

“Dollars and Nicotine”——Construction Mechanism of Evaluative Meaning in Political Speeches

Sun Jing, Doctor

Liu Zhenqian, Professor

Hong Wei, Associate Professor

Sun Jing, Doctor in Systemic-Functional Linguistics, School of Foreign Languages and Literature, Shandong University, Jinan, Shandong, China. Liu Zhenqian, Professor, Doctor in Applied Linguistics, School of Foreign Languages, QiLu University of Technology/School of Foreign Language and Literature, Shandong University, Jinan, Shandong, China. Hong Wei, Associate Professor, Materials Chemistry, Doctor in College of Materials Science and Engineering, Liaoning Technical University, Fuxin, Liaoning, China.

Correspondence: Liu Zhenqian; jingjing198712@126.com

Objectives: Economy and health are the most basic guarantee for a country's stable development, they are also mandatory themes in every US President's State of the Union Address. These two issues will directly determine the Congress and people's evaluation towards the president's governing capacity. Based on the binary division of explicit and implicit evaluation, taking the economic (employment and tax reform) and health (nicotine and drug addiction) of Trump's State of the Union Address as data, this study has carried out a comparative analysis on the construction of evaluation meaning, attempting to build the evaluation model. We found that, Trump shows a very strong preference for implicit or indirect evaluation, which includes various graduation resources, infused process of AMOUNT and QUALITY, shared knowledge, specific numerals and verb tense. A closer analysis indicates that, under different themes, different constructing mechanisms have been utilized to form or strengthen the evaluation implication. To be specific: (1) both explicit and implicit resource are applied in constructing the evaluative meaning; (2) at different stages under the same theme, the constructing model shows difference, with the explicit resources being more prominent at the beginning or ending stage. In the body part, both explicit and implicit resources are of prominence, which tend to cooperate with each other, evoking or strengthening the established evaluative meaning. It proves that different types of evaluative resources show different degrees of prominence across stages within same theme.

Key words: evaluative meaning; the State of the Union Address; nicotine addiction; implicit evaluation

Tob Regul Sci.™ 2021;7(5-1): 2963-2982

DOI: doi.org/10.18001/TRS.7.5.1.66

THE STATE OF UNION ADDRESS

The State of Union Address (commonly known as "Government Work Report") is an annual report delivered by the President of the United States at the beginning of each year in the Capitol, covering economic construction, homeland security and other issues. Its audience includes both Congress and the American people, as well as listeners from other countries or regions in the world. The State of the Union address is a register of the speaking of what is written, which contains the characteristics of both written and spoken languages. Moreover, it combines the characteristics of both political speech and the government work reports, the main contents of which are as follows: to report on what the government has done and achieved on various issues in the past year; to draw up a work plan and a series of policies and measures for the coming year. The immediacy of the State of Union Address will not obscure the formality and normality of its wording, since every State of the Union address is elaborately co-written by members of the president's brain trust.

After a preliminary survey of the State of the Union address in the past three decades (1989-2020), we found that economy and health issues are the priorities which every president will refer to, full of continuity and stability, with other problems being contemporary due to different governing philosophies and personal governing styles. As is known to all, economy is the foundation of social development for any country. An accurate interpretation of economic policies will benefit us in timely understanding the current economic policies of the United States, correctly predicting the direction of development. Nicotine or drug addictions, which are closely related to people's health, play important roles in maintaining social stability

y. Therefore, keeping an eye on these two aspects is of vital to ensure social stability, as well as test the governing capacity of the government. Therefore, we will take the economic and healthy issues in Trump's State of the Union Address as data for a detailed analysis, and examine the construction of evaluative meaning in his report, the aim of which is to inspect the subjective evaluation meaning hidden behind the objective reports, examine the various evaluation mechanisms adopted to publicize his achievements, with the goal of uniting with the audience and striving for re-election. To be specific, we will carry out a comparative investigating concerning the constructing process of evaluative meaning in the above two issues from the following two dimensions: evaluation attribute (explicit vs implicit) and evaluation orientation (positive vs. negative), that is, the realization means and construction mechanisms of evaluation meaning. On the one hand, this study will promote the critical interpretation of the economic issues of the Trump administration; on the other hand, it will be beneficial in revealing the invisible values concerning such themes as nicotine and drug addictions among American people, showing the cross-cultural differences in these two themes.

