The "Benevolence" Image of China in New Era
A Corpus-based Discourse Analysis of English Translations of President Xi's New Year's Speeches

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ABSTRACT

In recent years, numerous studies have put focus on the construction of China image using a synergy of corpus linguistics and discourse analysis, however, few has ever employed the combination of corpus-based discourse analysis and Chinese traditional philosophy to construct a discourse analysis framework. This study will employ the "Ren" ("benevolence") thought of Mencius and the 20th National Congress Report to construct a new framework to analyze the national image of "benevolence" in President Xi's New Year's speeches. Based on corpus-based discourse analysis, the research shows whether it adopts high-frequency words and key word analysis or using "China" and "Chinese" as node words to examine collocations and concordance lines, or to analyze "We" collocations and concordance lines, the English translations of President Xi's New Year's speeches have shaped the national image of "benevolence" that sticks to high-quality development, the people's supremacy, the world's mind, and innovation internally. Externally, it adheres to an independent foreign policy of peace. At the same time, it has created an image of the "benevolence" of the Communist Party that is full of strict governance of the Party, never forgetting the original intention, and keeping in mind the historical mission, as well as a new "benevolent" person of being modest and prudent, and good at fighting to achieve national rejuvenation in the new era.

Keywords: Corpus linguistics, President Xi's New Year's speeches, English translation, "Ren (Benevolence)", National image.

1. INTRODUCTION

At present, China's socialist construction has entered a new era of comprehensive deepening reform, and the Party Central Committee with President Xi as its core is particularly concerned about the excellent traditional Chinese culture, striving to draw the spiritual strength of realizing the Chinese Dream from it.[1]26 As the representative of excellent traditional culture, the integration of Confucian culture and Marxism can make positive contributions to the governance and development of socialism with Chinese characteristics in the new era. As the philosophical ideology of ancient Chinese sages, Mencius' benevolent governance ideology has had a profound impact on China's future generations. The newly convened 20th CPC National Congress reaffirmed that China would continue to firmly pursue an independent foreign policy of peace, resolutely oppose all forms of hegemonism and power politics, and insist on not seeking hegemony or expansion, which is consistent with Mencius' "benevolent policy" against war. At the same time, the 20th CPC National Congress proposed that China must firmly grasp the following five principles on the way forward: adhere to and strengthen the comprehensive leadership of the Party, adhere to the road of socialism with Chinese characteristics, adhere to the people-centered development thought, adhere to deepening reform, and adhere to carrying forward the spirit of struggle, which is in the same line as Mencius' "benevolent government", namely, people-oriented and the people are more important than the monarch. Therefore, in the practice of socialism with Chinese

characteristics in the new era, "benevolence" is reflected and implemented everywhere.

The New Year's speeches summarize the growth trajectory of the Party and the people in the past year, while revealing the development path of the new year and consolidating the consensus of the entire Party and people of all ethnic groups.[2] As a political discourse, New Year's speeches are highly summative and general, as well as forward-looking. President Xi's New Year's speeches are divided into six parts: giving blessings, talking about achievements, expressing regrets, discussing prospects, discussing cooperations, and expressing gratitude.[3] Therefore, from President Xi's New Year's speeches, exploring the "benevolent governance" of national governance in the new era of comprehensively deepening reform since the 18th National Congress (starting from 2014, taking the 18th National Congress comprehensively deepening reform as the first year), and studying the "benevolence" element in the national image in the new era of socialist construction with Chinese characteristics constructed in the New Year's speeches, can be helpful to promote the combination of traditional excellent culture and social practice and help to promote the in-depth development of Marxism in China.

Translation, as a special means of cultural dissemination, plays an extremely important role in the image construction of a nation, political party, and country.[4] The national image is composed of several factors, including material factors, spiritual factors, institutional factors, etc. Material factors include land, natural resources, population, and the economic, political, military and other elements formed on this basis. Spiritual factors refer to a country's spiritual style, behavioral norms, cultural traditions, etc. Once a system is formed, it has a binding effect on the people, and the three are interdependent and interact.[5] The shaping of a country's image can also be divided into three levels: material level, spiritual level, and institutional level. In this article, the shaping of the image of "benevolence" in the country is achieved through the internal and external systems of the "China" at the institutional level, as well as the behavioral norms of the "Chinese people" and "the Communist Party of China" at the spiritual level. Therefore, the focus of the analysis of national image in this article is on the discursive construction of "China", as well as the discursive construction of the "Chinese people" and "the CPC" reflected by the collocations and concordance lines of "China" and "Chinese". In

other words, in this study, the national image includes not only the external image of the country as the main body, but also the code of conduct of the CPC and the Chinese people.

