Chinese Medicine, namely, hoping to attract foreign students and scholars to promote the vigorous development of TCM.

In the middle of the English website of Shaanxi University of Chinese Medicine, there are six scrolling static maps, highlighting the university's humanistic glamour and students' style. Four of the pictures are photos of Chinese students and international students side by side, which all use close shots, front-facing angle and direct eye contact, greatly drawing the distance closer between the characters and viewers, revealing the friendly and harmonious atmosphere of Chinese and foreign students and conveying a sense of intimacy to target readers, so as to achieve external publicity and attract international students effectively.

The home page design of the English websites of Liaoning University of Chinese Medicine, Zhejiang University of Chinese Medicine and Gansu University of Chinese Medicine is also very distinctive in terms of images. Take Gansu University of Chinese Medicine as an example: eight illustration pictures represent eight information sections, which are a comprehensive display of students' style and campus environment. At the bottom of the page are ten pictures of the names of the cooperative hospitals, being arranged neatly, scrolling from right to left, which reflects the Gansu University of Chinese Medicine's commitment to cooperate with hospitals in order to lay emphasize on the students' practice and as a result to attract students who pay attention to the practice of TCM.

Guangxi University of Chinese Medicine and Fujian University of Chinese Medicine seriously

lack of image information, which neither shows the scenery of the university nor the style and vitality of the students. The traditional design focusing mainly on the texts without pictures does not take into account the requirements of the audience, but also fails to achieve its external communication and publicity.

4.2 Sounds' Analysis

The sound elements stimulate the readers' interest by mobilizing the auditory and other senses, thus achieving a comprehensive understanding of the context of multimodal discourse and increasing the diversity and richness of external promotion. Shaanxi University of Chinese Medicine is the only university that offers videos on its English websites, but it cannot be played for technical reasons. The remaining six universities: Changchun University of Chinese Medicine, Guangxi University of Chinese Medicine, Zhejiang University of Chinese Medicine, Fujian University of Chinese Medicine, Liaoning University of Chinese Medicine and Gansu University of Chinese Medicine all have no video materials. As one of the multimodal elements, sound and its volume and tone are the necessary factors to realize a comprehensive understanding of polymodalism, and social semiotics holds that sound is a symbol of social significance. Therefore, it is suggested that Shaanxi University of Chinese Medicine, Gansu University of Chinese Medicine, Yunnan University of Chinese Medicine and Guangxi University of Chinese Medicine can make English promotional videos and place them in a prominent position on the web pages. As a result, not only information can be conveyed effectively but also boost the interaction with target viewers.

5. Conclusion

System functional linguistics regards the practical application of language as the research object, which can explain the essence, function and development of language and expound the common characteristics and particularity of various languages. The multimodal discourse analysis explores how modes such as images, sounds and texts complement each other to play their comprehensive and accurate role while they bear independent significance. System functional linguistics and multi-mode discourse analysis theory are of great guiding significance to the analysis of language, images and videos on the English websites of the Universities of Chinese Medicine. Therefore, the construction of the English websites of 11 universities of TCM in provinces and cities along the Belt and Road is summarized as follows:

English translated university profiles can successfully achieve the equivalence of Chinese university profiles in terms of ideational function, but as for cohesion in textual function, it is suggested that translators need to fully consider the different characteristics of Chinese and English languages and make appropriate adjustments so as to achieve equivalence of textual function between Chinese and English languages; With regard to image elements, English websites of Changchun university of Chinese Medicine and Shaanxi University of Chinese Medicine are comparatively mature: The image selection is suitable and rich in content, which presents a comprehensive display of the university campus environment and students' spirit styles. However, it is recommended to increase the English introduction video due to the lack of video elements; The images in the home page of English websites of Liaoning University of Chinese Medicine, Zhejiang University of Chinese Medicine and Gansu University of Chinese Medicine are also distinctive, but the layout design and picture selection are suggested to be appropriately adjusted in order to achieve better communication effects. The picture information of Guangxi University of Chinese Medicine and Fujian University of Chinese Medicine is a serious lack and outdated. It is suggested that these two universities need to add pictures, English introduction videos and timely update effective information. In addition, the English websites of Heilongjiang University of Chinese Medicine, Yunnan University of Chinese Medicine, Shanghai University of Traditional Chinese Medicine, Guangzhou University of Chinese Medicine cannot be opened, which means that there is no formal and complete English website construction system in these universities. It is suggested that they can attach importance to the construction of English websites: add image information, English

university profiles and English video introductions and etc..

Consequently, it can be concluded that the construction of English websites of universities of Chinese Medicine is crucial to the international education of TCM in the external communication and publicity strategy, because overseas students and scholars can learn universities of Chinese Medicine comprehensively and effectively by searching information on their English websites, thus attracting them to have more opportunity to exchange and study. It is hoped that this study can be inspired to the 11 universities of Chinese Medicine in provinces and cities along the Belt and Road.

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