APPRAISAL THEORY

Appraisal theory was first proposed by Martin,^{1,2} including three subsystems: attitude, engagement, and graduation, each of which is further divided into different sub-categories. As an important part of Systemic Functional Linguistics (SFL), appraisal system provides an important reference to exploring the interpersonal meaning at the level of discourse semantics, making up the deficiency of Hallidayan approach to paying too much attention to mood and modal systems. According to the literature, appraisal study has been carried out mainly from the perspectives

of theoretical exploration and application analysis, with the former aiming to perfect the existing appraisal system,³⁻¹² and the latter focusing on the applicability in specific discourse analysis.¹³⁻²¹ And major breakthroughs have been made in both aspects. Taking appraisal resources for instance, the study priority has been transferred from exploring attitudinal lexis²²⁻²⁴ through summarizing evaluative sentence patterns to investigating various implicit evaluation resources.

However, as was said by Zhu Yongsheng,⁷ we have paid more attention to explicit evaluation, with implicit evaluation largely ignored, resulting in the imbalance between these two types of evaluations. In other words, most researches have been focusing on probing or subdividing those explicit evaluation resources, studies concerning implicit evaluation, however, which is more context-dependent, are much less. What is more, few studies on implicit evaluation mainly center on the application aspect, theoretical discussions are relatively lacking, with only one relevant high-quality papers appeared in China.²⁵ In view of application, researches were mainly carried out from such registers as news,²⁶ academic²⁷⁻³¹ and Literature,³² etc., with other registers been ignored.

According to Appraisal Theory,^{2,3} implicit evaluation is signaled as “evoke”, which consists of provocation, flagging and affording. The term “provoke” refers to implicit attitude which is evoked through lexical metaphors. while choosing “flag” means that we deploy some kinds of graduations to alert readers to the feelings at risk. The “afford” option, which is different from the above two, makes room for the ways, in which ideational meanings alone imply evaluation.² This classification is

too

general, without taking full account of registers. Evaluative resources, however, tend to be different across registers, which present themselves as from factual or objective to ideological or opinionated. Therefore, we should pay full attention to register differences for the purpose of a thorough investigation.

Moreover, as has been found, the working mechanism of implicit evaluation in discourse, as well as its relationship with explicit evaluation has not been fully investigated. Since the most obvious characteristic of implicit evaluation resources lies in its concealment, as discourse analyzers, in order to interpret discourses properly, we need to focus on these subtle implicit evaluation resources, paying attention to their “working models” in specific discourses. Do they work alone or tend to cooperate? How do they cooperate? Are there any differences across themes? The answers to those questions are not clear, therefore, more studies are needed.

From the initial investigation on attitudinal lexis with evaluation function, to the exploration of the evaluation meaning hidden in objective statements, the evaluation study has made great achievements in depth. But to achieve more breakthroughs theoretically, especially in those fields as evaluation attribute, evaluation mechanism or evaluation resources, we need to carry out relevant studies within specific registers. In other words, evaluation study should shift from the macro generalization to specific registers: the evaluation model of a single discourse, or a comparative study on the evaluation characteristics across registers, both aspects are of necessity. In this process, different types of explicit or implicit evaluation resources from various levels of language may play different roles in constructing the evaluative meaning. Therefore, evaluation analysis should also manage to break the barriers of clauses, and be

carried out in a wider range (such as utterance, clause complex, even the whole discourse), the whole picture of evaluative meaning are thus obtained, which will facilitate us to examine the mechanism of various evaluation resources from the whole discourse, thereby revealing the speaker or writer's evaluation consciousness, evaluation orientation or evaluation stance towards himself, the discourse or the audience.

