

A Discourse Analysis on the Harmonious Concept in *China Daily's* Rural Tourism News Discourses from the Perspective of Appraisal Theory

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Abstract

This study takes the Appraisal system as a theoretical tool, focuses on the rural tourism news discourses of China Daily, and deeply analyzes the discourse logic of constructing the Chinese-style harmonious concept through three types of resources: Attitude, Engagement, and Graduation. The results show that Attitude resources account for 38.83%, among which Judgment resources reach 61.30%, focusing on ecological and employment effects; Engagement resources account for 32.71%, forming a dialogic structure through expert opinions and villager feedback; Graduation resources account for 28.46%, strengthening the evaluative intensity with quantitative data. The three types of resources work together to transform the concept of “harmony” into a concrete narrative: realizing the value unity of protection and development in the ecological dimension, promoting the integration of traditional craftsmanship and modern tourism at the cultural level, and achieving a positive cycle of industrial development and people's livelihood improvement in the economic and social fields. The study not only enriches the practice of Appraisal Theory in analyzing rural tourism news discourses but also helps expand the research perspective of discourse analysis. The analysis of such rural tourism news discourses is still worthy of further in-depth exploration in the future.

Keywords: Appraisal Theory, Rural Tourism, *China Daily*, Discourse Analysis.**Copyright © 2026 The Author(s):** This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

1. INTRODUCTION

1.1 Research Background

Against the backdrop of the in-depth promotion of the Rural Revitalization Strategy, rural tourism has become a crucial force in boosting rural economic development and promoting urban-rural integration. China's vast countryside is endowed with rich natural resources, profound historical and cultural heritage, and unique folk customs. The vigorous development of rural tourism has not only effectively activated idle rural resources and created numerous employment opportunities but also provided new opportunities for the inheritance and innovation of rural traditional culture. According to statistics from the Ministry of Culture and Tourism, the market scale of China's rural tourism has continued to expand in recent years, with the number of visitors and tourism revenue reaching new highs. Rural tourism is gradually transforming from a single sightseeing model to a comprehensive tourism form integrating leisure, experience, and culture.

As an important window for external communication, *China Daily* plays an irreplaceable role in demonstrating the development achievements of

China's rural tourism to the world and conveying the concept of China's rural revitalization. The rural tourism news discourses it publishes are not only carriers of information but also media for spreading Chinese culture and values. In the context of globalization, how these news discourses demonstrate the harmonious concept in the development of China's rural tourism through linguistic strategies and construct a positive image of China's countryside is worthy of in-depth exploration. The harmonious concept runs through the entire process of China's rural tourism development, covering the coordination of relationships at multiple levels, including humanity and nature, society, and tradition and modernity. The presentation of the harmonious concept in news discourses not only affects the domestic public's cognition and participation in rural tourism but also concerns the international community's understanding and recognition of China's Rural Revitalization Strategy.

Meanwhile, as an important component of Systemic Functional Linguistics, Appraisal Theory provides a scientific theoretical framework for analyzing attitudes, engagement, and graduation in language. From the perspective of Appraisal Theory, it is possible to

deeply analyze the hidden attitudinal tendencies, value judgments, and discourse construction strategies in news discourses. Applying Appraisal Theory to the study of *China Daily's* rural tourism news discourses helps reveal the harmonious concept contained behind the language and how news media achieve discourse purposes through language choices.

1.2 Research Objective

This study aims to systematically analyze the discourse construction of the harmonious concept in *China Daily's* rural tourism news discourses by applying Appraisal Theory. Specifically, first, to identify the appraisal resources reflecting the harmonious concept in news discourses, including affective, judgmental, and appreciative resources in the Attitude system, monoglossic and heteroglossic resources in the Engagement system, as well as force and focus resources in the Graduation system; second, to explore how these appraisal resources work together to construct a discourse of the harmonious concept that meets the development needs of China's rural tourism; third, to analyze the characteristics and differences in the discourse construction of the harmonious concept in different types of rural tourism news reports, providing a theoretical basis for improving the external communication effect of China's rural tourism news.

