



**De La Salle University – Dasmariñas**  
**GRADUATE PROGRAM**

**A Critical Discourse Analysis of the Image of Chinese Outbound Tourists**

**Constructed in American Press**

**A Doctoral Dissertation Presented to**

**the Faculty of the College of Liberal Arts and Communication Graduate Studies**

**De La Salle University - Dasmariñas**

**In Partial Fulfillment of the Requirements for**

**the Degree of Doctor of Philosophy in Language Studies**

**with Specialization in English**

**DING LING**

**November 2019**



### ABSTRACT

To date, most researches about Chinese outbound tourists are sociological or sociocultural, with few focusing on image from sociolinguistics angle. This study explored the constructed image of Chinese outbound tourists, how the image is constructed as well as the stories behind by examining 20 news reports from *The New York Times* and *The Washington Post* under a conceptual framework that combines Norman Fairclough's and Richardson's framework. A descriptive and qualitative method was adopted. The study found that the constructed image of Chinese outbound tourists is negative and it is constructed in a way which is more objective in procedures than in facts. The reflected values are a political interference, a stereotyped image of Chinese outbound tourists as invasive and inferior, threatening and destroying, and the judging of Chinese culture by standards of Western culture. The values indicate an enmity for communism, a play of words by politics, the stereotyped images of Chinese in the West, different practices of cultures and an unequal power relationship between China and America.

In conclusion, misconceptions of image in intercultural communication is mostly shaped by and reflect the media in its role of maintaining social values by means of language. The study may benefit critical reading of news reports and also built a model for critical analysis of image constructed by news reports. Language produces conflicts but the conflicts are not in language itself but arise from the conflicts in society.



**TABLE OF CONTENTS**

	<b>Page</b>
<b>TITLE PAGE</b>	1
<b>ABSTRACT</b>	2
<b>APPROVAL SHEET</b>	3
<b>ACKNOWLEDGMENTS</b>	4
<b>TABLE OF CONTENTS</b>	6
<b>LIST OF TABLES</b>	8
<b>LIST OF FIGURES</b>	10
<b>CHAPTER 1 INTRODUCTION</b>	11
Background of the Study	11
Statement of the Problem	27
Theoretical Framework	27
<b>CHAPTER 2 METHODOLOGY</b>	47
Research Design	47
Corpus of the Study	47
Data Gathering Procedure	49
Analysis of Data	51



<b>CHAPTER 3 RESULTS AND DISCUSSION</b>	55
Limitations of the Study	55
Research Problem 1. Text: the Constructed Image of Chinese Outbound Tourists	55
Research Problem 2. Discourse Practice: Objectivity and Subjectivity in the Constructed Image of Chinese Outbound Tourists	116
Research Problem 3. Sociocultural Practice: Stories behind the Constructed Image of Chinese Outbound Tourists	136
Conclusion	161
Contributions of the Study	162
Recommendations	164
<b>REFERENCES</b>	166
<b>APPENDICES</b>	177
A List of News Samples	178
B Reported News Events	181
C 10 News Samples	186



**LIST OF TABLES**

<b>Table</b>	<b>Page</b>
1 Appearance of Naming	57
2 Ranking of Naming (A7/B7 Excluded)	60
3 Appearance of Predication	63
4 Ranking of Predication	73
5 Appearance of Hyperbole	78
6 Ranking of Hyperbole	82
7 Appearance of Metaphor	85
8 Ranking of Metaphor	93
9 Distribution of Narrative Content	96
10 Distribution of Countries Involving the Narrative Content	97
11 Narratives other than an Inverted Pyramid Form	99
12 Cause and/or Effect of the Reported Event Provided by the Reporter	104
13 Analysis of News Reports as Text	114
14 News Reporting on the Same Event	129
15 Interpretation of News Reports as Discourse	135
16 Values Manifested in the Constructed Image of Chinese Outbound Tourists	138



17 Explanation of News Reports as Sociocultural Practice

160





**LIST OF FIGURES**

<b>Figure</b>	<b>Page</b>
Figure 1 Conceptual Framework	34
Figure 2 Data Analysis	54
Figure 3 Model for Critical Discourse Analysis of Image Constructed in News Discourse	163