To sum up, based on the distinction of explicit and implicit evaluation resources within the appraisal framework, we will examine the specific operation mechanism of different evaluation resources in forming the evaluative meaning of both economic and healthy issues in Trump's State of the Union Address, with the former containing mainly employment and tax-reform, and the latter including nicotine or drug addictions.

It should be noted that we will carry out the analysis in accordance with Hood and Martin's graduation system, when necessary, since their classification is more detailed.² What is more, all the examples are numerically coded for the convenience of analysis.

EVALUATIVE MEANING CONSTRUCTION IN ECONOMIC ISSUE

We have taken Trump's first State of the Union Address as the data due to the fact that the economic issue takes up much space compared with others. We divided the economic issues into four parts: warming-up, employment, tax reform and economic recovery policy. A preliminary investigation shows that the evaluation mechanisms on those four sections are different due to their different emphases.

Evaluative Meaning Construction in “Warming-Up”

The generic structure of the State of the Union

address can be roughly divided into the opening part, the main part, and the closing part. The beginning part is usually realized by “greeting”, with the president using procedural language to show welcome to the audience on the spot and off the spot, which was followed by a “warming-up”, aiming to form an alliance with the audience and win their support.

According to the data, Trump tends to open up the report with praising American-style heroes, conveying praise for the heroic deeds in the past year in various fields with a variety of evaluation means. He describes Americans as “heroes”, as in (1) *Each test has forged new American heroes to remind us who we are, and show us what we can be*, showing his positive evaluation on American people, which appeals to the traditional values of American heroism. This expression is undoubtedly the most inspiring and the highest praise for American people, making it possible to unite the audience to the greatest extent. The semantic “up-down” relationship between clauses radiates this positive evaluation tone to the remaining ones, giving the following two clauses evaluative meaning too, delivering praise for the bravery of Americans in the face of natural disasters, as in (2) *We saw the volunteers of the “Cajun Navy”, racing to the rescue with their fishing boats to save people In the aftermath of a totally devastating hurricane.* and (3) *We saw strangers shielding from a hail of gunfire on The Las Vegas Strip.*

The radiation effect of evaluation from (1) also triggered the positive evaluation implication of *racing* and *shielding* respectively in (2) and (3). In addition, many other resources were also applied in constructing positive evaluative meanings inside the clauses. For example, in (2), *rescue* and *save people*, as well as the intensification resources of *totally devastating hurricane*, show the heroic spirit of American heroes in

the face of the devastating hurricane, the semantic contrast of which conveys high praise for American heroes and constructs the positive evaluative meaning of the clause. The construction mechanism can thus be summarized as: **the verbs with evaluative meaning (triggered by the radiation effect of evaluation from topic clause) + the negative evaluation phrase + semantic contrast within the clause + enhanced graduation resources.**

In (3), the co-occurrence of *a hail of gunfire* and *strangers shielding strangers* has described the beautiful scene of American people helping each other under a hail of bullets, implying Trump's praise towards ordinary Americans, the construction of the positive evaluation can be summarized as follows: **the noun phrase with evaluative meaning (triggered by the radiation effect of evaluation from topic clause) + the negative evaluation phrase + semantic contrast within the clauses.** A closer analysis indicates that these two clauses follow similar pattern in forming the evaluative meaning, which takes the radiation effect of evaluation from the topic clause as the basis, and combines the semantic contrast between phrases inside the clauses, with the difference lying in the emergences of graduation resources. The radiation function of evaluation reflects the roles that various textual means play towards the construction of the evaluative meaning, while the semantic relation between phrases inside a clause reflects the important functions of logic-semantic relations in constructing evaluative meaning, both of which are implicit in nature, highlighting the extensive source of implicit evaluative.