In recent years, research on President Xi's New Year's speeches has mainly focused on the perspective of communication studies (Tian Hongming, 2015; Li Yixuan, 2015; Tong Qingyan, 2018), linguistic textual analysis (Ma Xiaoqing, 2016; Shi Ming, 2018), as well as content analysis or text analysis and the combination of word frequency statistics and metaphor to study the national image (Jiawei Zhang, 2021). Few people employ the corpus tool to analyze the text, construct a discourse analysis framework with Mencius' "benevolent governance" thought, and study the image of the country, the people and the Communist Party reflected in the President Xi's New Year's speeches. By collecting English versions of New Year's speeches from 2015 to 2022, this article establishes a small corpus, uses a corpus-based discourse analysis approach, constructs a discourse analysis framework based on Chinese traditional philosophy, and analyzes the national image in the publicity translations of President Xi's New Year's speeches from high-frequency words, key word, lexical collocations, and concordance lines, as well as the themes of "benevolence" in the new era, so as to promote the interdisciplinary integration of philosophy, linguistics, translation, and communication studies.

2. CORPUS LINGUISTICS AND DISCOURSE ANALYSIS

In the past twenty to thirty years, with the increasingly prominent interdisciplinary nature, discourse analysis has gone beyond the scope of linguistic analysis and become an independent branch of discipline. The object of discourse analysis is language in real communication, with a focus on the contextual mechanisms of supralinguistic units.[6][12].

Corpus tools provide top-down research methods for people by collecting linguistic data on a large scale, introducing quantitative analysis methods for discourse analysis and compensating for research deficiencies caused solely by subjective intuition inference. A synergy of corpus linguistics and discourse analysis revolves around critical discourse analysis, register variation, and discourse evaluation. The discourse analysis methods of corpora often use high-frequency word lists, key word, concordance analysis, collocation

analysis, and concordance analysis expansion to conduct discourse analysis starting from words, collocations, and context.[6][57-88] This article uses the English translations of President Xi's New Year's speeches from 2015 to 2022 as the corpus source, constructs a discourse analysis framework based on traditional Chinese philosophy by analyzing high-frequency words, key word, lexical collocations, and concordance lines, and analyzes the "benevolence" element of the national image in the English translations of President Xi's (2015-2022) New Year's speeches.

3. LITERATURE REVIEW

In recent years, there has been an increasing amount of research on President Xi's New Year's speeches, mainly from the following three perspectives: First, it mainly studies the characteristics of media communication and the ritual view of communication of New Year's speeches from the perspective of news dissemination. Tian Hongming (2015) described the media expression characteristics and news art of President Xi's New Year's speeches from the perspective of communication studies, and believed that the New Year's speeches were a blend of "things, reasons and feelings", giving the audience a concrete, simple and sincere feeling.[7] Li Yixuan (2015) observed the evolution of national leaders' New Year's speeches around 2014 from the ritual view of communication and found that they had transformed from pure information transmission of national construction information to seeking recognition of common beliefs among offsprings inside and outside the country.[8] Tong Qingyan (2018) carried out a full text content and discourse analysis of President Xi's New Year's speeches from 2014 to 2018 based on the coding theory, and found that the New Year's speeches had flexible communication, enhanced language emotional function, strong sense of story and other characteristics.[9] Second, it mainly uses qualitative research methods to examine the content of the text from a metaphorical perspective, Jiawei Zhang (2022) collected President Xi's New Year's speeches from 2014 to 2021 and used corpus tools to analyze the types of conceptual metaphors in New Year's speeches and the national image they presented.[10] Yan Zhenyuan (2022) used President Xi's New Year's speeches (bilingual) from 2014 to 2021 as the research linguistic data to explore the metaphors and translation strategies used in them, so as to analyze the national image.[11] Third, it starts from a text analysis

perspective. Ma Xiaoqing (2016) analyzed the chapter characteristics of President Xi's New Year's speeches in 2015 from a transitivity perspective.[12] Shi Ming (2018) selected five pieces of New Year's speeches from 2014 to 2018 as the text, and from the perspective of word frequency statistics, conducted a textual examination of the discourse of President Xi's New Year's speeches, summarizing the leadership image presented in the New Year's speeches.[13]

Throughout the above research, it is not difficult to find the following shortcomings in existing research: 1. The research mainly focuses on the Chinese versions of New Year's speeches and lacks attention to the English translations of New Year's speeches. 2. The research perspectives are single, mainly from the perspectives of news communication, linguistic metaphor and systemic functional linguistics. 3. The research means and methods are single, mainly using word frequency statistics and text analysis methods.