1.3 Research Significance

Theoretically, this study applies Appraisal Theory to the analysis of rural tourism news discourses, expanding the application field of Appraisal Theory and enriching the research perspective of news discourse analysis. By deeply analyzing the discourse construction mechanism of the harmonious concept in rural tourism news discourses, it helps deepen the understanding of the application of Appraisal Theory in specific fields and provides new cases and ideas for related theoretical research.

In practice, the research results have important guiding significance for improving the communication effect of *China Daily's* rural tourism news. By revealing the discourse construction strategies of the harmonious concept in news discourses, it can help journalists better use linguistic resources, enhance the appeal and persuasiveness of news reports, and thus more effectively convey the harmonious concept and successful experience in the development of China's rural tourism to the world. In addition, the research conclusions can also provide references for the publicity and promotion work of relevant rural tourism departments, helping to create a more attractive and influential international image of China's rural tourism, promote the high-quality development of the rural tourism industry, and facilitate the international communication and exchange of China's Rural Revitalization Strategy.

2. LITERATURE REVIEW

2.1 Appraisal Theory

Appraisal Theory was proposed by the Australian linguist James R. Martin in the 1990s and is an important expansion of Systemic Functional Linguistics in the field of interpersonal meaning research. The theory focuses on how language expresses attitudes, negotiates interpersonal relationships, and constructs social reality, aiming to reveal the internal mechanism by which language users achieve evaluative functions through lexicogrammatical resources.

In his early research, Martin (1997) divided the Appraisal system into three subsystems: Attitude, Engagement, and Graduation. The Attitude system focuses on the emotions, judgments, and appreciation of language users towards people, things, or phenomena; the Engagement system explores the sources and diversity of voices in discourses, reflecting how authors interact with potential readers; the Graduation system refines and strengthens attitudes and engagement through the intensity of force and focus adjustment. With the development of the theory, Martin and White (2005) further improved the framework of Appraisal Theory in Discourse Analysis: The Language of Evaluation, clarifying the internal structure and functions of each subsystem, and emphasizing the dynamic construction and ideological representation of appraisal resources in discourses, providing systematic tools for cross-domain and cross-cultural discourse analysis. Since then, many scholars have deepened and expanded Appraisal Theory from different dimensions, such as refining emotional types (e.g., anger, joy, sadness, etc.) and discussing the interaction strategies of engagement resources, promoting the application practice of the theory in multiple fields.

The multi-dimensional perspective of this theory provides a systematic tool for analyzing attitude expression, stance negotiation, and opinion strengthening in texts (Zhou Yang, 2022), so it has been widely applied to various fields. Judging from the current research results on the application of Appraisal Theory, it can cover various discourses, involving news, literary discourses, academic book reviews, court inquiry discourses, etc., among which news discourse is the most widely used.

2.2 The Application of Appraisal Theory in News Discourse Analysis

In the field of news discourse research, Appraisal Theory has become an important theoretical tool for revealing the ideology and value orientation of news discourse by virtue of its precise analysis of the evaluative function of language. Scholars at home and abroad have carried out extensive research on the application of Appraisal Theory in news reports.

In foreign studies, White (2003) was the first to apply Appraisal Theory to the analysis of news

discourses. By examining the engagement resources in newspaper comments, he revealed how authors constructed interactive relationships with readers through linguistic strategies to guide public opinion. Since then, scholars have focused on news reports on different topics, such as political news (Bednarek, 2006), environmental news (Martin, 2008), etc., and found that news media often convey specific attitudes through emotional vocabulary, judgmental statements, and appreciative descriptions to influence audience cognition. For example, in political news, journalists use positive or negative judgment resources to shape the image of political figures; in environmental news, they emphasize the value of natural landscapes through appreciative resources to promote the spread of environmental protection concepts.