Trump's next statements begin with *we Heard.....and we have heard about.....* showing the heroism of Americans, the detail of which is as follows:

(4) *We heard tales of Americans like Coast Guard Petty Officer Ashlee Lepper, who is here tonight in the gallery with Melania. Ashlee was aboard one of the first helicopters on the scene in Houston during Hurricane Harvey. Through 18 hours of wind and rain, Ashlee braved live power lines and deep water, to help save more than 40 lives. Ashlee, we all Thank you;*

(5) *We heard about Americans like firefighter David Dahlberg. He is here with us too. David faced down walls of flame to rescue almost 60 children trapped at a California summer camp threatened by those devastating wildfires.*

Clause group (4) describes how Coast Guard Petty Officer Ashlee Lepper saved more than 40 lives during Hurricane Harvey. It can be seen that positive evaluative meaning is constructed despite the lack of explicit evaluation expressions in the utterances. In the first place, the evaluation radiation of the topic clause defines the evaluation tone of (4). Moreover, the shared knowledge on Hurricane Harvey landing in the United States endows those clauses with evaluative meaning. Thirdly, the quantity resources of graduation, such as *brave* and *help save*, as well as *the first helicopters* and *through 18 hours of wind and rain*, show a positive evaluation towards American heroes. In this way, the evaluative meaning of the clauses group is thereby constructed, the process of which is: **the positive evaluation orientation (triggered by the radiation effect of evaluation from topic clauses) + shared social background knowledge + positive evaluation verbs + quantity graduation resources.**

It is revealed that in addition to the effect of top clauses, which determines the evaluation orientation of the whole “warming-up”, context, especially the social background shared by speaker and audience, has the

function of stimulating the evaluative meaning. Therefore, we define it a new type of implicit evaluative resources. What's more, the graduation resources are also crucial in intensifying the evaluation. A further analysis shows that Clause group (5) presents the similar model in constructing the evaluative meaning, that is, together with the radiation effect of evaluation coming from the top clause, the shared knowledge on *wildfire* among Americans has entitled the clause group with positive evaluative meaning; moreover, the positive evaluative meaning in *faced down walls of flame* has also been also motivated. Meanwhile, with the semantic contrast between attitudinal lexis *rescue 60 children* and *devastating* being added, it is self-evident that the whole story reflects a highly praise to American people. The construction mechanism of evaluative meaning can hereby be summarized as: **the radiation effect of evaluation (coming from topic clause) + shared social background knowledge + evaluative phrase (triggered by the two formers) + evaluation verb (semantic contrast) + quantity graduation resources**. It is shown that in constructing the evaluative meaning, Trump tends to apply multiple resources instead of a single one, among which, explicit and implicit resources work alternately, resulting in a synergistic effect, thus strengthening the evaluative meaning.

According to our investigation, the third heroic story--the shooting incident of Congressman Steve, applies different mechanisms compared with the above two, when constructing the evaluative meaning, with the application of various extreme explicit expressions, as is in the following: (6) *With us tonight is one of the toughest people ever to serve in this House, a guy who took a bullet, almost died, and was back to work three and a half months later: the legend from Louisiana,*

Congressman Steve Scalise. We are incredibly grateful for the heroic efforts of the Capitol Police Officers, the Alexandria Police, and the doctors, nurses, and paramedics who saved his life, and the lives of many others in this room.

In this clause group, the explicit extreme explicit expression (*one of the toughest people*) inscribes positive attitude towards Congressman Steve Scalise, the adding of the contrastive intensity (*almost died vs was back to work three and a half months*), has further enhanced this positive evaluation. With the similar model (*incredibly grateful; the heroic efforts*), Trump also speaks highly of the medical staff who treated Steve considerately. Thereby, the construction mode of this group can be summarized as: **extreme explicit attitudinal lexis or phrase + intensity graduation resources (intensity, extent)**. Apparently, Trump has applied more explicit attitudinal lexical items in this story, with various graduation resources being added, the function of which is to enhance the evaluative strength. We believe the application of explicit means is mainly to meet two needs: on the one hand, the extreme explicit evaluation towards Congressman Steve is actually "trying to please", with the aim of shortening the distance and making alliance with the audience; on the other hand, explicit resources work better in producing the "warming-up" effect than those implicit ones, indicating the influence of different stages of "warming-up" towards evaluative meaning construction. It is noteworthy that in this clause group, the radiation effect of topic clauses has been dismissed by those extreme explicit attitudinal lexis or phrase inside the clause group, which implies that, the radiation effect of the top clause is not constant but is dynamic. According to our investigation, the appearance of other explicit resources inside the clause group, together with the fact that the group is

distant from the top clause has result in the reduction of the radiation effect of the top clause.