Next, it collects the English translations of President Xi's New Year's speeches from 2015 to the present, establishes a small corpus, uses the corpus-based discourse analysis approach, and takes Chinese philosophy combined with the report of the 20th CPC National Congress as the theoretical basis, to analyze the English translations of President Xi's New Year's speeches from high-frequency words, key word, lexical collocations and concordance lines, explore the national image constructed by publicity translations, and explain the theme of China's "benevolence" image in the new era.

4. RESEARCH METHODS AND THEORETICAL FRAMEWORK

In this section, the corpus methods and the theoretical framework will be introduced.

4.1 Research Methods

Discourse and society interact and constrain each other, and discourse is a reflection of social practice and ideology, which can construct social relations and identities.[14] Translation, as a special form of interlingual communication and a special means of cultural dissemination, plays an extremely important role in the construction of the image of a nation, political party, and country.[4] Therefore, studying the English translations of President Xi's New Year's speeches plays a significant role in shaping the national image and building China's

discourse system for external communication. This article uses a combination of corpus and discourse analysis to analyze the national image constructed by President Xi's New Year's speeches in the publicity translation discourse. After preliminary data organization, the following analysis steps have been determined. Firstly, it analyzes the top thirty high-frequency content words. High-frequency content words can continuously present images in the minds of readers and listeners, thereby affecting their perceptions and impressions of the behavioral subject.[15][4] [16][134] Secondly, using "China" and "Chinese" as node words, it examines their collocations and concordance lines, describes language facts, and examines the national image in the translations of New Year's speeches. Thirdly, it investigates the collocations and concordance lines of high-frequency personal pronoun "We", especially the collocations of modal verbs. The personal pronoun "We" has inclusiveness and exclusivity. Inclusiveness can resonate with readers and make it easier to accept the speaker's viewpoint, while exclusivity often expresses the speakers' authority and constructs their rightful identity.[15][4] [16][135].

4.2 Theoretical Framework

Borrowing from Mencius' "benevolent governance" and combined with the report of the 20th CPC National Congress, the "benevolence" in this study mainly includes the following three meanings:

4.2.1 The Main Image of the Country: Peaceful Rise

China adheres to an independent and peaceful foreign policy, never seeking hegemony, which is consistent with Mencius' opposition to war and call for peace.

4.2.2 The Image of the People: the Benevolent Love For All

The report of the 20th CPC National Congress pointed out that it's important to carry out publicity and education on core socialist values in the whole society, deepen patriotism, collectivism and socialism education, focus on cultivating new people of the era who assume the responsibility of national rejuvenation, and promote the spirit of labor, struggle, dedication and creativity. Therefore, the "benevolence" in the new era mainly refers to people of the new generation who are full of spirit of labor, struggle, dedication and creativity, as well as patriotism, collectivism and socialism, and can shoulder the responsibility of national rejuvenation.

4.2.3 The Image of the Ruling Party: Implementing Benevolent Governance

Mencius advocated putting the people first and ensuring people's livelihoods.[1][32] This is consistent with the development concept of putting the people at the center, adhering to the principle of putting the people first, and having a broad view of the world, as stated in the report of the 20th CPC National Congress. Mencius advocated that rulers should maintain higher moral standards. The 20th CPC National Congress proposed that adhering to the comprehensive leadership of the Party is the only way to adhere to and develop socialism with Chinese characteristics, but at the same time, it's insisted that it takes a good blacksmith to make steel; therefore, the Party should further promote the comprehensive and strict governance of the Party, and persevere in upholding the right style and discipline, as well as self-purification, self-improvement, self-innovation and self-improvement. The Party must firmly and comprehensively govern the Party with strict discipline, never forget the original aspiration, remember the mission, be humble and cautious, and be adept at struggle.

5. RESEARCH DESIGN

This section is a brief view of data source, research questions and research steps.

5.1 Data Source

Chinese leaders' New Year's speeches originated in 1949, but later, they didn't become a tradition. Since Xi Jinping took office as the state president, he has delivered New Year's speeches every year on the evening of December 31st. The New Year's speeches are addressed to Chinese people inside and outside the country, mainly summarizing the work of the past year, looking forward to the future, and conveying the New Year's speeches from Chinese leaders to Chinese offsprings inside and outside the country. New Year's speeches, as a concluding speech form for the country at the end of the year, have a high degree of generality for the work of the Party and the government that year. This study chooses the 2015 New Year's speeches, which summarized the achievements of 2014, as the starting point.

5.2 Research Questions

This article aims to answer the following questions:

- What is the specific Chinese national image constructed by the leader President Xi Jinping's New Year's speeches?