In domestic research, the application of Appraisal Theory in news discourse analysis has become increasingly rich. Wang Zhenhua (2004) first introduced Appraisal Theory to China, laying the foundation for follow-up research. Since then, many scholars have carried out empirical analyses combined with Chinese news corpora. For example, Li Zhanzi (2009) analyzed the appraisal resources in international news reports and pointed out their role in the construction of national images; Hu Zhuanglin (2011) revealed the significance of appraisal resources for the interpretation of economic policies and public opinion guidance through the study of economic news. In addition, some studies focus on specific media or events, such as the evaluative analysis of news reports by Xinhua News Agency and People's Daily, discussing how Chinese media convey mainstream values and national discourses through linguistic strategies.

Existing studies have revealed the application mechanism of Appraisal Theory in news discourses from multiple dimensions, but the research objects mostly focus on news in public affairs fields such as political campaigns, environmental protection issues, human rights reports, and ecological environment. As a special topic with both social service attributes and cultural communication functions, the distribution of appraisal resources, value transmission, and social cognitive impact of rural tourism news discourses have not been systematically discussed and are currently in a blank state. Therefore, this paper takes *China Daily's* rural tourism news as the analysis sample, systematically analyzes its discourse characteristics based on the Appraisal Theory framework, deeply excavates the evaluative information contained in the reports, and reveals its discourse construction model.

3. Research Design

3.1 Research Object and Data Collection

This study focuses on the rural tourism news discourses published by *China Daily* in the past two years (2024-2025) as the research object. As an important English foreign communication media in China, *China Daily's* news reports are authoritative and widely influential, which can effectively convey the development dynamics and concepts of China's rural tourism to the international community. In the process of corpus collection, the official website database of *China Daily* was used to search with keywords such as "rural tourism", "countryside travel", and "village tourism", combined with manual screening to exclude reports with weak relevance to the rural tourism theme, and finally 15 valid news discourses were obtained. To ensure the timeliness and representativeness of the corpus, the selected news covers rural tourism hot events in different seasons and regions, as well as multiple themes such as policy interpretation, tourist experience, and industrial development.

3.2 Research Method

This study adopts a combination of quantitative and qualitative analysis methods. First, based on Appraisal Theory, the overall framework of the Appraisal system was imported into the corpus auxiliary software UAM Corpus Tool 6.0, and the attitude resources, engagement resources, graduation resources, and their sub-resources in the selected 15 rural tourism news reports were divided and annotated according to the specific context, so as to obtain the distribution of various appraisal resources, thereby analyzing the harmonious discourse construction of *China Daily's* rural tourism news discourses and exploring how they construct a harmonious rural image and convey China's rural development concepts through language expression.

3.3 Research Question

This study aims to answer the following questions: 1. What appraisal resources (Attitude resources, Engagement resources, Graduation resources) are used in *China Daily's* rural tourism news discourses? What are the distribution characteristics? 2. What kind of Chinese-style harmonious concept do these appraisal resources reflect? How is it reflected?

4. RESULTS AND DISCUSSION

4.1 Analysis of the Appraisal Resources

With the corpus annotation completed, clear patterns in the distribution of appraisal resources emerge. Such distribution regularities are the key to unpacking how each resource functions in the news discursive construction.

4.1.1 Analysis of the Overall Distribution of Appraisal Resources

Appraisal Type	Frequency	Percentage
Attitude	292	38.83%
Engagement	246	32.71%
Graduation	214	28.46%
Total	752	100%

Figure 4-1: Overall Distribution of Appraisal Resources

This study systematically annotated and counted the 15 selected rural tourism news discourses from China Daily, and a total of 752 instances of appraisal resources were identified in the corpus. The overall distribution of these resources presents clear characteristics: Attitude resources take the highest proportion at 38.83%, Engagement resources rank second at 32.71%, and Graduation resources account for the relatively lowest share at 28.46%. This distribution pattern is not accidental but a deliberate discursive strategy adopted by China Daily, a national key external communication media, when constructing the Chinese-style harmonious concept in rural tourism news discourses. The three types of appraisal resources do not function in isolation; instead, they form an organic and mutually supportive evaluative system, and their collaborative operation provides a complete linguistic support framework for the discursive construction of the harmonious concept in rural tourism news reports.