In concluding the “warming up”, as in (7) *No people on Earth are so fearless, or daring, or determined as Americans. If there is a frontier, we cross it. If there is a challenge, we tame it. If there is an opportunity, we seize it*, Trump applies the extreme explicit expression (*no...as...*) as well as explicit modifiers (*fearless; determined*) to reinforce his admiration towards American heroes, the addition of rhetorical parallelism makes the positive evaluation to be highlighted. Thus, the construction of the evaluative meaning can be summarized as follows: **extreme explicit expressions + explicit modifier + intensity resources (parallelism)**. According to the analysis, in such political speeches as the State of the Union Address, explicit expressions concern not only such attitudinal lexis as evaluative adjectives or adverbs, other syntactic forms, syntactic patterns such as “*no...as...*” can also express evaluative meaning, the evaluation orientation of which are also noticeable. This finding fits with the previous studies,²⁴ that is, traditional rhetorical devices are also proved to be an explicit evaluative means, which can strengthen the evaluation tension. To sum up, the inner evaluative meaning relationship between these seven clauses can be shown in the following figure:

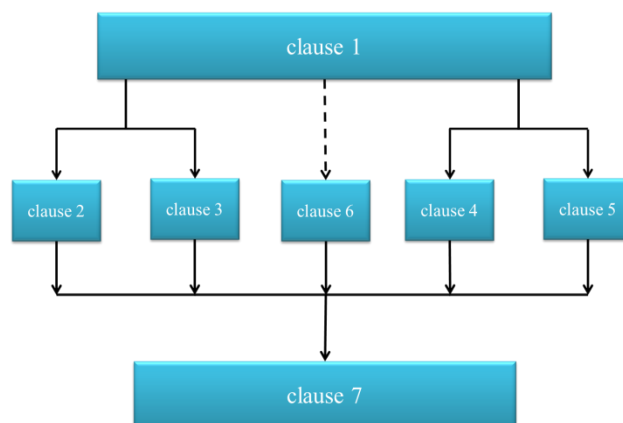


Figure 1 construction model of evaluative meaning in “warming-up”

Throughout the whole “warming-up”, The evaluation model on American heroes conforms to the following rules: (1) the topic clause at the beginning stage determines the evaluation orientation with explicit attitudinal lexis, which then radiates to the following clauses, and determines their evaluation orientation in advance; (2) at the middle stage, on the basis of the predetermined evaluation orientation, explicit and implicit evaluation resources within clauses or clause groups cooperate or superimpose with each other to sustain or strengthen the determined evaluative orientation; (3) the radiation effect of the top clause is not constant, with the appearance of other explicit resources inside the clause group, as well as the fact that the group is distant from the top clause, the radiation effect of the top clause will be less obvious; (4) shared background knowledges between speaker and his audience is an important means which will inspire the evaluative meaning of the expressions; (5) the semantic relation inside or between clauses is another stable evaluative resources; (6) at different stages explicit and implicit resources different degrees of prominence, which means that at the beginning or body part, both explicit and implicit resources will be applied, while at the ending part, more various explicit means will be used,

such as attitudinal lexis and various evaluative syntactic patterns as well as rhetorical figures of speech, with the aim of increasing the momentum and intensity of evaluation, coinciding with the positioning of Americans as “hero” in the very beginning.

Throughout the “warming-up” stage, more explicit and implicit evaluative resources were founded, proving that the State of the Union Address is much more than a purely objective presentation of what the government has done in the past year, on the contrary, it has the evaluation tone, by which, Trump will make alliance with American people, striving for re-election.