- How does the national image in the leader President Xi Jinping's New Year's speeches reflect the theme of "benevolence" in the new era?

5.3 Research steps

By collecting President Xi's New Year's speeches from 2015 to 2022, it has built a corpus of President Xi's New Year's speeches. From point (high-frequency words, key word), line (significant collocations), and then expanded to plane (context),

it provides a linguistic realistic description of the image of China in the new era in President Xi's New Year's speeches.

6. RESULTS AND DISCUSSIONS

This section focuses on the results and discussions.

6.1 Analysis of High-frequency Words and Key word in Leader President Xi's New Year's Speeches

Through LancsBox6.0 (Berzina, 2021) software, the top 30 high-frequency notional words in the English translations of President Xi's New Year's speeches are summarized, including nouns, verbs, personal pronouns, adjectives and adverbs, as shown in "Table 1".

Table 1. High-frequency word list of English translations of Xi Jinping's New Year's speeches from 2015 to 2022

NO	Type	Relative Frequency	NO	Type	Relative Frequency
1	we	152.895591	16	world	46.078123
2	our	135.09268	17	has	39.794743
3	people	101.581317	18	that	37.700283
4	year	84.825636	19	many	36.653053
5	have	76.447796	20	country	33.511362
6	all	74.353335	21	work	31.416902
7	will	73.306105	22	great	30.369672
8	is	72.258875	23	Development	29.322442
9	i	65.975495	24	its	28.275212
10	new	61.786575	25	also	28.275212
11	are	58.644884	26	an	27.000000
12	China	57.597654	27	my	27.227982
13	Chinese	57.597654	28	efforts	27.227982
14	as	51.314274	29	poverty	26.180752
15	their	50.267044	30	was	25.133522

High-frequency content words can constantly evoke images in people's minds, which is beneficial for deepening the image of the thing in the minds of readers.[15][4] As for the English translations of New Year's speeches, due to the influence of high-frequency content words, readers will form an overall impression of the Chinese country, people,

and government. The public narrative promoted by national institutions and media, through repeated promotion and construction of those elements, is forced into people's consciousness.[16][134] [17] The repeated emergence of these public narrative topics forms the cumulativity of public narrative elements and strengthens the narrative effect. Therefore,

through the interpretation of high-frequency content words, on the one hand, it can be seen that the New Year's speeches convey the focus of the Chinese government's work, and on the other hand, Chinese and foreign readers form an overall impression of China through integration or reflection based on narrative elements.[16] From the high-frequency content words of New Year's speeches, it's found that high-frequency nouns include "People", "China", "Chinese", "world", "country", "development", "efforts", and "poverty", showcasing the national image of paying attention to the development ("development") of the country and the international community ("China", "worldv, "country") externally, and caring about the people's ("people") life difficulties ("poverty") internally, which is consistent with the image of "benevolence" in the new era of adhering to high-quality development, putting the people first, and having a broad view of the world.

The verbs in top 30 high-frequency content words have, "is", "will", "are", "has", and "was". The high-frequency verbs are mainly "be verbs" and auxiliary verbs, including the past tense, perfect tense, present tense, and future tense of verbs, which are consistent with the theme of summing up the past, paying attention to people's livelihood, and looking forward to the future in New Year's speeches.

Subject term analysis mainly involves identifying the "aboutness" of a text or a homogeneous corpus.[18]

The top ten are "ours", "Chinese", "China", "year", "people", "poverty", "We", "compatriots", "efforts", and "comrades", indicating that President Xi Jinping's New Year's speech focuses most on the living conditions ("poverty") of the people ("Chinese", "people") and compatriots ("compatriot", "comrades"). The theme of President Xi's New Year's speeches is the country and the people, which is consistent with the results obtained from the high-frequency table. In the New Year's speeches, the image of a leader and the Chinese government who take national development and people's lives as their own responsibilities is constructed, further deepening the understanding of the government's "benevolence" image theme of "adhering to the supremacy of the people and having a broad view of the world".

Next, it uses the thematic nouns "China" and "Chinese" located in the first two places as node words, analyzes the image of the country's main body, people, and government based on

collocations and concordance lines, and analyzes the collocations of "we" to analyze the discourse effect in New Year's greeting speeches.

6.2 Collocations and Concordance Line Analysis of Node Words

Here, we put the focus on the results of collocation and concordance lines of node word "China" and "Chinese."