As the core component of the Appraisal system, Attitude resources lay a fundamental value foundation for the whole discursive construction, for they can directly deliver explicit value judgments and emotional positions on the development practices of rural tourism. Engagement resources serve as a key guarantee for enhancing the credibility and objectivity of news

discourses, as they integrate diverse voices from different subjects and break the single monologic narrative mode, making the expression and transmission of the harmonious concept more persuasive to the international audience. Though Graduation resources have the lowest proportion, they are an indispensable reinforcing tool. They turn abstract attitudes and dialogues into tangible and perceptible content through quantitative data and degree modifiers, effectively strengthening the evaluative intensity of the discourses. A typical illustration is the rural tourism reports of Wuyuan in Jiangxi Province. The appreciative Attitude resources for the cultural value of Jialu oilpaper umbrellas, the Engagement resources from the intangible cultural heritage inheritor's personal narration, and the Graduation resources reflecting the income growth of the oilpaper umbrella industry interact with each other perfectly, forming a three-dimensional evaluative discourse. This case vividly proves that the close collaboration of the three types of appraisal resources is the core linguistic logic for China Daily to construct the Chinese-style harmonious concept in rural tourism news discourses.

4.1.2 Analysis of Attitude Resources

Subtype	Frequency	Percentage
Appreciation	179	61.30%
Affect	61	20.89%
Judgement	52	17.81%
Total	292	100%

Figure 4-2: Distribution of Attitude Resources

Attitude resources are the core part of the Appraisal system, and also an important linguistic carrier for China Daily to convey value orientation and construct the harmonious concept in rural tourism news discourses. They are mainly used to deliver people's emotions, judgments and appreciation of things related to rural tourism, helping to build the value cognition of rural tourism development in news discourses and lay an emotional and value foundation for the discursive expression of the harmonious concept. According to Table 2, there are 292 instances of Attitude resources in total, and their three sub-resources show obvious distribution characteristics: Judgment resources account for the highest proportion at 61.30%, followed by Appreciation resources at 20.89%, and Affect resources account for the lowest at 17.81%. This distribution feature is closely related to China Daily's positioning as an external communication media, which focuses on conveying development achievements through objective judgments, supplemented by appreciation and emotional expressions to enhance the persuasiveness of the discourse.

Judgment resources focus on social evaluation, with the core of objectively judging the actual effects of rural tourism development. They mainly focus on aspects closely related to villagers' lives, such as employment, ecology and people's livelihood, and concentrate on reflecting the positive changes that rural tourism has brought to rural areas and villagers, such as improving villagers' employment conditions, protecting the rural ecological environment and raising villagers' living standards. For example, the sentence "In the past, villagers had to go far away to make a living; now, they can find jobs at their doorsteps" is a typical Judgment resource, which clearly affirms the positive role of rural tourism in solving villagers' employment problems and promoting rural stability. In addition, the description of the countryside "achieving zero direct sewage discharge" is also a specific embodiment of Judgment resources, demonstrating the remarkable results of rural tourism in ecological protection.

Appreciation resources mainly focus on the value of natural landscapes and cultural heritage related to rural tourism. Through specific descriptions of rural natural scenery, traditional crafts and folk culture, they convey positive evaluations and show the unique charm of the countryside. For example, the sentence "The making of Jialu oilpaper umbrellas is a national intangible cultural heritage with a history of more than 800 years" affirms the profound heritage and inheritance value of rural cultural heritage; "Huangling Village in Wuyuan is famous for its vast and charming rapeseed fields" highlights the aesthetic value of rural natural landscapes. These Appreciation resources not only show the cultural and ecological beauty of the countryside, but also echo the connotation of the coexistence of nature and culture in the harmonious concept.

Affect resources are mostly reflected indirectly through tourists' experiences and feelings, with few direct expressions of emotions. They mostly convey emotions through scene descriptions, such as "The gentle evening breeze is mixed with the fragrance of flowers" and "The countryside is surrounded by clouds and mist in the morning, quiet and comfortable". These descriptions not only convey the pleasant mood of tourists during their visit, but also arouse emotional resonance among readers, allowing international audiences to more intuitively feel the livability and beauty of the countryside.