Evaluative Meaning Construction on Employment Issue

Different from the “warming- up”, in other issues, Trump shows the subjective evaluation towards himself as well as the federal government under his leadership. Taking the employment issue for example, Trump are seeking to apply a variety of linguistic means to carry out positive evaluation towards himself or the federal government while introducing what they have done over the past year, with the aim of forming alliances with the audience. According to the transcript employment issue, Trump reports to the Congress from the following two perspectives: job growth and unemployment falling.

1. Evaluative Meaning Construction on Job Growth

In this section, Trump presents the audience with the number of jobs created since he was elected, as in (8) *Since the election, we have created 2.4 million new jobs, including 200,000 new jobs in manufacturing alone.*, with bursts of applause being followed.

In this compound clause, the explicit expressions “*create new jobs*”, combining with the

shared knowledge within the job growth domain, inspires positive attitude towards Trump, as well as his administration. What is more, the number *2.4 million*, as a specific numeral also imply value, for it is within a prosodic domain, where other explicit evaluative resources have determined the evaluation orientation. Those specific numerals in (8) in support of a position implies a degree of validity attributed to this position, which is equivalent to say that what has Trump said conform to the fact. If such expressions as “*many/a large amount of ...*” were used, the validity will not be fully realized since they are vague in nature. Therefore, specific numerals are also important evaluation resources, the attitudinal value of which depends on the subject matter and may be different across registers. In addition, the non-predicate structure following the main clause further reinforces the positive evaluations through the extension of the semantic relations, among which, *200000 new jobs* is explicit evaluation resources, *alone* is intensity resource of graduation. Emphasizing the distinguished achievements, which has been made by manufacturing industry alone, implies positive evaluation to himself as well as his administration. Taking all the above points into consideration, the construction process of evaluative meaning can be expressed as follows: **shared knowledge + positive attitudinal lexis +number+ intensity resources (time) of graduation.**

According to SFL, logic-semantic relationships within clauses as well as between clauses are important means of forming discourses. In other word, they can realize the function of making words into clauses, linking clauses into discourse. In addition to textual function, different types of logical semantic relationships can also stimulate the evaluation of the speaker or writer, conveying the

evaluative meaning, as is shown in (9) *After years and years of wage inflation, we are finally seeing rising wages.*). In this clause complex, the semantic contrast between *wage* and *rising wages*, which respectively belong to two clauses, plays an important role in determining the evaluative meaning of the clause. In addition, the contrastive semantic relationship between two clauses, as well as the contrastive intensities (*years of years* vs *finally*) is essential in constructing the evaluative meaning. In short, the construction of evaluative meaning of the whole clause can be summarized as follows: **contrastive semantic relationship (within clauses compound) + contrastive evaluation expression + contrastive intensity resources of graduation (extent).**

Being the means of constructing the evaluative meaning, clause (8) and clause (9) show close cooperative relationship, reflecting the governing capacity of Trump from the aspects of both the amount of employment and wages increase in the past year. The cooperative relationship between clauses makes the subjective evaluation be more "naturalized" and more objective.

2. Evaluative Meaning Construction on Unemployment Rate

Concerning the theme of unemployment rate, Trump applies more extreme resources to enhance the strength of the evaluation, which is shown in the following: (10) *Unemployment claims have hit a 45-year low, something I am very proud of.* (11) *African-American unemployment stands at the lowest rate ever recorded;* (12) *And Hispanic American unemployment has also reached the lowest levels in history.*

Generally speaking, the three material process clauses introduce not only the unemployment rate over the past year, but also contain

positive comments towards Trump and his administration. In (10), a positive evaluation is triggered through the co-occurrence of *unemployment claims* and *low*, showing praise towards Trump's reform ability in economy. In addition, the infused process (*something I am very proud of*), which is called, in traditional grammar, the appositive construction, is a resource qualifying the previous statement, flagging a subjective reading from Trump, thus enhancing the positive meaning of the main clause. To sum up, the construction process of evaluative meaning in the whole clause can be summarized as: **positive evaluative meaning (inspired by ideational meaning) + quantity graduation resources + enhanced semantic relationship.** The unemployment rate of African-American and Hispanic American were present respectively in (11) and (12), displaying similar model in constructing the evaluative meaning. To be specific, the ideational meaning of the clause is formulated through the respective co-occurrence of *unemployment* and *reach rate/rate levels*, which also stimulates the positive evaluation towards Trump and the federal government. The addition of the extreme modifiers (*lowest*) and the extent resources of graduation (*ever recorded; in history*) has respectively increased the evaluation strength. In this way, their evaluation construction model can be summarized as follows: **positive evaluative meaning (inspired by ideational meaning) + extreme modifier + graduation resources (extent).** In terms of the semantic relationship among the three clauses, a reinforcing relationship has been formed with clause (11) and clause (12) strengthening the evaluative meaning and evaluative orientation established by clause (10) using semantic extension.