6.2.1 Discussion on Collocations and Concordance Lines of "China"

This study uses the Graphcoll function of lancsbox 6.0 (Berzina, 2021) to set the span to 5 on the left and 5 on the right and uses MI3 (log likelihood value) to examine the collocation. The reason why MI3 is used to replace MI mutual information value is that MI mutual information value will include some collocations with lower word frequency.[19] The lexical collocation results of "China" are shown in "Figure 1".
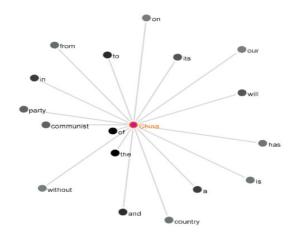

Figure 1 List of lexical collocations of "China".

The word cloud map in the GraphColl function in LancsBox 6.0 (Berzina, 2021) can clearly show readers which word is most closely collocated with node word in the left and right contexts. The darker the color, the stronger the collocation; the closer the distance, the closer the connection between the lexical collocations and node words.[16][134] From "Figure 1", it can be seen that the non-functional words with stronger collocations include "Community" and "Party", while the verbs with stronger collocations include "has", "is", and "will".

Next, it utilizes the KWIC function of LancsBox 6.0 (Berzina, 2021) to further retrieve the

concordance line results of the co-occurrence of the three words "Community", "Party", and "China", as

shown in "Table 2":

Table 2. Results of the co-occurrence of the three words "Community", "Party", and "China"

Left	Node	Right
powers, in this socialist country led by	the communist party of China	every corrupt official must b dealt with
difficulties and hardships in people's daily lives	The Communist party of China	and the Chinese government will continue the
fifth plenum of the 18th Congress of	the communist party of China	has identified clearly the direction of development
anniversaries including 95th founding anniversary of	the communist party of China	and the 80th anniversary of the triumph
old. in the upcoming year of 2017	the communist party of China	and embark on a new journey to
we held the 19th National Congress of	the Communist Party of China	its 100-year journey surges forward with great momentum
the 100th anniversary of the founding of	the communist party of China	Standing on the Tian'an men Rostrum, one

It is found that the three words together mainly depict the image of the CPC. The CPC held the "18th National Congress and the 19th National Congress", "has identified clearly the direction of development" in economy, and that "every corrupt official must be dealt with", and "the Community of China will continue the effects to ensure that the safety of people's lives and properties are protected". This indirectly reflects the Chinese government's focus on economic development, political system reform and guarantee, and improving people's livelihoods, as presented in the New Year's speeches from 2015 to 2022, echoing the government's image of adhering to high-quality development, putting the people first, and comprehensively governing the Party with strict discipline, which is also similar to the "benevolence" ideology in the new era.

Next, it further searches and finds that the collocations of "China+has" ("Table 3") and "China+will" ("Table 4") basically present "China has done good things" and "China will do good things".

Table 3. Analysis of concordance lines of "China+has"

left	node	Right
18th Congress of the communist party of	China has	identified clearly the direction of development over
a new level of 100 trillion yuan	China has	seen a good harvest in grain production
production for 17 years in a row	China has	seen breakthroughs in scientific explorations like the
Through 8 years, under the current standard	China has	eradicates extreme poverty for the nearly 100
to the global COVID response	China has	provided two billion doses of COVID-19 vaccines

"China has done good things" reflects China's work achievements from 2014 to 2021 (the speeches were from 2015 to 2022, but the achievements were achieved in 2014 to 2021), reflecting:

- Adhering to high-quality development: Economically, it is determined to deepen and insist on reform and opening up (identified clearly the direction of development over); agriculturally, it aims to achieve a good harvest (seen a good harvest in grain production).

- Adhering to integrity and innovation: new breakthroughs in technological innovation (seen breakthroughs in scientific explorations like the).

- Adhering to the principle of putting the people first: poverty eradication, (eradicated extreme poverty).

From the above results, it can be inferred that the New Year's speeches mainly echo the theme of the "benevolence" image of a major country in the new era, which insists on making high-quality development the top priority in governing and revitalizing the country, putting the people first, and adhering to integrity and innovation from 2014 to 2021.

Table 4. Concordance line collocations of "China+will"

Left	Node	Right
take duty bound actions to provide help.	China will	as always, open its arms to embrace
year of 2017, the Communist Party of	China will	convene its 19th national congress, an occasion
further to its ultimate triumph. By 2020	China will	lift its rural impoverished population out of
responsible major country, Chi must speak out	China will	staunchly safeguard the authority and status of
due responsibility and duty in international affairs	China will	honor its promised i countering global climate
common construction of the Belt and Road	China will	act as a builder of world peace

"China will do good things" reflects the work plan and priorities of the Chinese government from 2015 to 2022. The Chinese government has the will, determination, and ability to accomplish something.[15] Internally, China insists on preserving the country (remain resolute and confident in its defence) and enriching the people (lift its rural impoverished population); internationally, China actively performs duties (take duty bound actions to provide help, due responsibility and duty in international affairs), and maintains peace (acts as a builder of world peace). The concordance line of "China will do good things" reflects the image theme of "benevolence", a responsible major country in the new era, which insists on people first internally, promotes world peace and development externally, and promotes the construction of a human community with a shared future.