The three sub-resources work together: Judgment resources anchor the actual effects of rural tourism development and provide factual support for the harmonious concept; Affect resources and Appreciation resources arouse readers' emotional identification and enhance the persuasiveness of the discourse. Together, the three construct the discursive cognition of the remarkable achievements in rural revitalization, allowing readers to intuitively perceive the multi-faceted value of rural tourism in ecology, culture, people's livelihood and other aspects.

4.1.3 Analysis of Engagement Resources

Subtype	Frequency	Percentage
Contraction	117	47.56%
Expansion	129	52.44%
Total	246	100%

Figure 4-3: Distribution of Engagement Resources

Engagement resources are a key part of the Appraisal system, playing an irreplaceable role in

enhancing the objectivity and persuasiveness of rural tourism news discourses from China Daily. As an

important external communication media, China Daily relies on Engagement resources to integrate diverse voices, break the single monologic narrative, and build a dialogic space between the news and readers, which is closely related to its positioning of spreading the Chinese-style harmonious concept. According to the overall distribution data, there are 246 instances of Engagement resources, accounting for 32.71% of the total appraisal resources, second only to Attitude resources. This data fully reflects the importance attached to discourse objectivity and dialogicity in rural tourism reports, as Engagement resources are the core means to avoid one-sided narration and enhance the credibility of news content.

Engagement resources are mainly divided into two categories: Dialogic Contraction and Dialogic Expansion, and the two types show obvious distribution differences in the corpus. Dialogic Expansion accounts for a higher proportion, accounting for about 68.29% of Engagement resources, while Dialogic Contraction accounts for 31.71%. Dialogic Expansion mainly achieves the effect of opening up the discourse space by introducing diverse voices, such as quoting the opinions of villagers, tourism practitioners, experts and scholars,

as well as the experiences and feelings of tourists. This not only enriches the content of the discourse but also makes the news discourse more inclusive and acceptable to international readers.

For example, in the reports on rural tourism in Guizhou, the quotation of “We have built a characteristic homestay with local characteristics, which not only increases our income but also lets more people understand our ethnic culture” from a local villager is a typical Dialogic Expansion resource. It introduces the real voice of villagers, making the description of rural tourism achievements more authentic and credible, and narrowing the distance between the news and readers. Dialogic Contraction, on the other hand, mainly strengthens the authority and certainty of the discourse by emphasizing the mainstream consensus and universal cognition, such as using expressions like “it is generally believed” and “obviously”. This type of resource helps to guide readers to form a clear and unified cognition of rural tourism development and enhance the recognition of rural tourism’s positive value.

4.1.4 Analysis of Graduation Resources

Subtype	Frequency	Percentage
Force	162	75.70%
Focus	52	24.30%
Total	214	100%

Figure 4-4: Distribution of Graduation Resources

Graduation resources are an indispensable part of the Appraisal system, serving as a key tool to adjust the intensity and focus of evaluative discourse in China Daily’s rural tourism news. Different from Attitude and Engagement resources that directly convey value judgments or integrate diverse voices, Graduation resources mainly regulate the degree, scope and precision of evaluative expressions, making abstract evaluations more specific, vivid and persuasive. According to the overall distribution data, there are 214 instances of Graduation resources, accounting for 28.46% of the total appraisal resources, which is the lowest proportion among the three types of resources. This distribution is reasonable because Graduation resources do not exist independently but act as a supporting tool to strengthen the expressive effect of Attitude and Engagement resources.

Graduation resources are mainly divided into two sub-categories: Force and Focus, and the two types

show obvious distribution characteristics in the corpus. Force resources account for a higher proportion, accounting for about 72.43% of Graduation resources, while Focus resources account for 27.57%. Force resources are mainly used to adjust the intensity and degree of evaluative expressions, including enhancing and weakening, and most of them in the corpus are enhancing expressions, which is consistent with the positive orientation of rural tourism reports.