Evaluative Meaning Construction on Tax Reform

Report on tax reform is carried out from two perspectives: government tax reform and the public benefits. In the first place, clause (13) (*Just as I promised the American people from this podium 11 months ago, we enacted the biggest tax cuts and reforms in American history.*) expresses evaluative meaning while showing us the ideational meaning of the government's tax reform. To be specific, the shared knowledge within the tax cuts domain will activate an evaluative meaning to *enacted tax cuts and reforms*, in addition, the extreme modifier *the biggest* together with the scope resource of *graduation in American history* will strengthen this evaluative meaning, suggesting a positive evaluation towards Trump. Furthermore, the subordinate clause led by *as* further enhances the evaluation intensity of the main sentence. To add up, the construction process of evaluative meaning can be summarized as follows: **positive evaluative meaning (inspired by shared knowledge) + extreme modifier + graduation resources (scope) + reinforced-type logic-semantic relationships.**

With the overall positive evaluative tone being determined, Trump detailed the specific tax cut measures that benefit both the middle class and small businesses. The material process clause in (14) (*Our massive tax cuts provide tremendous relief for the middle class and small businesses.*) summarizes the benefits that the government's massive tax cuts have taken to both the middle class and small businesses. Within the clause, *tax cut* and *provide relief* has confirmed the evaluative meaning, with the extreme modifiers *massive* and *tremendous* strengthening it. The construction process of the evaluative meaning can be summarized as: **positive evaluative meani**

ng (inspired by shared knowledge) + extreme modifier.

1. Evaluative Meaning Construction on Tax Cuts Towards Middle Class

A detailed investigation show that Trump has divided the middle class into ordinary middle class and low-income families. For ordinary middle class, Trump says:

(15) *To lower tax rates for hardworking Americans, we nearly doubled the standard deduction for everyone.* (16) *Now, the first \$24,000 earned by a married couple is completely tax-free;* (17) *We also doubled the child tax credit.* (18) *A Typical Family of four making \$75,000 will see their tax bill reduced by \$2,000, Slashing their tax bill in half.* (19) *This April will be the last time you ever file under the old and very broken system, and millions of Americans will have more take-home pay starting next month.*

In (15) and (16), Trump has presented the advantages that ordinary middle class has obtained by doubling the standard deduction. In (15), the positive evaluative meaning of *doubled standard deduction* is triggered by the shared knowledge of tax cut deduction. What is more, the application of the semantic relationship of purpose (*to.....*) as well as the scope resource (*nearly; everyone*) and grade resource (*nearly, everyone*) has intensified the evaluative meaning, leading the audience to make a positive assessment towards Trump's leadership. The process of evaluation construction can thus be expressed as follows: **positive evaluative meaning (inspired by shared knowledge) + scope resource + semantic relationship of purpose (inside clauses)**. In (16), the relational process clause itself is evaluative in nature, besides, the explicit verb "*earned*" as well we the shared knowledge of tax reform has inspired the positive evaluation orientation of the clause. The intensified modifier "*completely*" further

strengthens the evaluative meaning, aiming to highlight Trump's governing ability. The construction model of its evaluative meaning can be summarized as: **relational process clause + explicit evaluative verb + positive evaluative meaning (shared by tax reform knowledge) + intensified modifier**. The analysis indicates that there has a cause-and-effect relationship between the above two clauses, which is realized through logical conjunction *now*. That is to say, clause (16) has further reinforced the evaluation power of (15).