Table 5. Concordance line collocations of "China+is"

left	Node	right
and rains, or any kind of difficulties	China is	determined to walk along the road of
development, and are deeply implementing high-quality development.	China is	the first major economy worldwide to achieve
is turning its eyes to China, and	China is	ready. The bell is about to ring

From the collocations of "China is", the image of a persevering (any kind of difficulties, China is determined to walk along), flourishing (are deeply implementing high-quality development, China is the first major economy worldwide to achieve), and confident (is turning its eyes to China, and China is ready) China is highlighted on the paper, which is in line with the image theme of "benevolence" as a major country promoting world peace and development and building a human community with a shared future.("Table 5")

To sum up, from the collocations and concordance lines of "China", the translations of President Xi Jinping's New Year's speeches reflect the image theme of "benevolence" as a major country that adheres to high-quality development, deepens reform and opening up, adheres to put the people first, has a broad view of the world, and adheres to integrity and innovation internally, and adheres to an independent foreign policy of peace, never seeks hegemony, never expands, promotes world peace and development, and promotes the construction of a human community with a shared future externally.

6.2.2 Collocation and Concordance Analysis of "Chinese"

From "Figure 2", it can be seen that "Chinese nation" and "Chinese people" are the most common collocations of "Chinese". Next, it analyzes the concordance lines of "Chinese nation" and "Chinese people" to see the image of the Chinese people revealed in discursive construction.
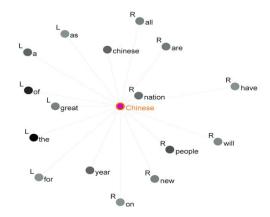

Figure 2 Word cloud collocations of "Chinese".

6.2.2.1 Analysis of Concordance Lines of "Chinese Nation"

Through the concordance of the "Chinese nation" below, it can interpret the "benevolence" image of the Chinese nation's patriotism, collectivism, and the spirit of labor, struggle, and dedication. ("Table 6")

It reveals the strong patriotism, collectivism, labor and struggle spirit of the Chinese nation: During wartime, the Chinese nation fought bloody battles for the revolutionary cause and national peace (gave their lives for the Chinese nation and for peace, patriotic spirit from the backbone of the Chinese nation). In the era of peace, the Chinese nation united and achieved national prosperity and national rejuvenation (all the sons and daughters of the Chinese nation will join forces to create a brighter, to realize the great rejuvenation of the Chinese nation). It also reflects the spirit of dedication (great cause of momentous significance for the Chinese nation and the Humanity).

Table 6. Concordance lines of "Chinese nation"

those who gave their lives for the	Chinese nation	and for peace. In the past year
great cause of momentous significance for the	Chinese nation	and all humanity. Regarding the prospects of
patriotic spirit forms the backbone of the	Chinese nation	All these merges into a surging current
path toward the great rejuvenation of the	Chinese nation	From the beginning to the end of
To realize the great rejuvenation of the	Chinese nation	will be no easy task like a
Yangtze River, two"mother rivers" of the	Chinese nation	to the limpid Qinghai Lake and the
all the sons and daughters of the	Chinese nation	will join forces to create a brighter
those who gave their lives for the	Chinese nation	and for peace. In the past year

6.2.2.2 Analysis of Concordance Lines of "Chinese People"

The "Chinese People" concordance showcases the spirit of patriotism and collectivism (Chinese people share weal and woe with people), struggle (persistent efforts, Thanks to the great efforts of all Chinese people, Thanks to the sustained efforts to the Chinese people from generation to generation), innovation (cheer the creative power of Chinese people), and dedication (an upholder of the international order, the Chinese people are willing to join all peoples of) of the Chinese people.("Table 7")

Table 7. Concordance lines of "Chinese people"