In the corpus of rural tourism news, Force resources are widely used to highlight the positive achievements of rural tourism, and their specific application is mainly reflected in strengthening the intensity of positive evaluations. By using appropriate degree adverbs or quantitative descriptions, Force resources can make the expression of rural tourism development effects more prominent and intuitive, helping readers better perceive the positive changes brought by rural tourism. For example, in the reports on

rural tourism in Yunnan, the use of “greatly improved” to describe the living standards of villagers and “significantly increased” to depict the number of tourists are typical Force resources. These expressions strengthen the intensity of positive evaluations, making the achievements of rural tourism more prominent and intuitive.

Focus resources mainly play a role in clarifying the scope and key points of evaluative objects, avoiding vague and general descriptions, and helping readers quickly grasp the core information of rural tourism development. This type of resource is often used to define the core driving force, key characteristics or main direction of rural tourism in a certain area, making the discourse more targeted. For instance, the description of “mainly relying on local ecological resources to develop rural tourism” uses Focus resources to clarify the core driving force of rural tourism development in a certain area, avoiding vague and general expressions. In summary, Graduation resources, through the adjustment of Force and Focus, effectively strengthen the clarity and persuasiveness of evaluative discourse, making the expression of rural tourism development achievements more vivid and credible, and providing strong support for the construction of the Chinese-style harmonious concept in news discourses.

4.2 Construction of Chinese-style Harmonious Concept

4.2.1 Harmony between Humanity and Nature

As a core connotation of the Chinese-style harmonious concept, Harmony between Humanity and Nature is fully reflected in China Daily’s English rural tourism news discourses, and this reflection is closely based on the analysis results of the three types of Appraisal resources discussed earlier. Through the scientific distribution and collaborative operation of Attitude, Engagement and Graduation resources, China Daily’s English edition subtly integrates the connotation of harmony between humanity and nature into news narration, which not only shows the practical practice of rural tourism in ecological protection but also effectively spreads this core concept of Chinese-style harmony to the international community.

The analysis results of Attitude resources show that they lay a solid value and emotional foundation for reflecting the concept of harmony between humanity and nature. As analyzed earlier, Appreciation resources account for 20.89% of Attitude resources, and they are mainly used to describe the beautiful natural landscapes of rural areas, such as the rapeseed fields in Wuyuan and the ecological scenery in Yunnan, conveying a positive aesthetic attitude towards nature and highlighting the unique ecological value of the countryside. Meanwhile, Judgment resources, which account for the highest proportion of Attitude resources (61.30%), affirm the positive practices of rural tourism in ecological protection, such as rational development of ecological

resources and zero sewage discharge, reflecting the sustainable development concept contained in the harmony between humanity and nature.

The performance of Engagement resources further enhances the credibility and persuasiveness of the concept of harmony between humanity and nature. According to the previous analysis, Dialogic Expansion resources account for 68.29% of Engagement resources, and they play a key role here by introducing diverse voices, such as the views of ecological experts on rural ecological protection and the real experiences of villagers practicing ecological tourism. This avoids one-sided narration and shows the consensus on ecological protection from multiple perspectives.

In addition, Graduation resources, as a supporting tool, strengthen the expression effect of this concept: Force resources (accounting for 72.43% of Graduation resources) emphasize the remarkable results of ecological protection, while Focus resources clarify the core of rural tourism’s ecological development, making the connotation of harmony between humanity and nature clearer and more acceptable to international readers.

To sum up, the three types of Appraisal resources, based on their own distribution characteristics and functional advantages, jointly help China Daily’s English edition construct a vivid and credible discourse of harmony between humanity and nature, fully reflecting the core connotation of Chinese-style harmony in rural tourism development.

4.2.2 Harmony between Tradition and Modernity

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4.2.3 Harmony between Economy and Society

As an essential connotation of the Chinese-style harmonious concept, harmony between economy and society is an important embodiment of rural revitalization, and it is fully reflected in China Daily's English rural tourism news discourses. Consistent with the previous analysis of harmony between humanity and nature and harmony between tradition and modernity, this concept is also constructed through the collaborative operation of the three types of Appraisal resources, which transforms the abstract logic of "coordinated development of economy and society" into specific and credible news narratives, showing the win-win situation of rural industrial development and people's livelihood improvement to the international community.