Left	Node	Left
by year and constantly improving people's lives.	Chinese people	by year and constantly improving people's lives.
shortages. Many of those showed that	Chinese people	shortages. Many of those showed that
express my best New Year wishes to	Chinese people	express my best New Year wishes to
persistent efforts. In the year of 2015	Chinese people	persistent efforts. In the year of 2015
Thanks to the great efforts of all	Chinese people	Thanks to the great efforts of all
and regions across the world. For the	Chinese people	and regions across the world. For the
Who have made great contributions to the	Chinese people	Who have made great contributions to the
generations. Comrades, friends, ladies and gentlemen, the	Chinese people	generations. Comrades, friends, ladies and gentlemen, the
and cheer the creative powers of the	Chinese people	and cheer the creative powers of the
an upholder of the international order. The	Chinese people	an upholder of the international order. The
to the end of the year. the	Chinese people	to the end of the year. the
a journey of Chinese communist leading the	Chinese people	a journey of Chinese communist leading the
Thanks to the sustained efforts of the	Chinese people	Thanks to the sustained efforts of the
harness is a millennia-long aspiration of the	Chinese people	harness is a millennia-long aspiration of the

In summary, from the concordance lines of "Chinese nation" and "Chinese people", the translations of leader President Xi Jinping's New Year's speeches mainly showcase a new era "benevolent" person who is full of labor spirit, struggle spirit, dedication spirit, creativity spirit, patriotism, collectivism, and can shoulder the responsibility of national rejuvenation to readers both at home and abroad.

6.3 Discussion on the Collocations and Concordance Lines of "We"

Due to the differences between Chinese and English, translators may add "We" when translating Chinese subjectless sentences into English. It can be seen from the following "Figure 3" that the word "We" is closely collocated with modal verb and auxiliary verbs such as "will" and "have", as well as some notional verbs such as "continue", "pushed" and "held". Modal verbs can be divided into three fundamental magnitude values: high, medium and low, among which, "should", "must", "ought to", "need to" and "have to" belong to high-magnitude modal verbs, and "can", "could", "may" and "might" belong to low-magnitude modal verbs. High-magnitude modal verbs indicate that the speaker is relatively strong, conveys a coercive attitude, and shows the speaker's determination.[14]

4 "We will" ("Table 8") embodies the determination and strong will of the country to take actions and measures. As an auxiliary verb, "have" is basically used with the present perfect. The other two notional verbs, "pushed" and "held", are both past tense, echoing the theme of the New Year's speeches, that is, a summary of past work. "Continue" represents the next steps and also echoes the theme — a New Year's plan. "Pushed", "held", and "continued" are all of positive significance and require the long-term joint efforts of the Chinese government and people, which have shaped a positive and promising image of the government and the country to the outside world, as well as a united situation between the Party and the people, which all echo the long-standing image theme of the "benevolence" of Chinese national collectivism.
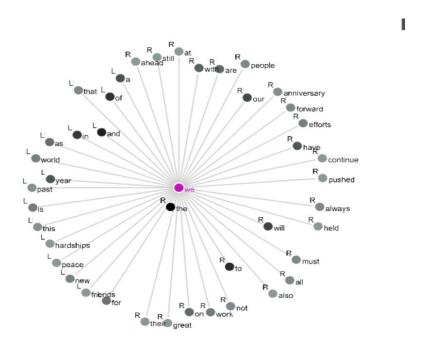
Figure 3 Word cloud map of Collocations of "We".

Table 8. Concordance analysis of "We will"

Left	Node	Right
loss of the Malaysian Airline flight MH370	We will	continue our efforts to locate their whereabouts
New Year bell is about to ring	We will	continue their efforts to act upon people's
expectations and turn their aspirations into reality	We will	continue to deepen the reform in an
only those who brave hardships would prevail	We will	push forward the rule of law in
our country are enjoying constant improvement, but	We will	always remember those still living in hardships
always remember those still lived in hardships	We will	work with passion to improve their well-being
poverty-alleviation and guaranteeing basic living conditions	We will	provide assistance to all those in need
warmth of being in this society	We will	continue to comprehensively push forward strict party
never hesitate in improving our work style	We will	always resort to anti-corruption drive as
is also open and shared by all	We will	further advance structural reforms, continue the reform
To all those still live in difficulty	We will	let them know that we do care
them know that we do care, and	We will	let them feel the warmth of heart
Red Army of Chinese workers and peasants	We will	always cherish the memory of the forefathers
to those fellow citizens living in poverty	We will	enable more people to enjoy the fruit

The collocations and concordance lines of "We will" mainly demonstrate an attitude of determination, perseverance, and ability to accomplish certain things, showcasing the image of

a government that has constructed a benevolent government image with people's livelihood and development as the first priority (remember those still living in hardships, work with passion to improve their well-being), as well as the "benevolence" image of the Chinese government in the new era of comprehensively deepening reform (further advance structural reforms, continue the reform) and vigorously combating corruption and strictly governing the Party (always resort to anti-corruption). In addition, it has shown the "benevolence" image of a major country in the new era, which has a broad view of the world, promotes world peace and development, and builds a human community with a shared future (community of shared future for mankind, And work tirelessly for a prosperous and beautiful).

Table 9. Concordance analysis of " We have"

Left	Node	Right
to theirs. Comrades, friends, ladies and gentlemen,	we have	only one earth, this is the homeland
one road" initiative have achieved tangible results	we have	participated in the discussion of the UN
Asian infrastructure investment Bank officially started operation	we have	adhered to the peaceful development while resolutely
foundation. To translate the blueprint into reality	we have	to avoid the distractions of unsubstantial ideas
healthcare, old-age security, housing and the environment	we have	had a lot of gains and also
nation builder who made these achievements possible	we have	also made great strides in our poverty
and government institutions has been successfully completed	we have	set up another batch of pilot free
and Technology innovation Board was launched smoothly	we have	cut taxed and fees by more than
trend of low-carbon lifestyle. This year	we have	also streamlined the work of officialism at
a fresh book. Over the past year	we have	steadily pushed forward reforms in our national
ties with China now trends at 180	we have	friends in every corner of the world
long, striving is the only way forward	we have	striped, broken through brambles and thoms, and
has been a year of exceptional significance	we have	lived through landmark events in the history
historical convergence of the Two Centenary Goals	we have	set out on a new journey of
institutes, among other places. Throughout	we have	put in our efforts, contributed our part
in return. In the passage of time	we have	seen and experienced a resilient and dynamic
life, we must never rest on what	we have	achieve, and there is still a long

"We have" ("Table 9") is mainly used in conjunction with the present perfect to indicate that China has completed the chronicle of events from 2014 to 2021. The concordance lines of "We have" have mainly shaped the feelings of the Chinese nation's brave struggle, unswerving (we have striven, broken through brambles and thorns, live through landmark events in the history, set out a new journey of) patriotism and collectivism that adhere to high-quality development (We have adhered to the peaceful development while resolutely), the supremacy of the people (we have cut taxes and fees by more than), and the deepening of reform and opening up (We have steadily pushed

forward reforms in our national); at the same time, it also shows the image of "benevolence" of a major country with the world in mind to build a human community with a shared future (one road initiative have achieved tangible results, we have participated in the discussion of the UN).

In summary, the concordance lines of "We" not only construct the image of a people-oriented government that comprehensively deepens reform, adheres to high-quality development, and adheres to the supremacy of the people internally, but also embody the brave struggle, unswerving patriotism and collectivism of the Chinese nation that deepens reform and opening up, and at the same time, they also show the "benevolence" image of a major country with the world in mind that aims to promote the construction of a human community with a shared future, and also construct the "benevolence" image of the Chinese political party that doesn't forget its original intention, bears in mind its historical destiny, is humble and cautious, bears in mind its mission, and achieves the great rejuvenation of the Chinese nation.

7. CONCLUSION

In recent years, the research on the image of China combined with corpus-based critical discourse analysis has been done endlessly (Tangliping, 2021; HuanchangPeng, 2021), but no one uses the corpus-based discourse analysis approach to combine with Chinese philosophy to build a discourse analysis framework. In this article, whether using high-frequency words, key word or other means, or using "China" and "Chinese" as node words to examine the collocations and concordance lines, or examining the collocations and concordance lines analysis of "We", they all show that the New Year's speeches from 2015 to 2022 comprehensively and in a multi-level manner showcase to the world the "benevolence" image of a major country that adheres to high-quality development, puts the people first, has a broad view of the world, and adheres to integrity and innovation internally, as well as the "benevolence" image of a major country that adheres to an independent foreign policy of peace, never seeks hegemony, promotes world peace and development, and promotes the construction of a human community with a shared future externally. At the same time, these New Year's speeches also shape the "benevolence" image of the Party and government who firmly and comprehensively govern the Party with strict discipline, never forget

their original aspirations, remember their historical destiny, be humble and cautious, and be good at struggle; meanwhile, they also shape the image of a new era "benevolent" person who is full of labor spirit, struggle spirit, dedication spirit, creativity spirit, patriotism, collectivism, and can shoulder the great responsibility of national rejuvenation.

This study uses corpus-based discourse analysis approach, combined with traditional Chinese Confucianism, to analyze the latest achievements of localization of Marxism in China in the new era, covering language, translation, philosophy, and communication and other multiple cross-disciplinary integration, contributing to provide some reference for the future development of corpus-based discourse analysis localization, and also helping to deepen the new understanding of localization of Marxism in China in the new era. However, it only collects New Year's speeches from leaders in recent years, and a large amount of leaders' speech data is not included in the analysis system. Future scholars can start from this perspective and make further contributions.

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