Judgment resources, which account for the highest proportion (61.30%) of Attitude resources, play a core role in reflecting the harmony between economy and society. They mainly focus on the social value brought by the development of rural tourism economy, and rely on specific facts and data to affirm the positive

role of rural tourism in promoting social progress. For example, the description of "Providing stable employment for over 270 farmers and herdsmen" is a typical Judgment resource, which clearly shows the social value of the tourism economy, reflects that rural tourism can effectively solve the employment problem of rural residents, and lays a solid foundation for social stability and harmony.

Engagement resources further enhance the authenticity and persuasiveness of the discourse by integrating the voices of villagers, making the economic achievements of rural tourism more closely connected with the people's sense of gain. As analyzed earlier, Dialogic Expansion resources account for 68.29% of Engagement resources, and they realize this effect by quoting the real voices of villagers. For instance, the report quotes a villager Yu saying "Now, they can earn their living at home," which vividly turns the abstract economic achievements into tangible benefits for the people, allowing international readers to intuitively perceive the positive impact of rural tourism on villagers' lives.

Graduation resources, as a supporting tool, strengthen the expression effect of the harmony between economy and society by adjusting the intensity and precision of the discourse. Force resources, which account for 72.43% of Graduation resources, use specific data to highlight the positive cycle of economic and social development. For example, the use of "Tourism spending of 78 million yuan... an increase of 41 percent" not only reflects the rapid development of the rural tourism economy but also highlights the positive cycle of economic development driving social improvement and social vitality pushing back economic development, clarifying the harmonious logic of "industrial development and people's livelihood improvement."

In summary, the three types of Appraisal resources, through collaborative interconstruction, transform the abstract concept of "harmony between economy and society" into a concrete narrative of rural tourism development, systematically presenting the internal logic of "integration of production, life, and ecology" in the Rural Revitalization Strategy, and further enriching the connotation of the Chinese-style harmonious concept in rural tourism discourses.

4.3 CONCLUSION

This chapter systematically analyzes the distribution characteristics and functional roles of Appraisal resources in 15 rural tourism news discourses from China Daily, and explores the discursive construction path of the Chinese-style harmonious concept based on these resources, drawing clear conclusions through in-depth discussion. The research findings show that the overall distribution of Appraisal resources in the corpus presents a clear pattern: Attitude resources account for the highest proportion (38.83%),

followed by Engagement resources (32.71%), and Graduation resources account for the lowest (28.46%). This distribution pattern is a targeted discourse strategy adopted by China Daily, an international communication media, to construct the Chinese-style harmonious concept in rural tourism reports, reflecting the organic combination of value transmission and factual narration.

The three types of Appraisal resources do not function independently but form a collaborative and mutually supportive system. Attitude resources, as the core of the Appraisal system, lay a solid value and emotional foundation for the construction of the harmonious concept through three sub-resources: Judgment, Appreciation and Affect, directly conveying positive value judgments on rural tourism development. Engagement resources enhance the objectivity and persuasiveness of the discourse by integrating diverse voices, among which Dialogic Expansion resources (accounting for 68.29%) play a dominant role, making the spread of the harmonious concept more acceptable to international audiences. Graduation resources, as an auxiliary tool, strengthen the expression effect of the discourse through Force and Focus sub-resources, transforming abstract evaluations into concrete and perceptible content, and enhancing the clarity and persuasiveness of the discourse.

Based on the collaborative operation of these three types of resources, China Daily successfully constructs the Chinese-style harmonious concept with three core connotations in rural tourism discourses: Harmony between Humanity and Nature, Harmony between Tradition and Modernity, and Harmony between Economy and Society. These three connotations are closely linked and complement each other, fully reflecting the internal logic of “integration of production, life, and ecology” in the Rural Revitalization Strategy. In conclusion, the collaborative application of Attitude, Engagement and Graduation resources constitutes the core linguistic logic for China Daily to construct the Chinese-style harmonious concept in rural tourism news discourses, which not only shows the practical achievements of rural tourism and rural revitalization but also effectively disseminates the Chinese-style harmonious concept to the international community, providing a reference for the international communication of Chinese rural development concepts.

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