In (17) and (18), another tax cut policy--the child tax credit, was introduced. In (17), like that in (15), the ideational meaning, combining with the shared knowledge, has triggered evaluative meaning to *double the child tax credit*, which makes it reasonable to show positive evaluative towards Trump. In summary, the construction of evaluative meaning in this clause is mainly realized by means of the ideational meaning and the shared knowledge about tax. In (18), the co-occurrence of *tax bill* and *reduced* has entitled the clause to evaluative meaning, moreover, the infused process at the end of the clause has further extended this evaluation by means of adding information based on previous main clause. This infused process is different from the above one, the function of which is to qualify the previous main clause; while this process contains the meaning of AMOUNT, which means, it is used to complement the information following the previous statement. We define it as the infused process of AMOUNT, with the above one the infused process of INTENSITY. Both imply evaluative reading. In (18), the infused process plays the role of increasing information concerning the advantages the tax cut will bring to American workers, which in turn will extend the positive evaluation towards the

policy maker--Trump and his administration. In sum, the evaluative meaning in this clause is constructing by means of the following resources: **evaluative meaning (triggered by ideational meaning) + number + infused process of AMOUNT**.

Trump concluded this part with a compound clause, as in (19), which has further consolidated the evaluative meaning and evaluation orientation of the whole part. Compared with the promise, which is made by Trump, that millions of American people will see their take-home pay increase starting next month, the explicit expression (*the old and very broken system*) has highlighted dissatisfaction towards the previous administration, and together with the semantic contrast, a positive evaluations towards Trump as well as the present administration will be conveyed. The construction of their evaluative meaning can be expressed as: **negative explicit modifiers+ contrastive semantic relations + graduation resources (extent)**.

In addition to middle class, Trump also carried out tax cuts for the low-income middle class, which reads as follows: (20) *We eliminated an especially cruel tax that fell mostly on Americans making less than \$50,000 a year, forcing them to pay tremendous penalties simply because they could not afford government-ordered health plans.* (21) *We repealed the core of disastrous Obamacare, the individual mandate is now gone. Thanks Heaven.*

This part is made up of two compound clauses. It is obvious that this part has a high density of information and abundant evaluation resources despite limited space, Trump's subjective evaluation orientation is obvious as well. In (20), the intensity resource (*especially*), working with the explicit evaluation expression (*cruel tax*), has determined the characteristics of a tax programme carried out

by the previous government, conveying a negative evaluation. The infused process of AMOUNT containing condemnation tone (*forcing them to pay tremendous penalties simply because they could not afford government-ordered health plan*) has further strengthened this negative evaluation. Inside this process, the negative evaluation implication was highlighted by means of the co-occurrence of the intensity resource *tremendous* and *simply because*, based on which, *we eliminated* is given positive evaluation. Therefore, the evaluation implication of the whole clause can be construction as: **negative intensified modifier + infused process of AMOUNT + positive evaluative meaning (triggered by the semantic relation within clause)**.

In (21), extreme explicit evaluation resource *disastrous Obamacare* is applied to convey negative evaluation towards Obama in the previous administration, which has in turn legalized *we repealed*. Moreover, the intensity resource of graduation *Thank Heaven* has further reinforced negative views towards Obamacare. It is worth mentioning that the transformation of verb tenses in this clause is also an important clue which can stimulate the evaluative meaning. On the one hand, semantic contrast within a clause group will activate the evaluative meaning; on the other hand, the contrast of tenses within a clause complex or clause is also an important clue, which, cooperating with semantic contrast, can inspire the evaluative meaning behind the ideational meaning, and invite readers to perceive the evaluative meaning “soundlessly”, thereby avoiding the possible challenges or questioning coming from the audience. In (21), Trump points out that tax cuts reform has brought benefits to American people, implying positive evaluation to his administration, which is realized through the cooperation between the

simple past tense (*repealed...*) and the simple present tense (*he individual mandate is now gone*). To conclude, the generation process of evaluative meaning in this clause can be roughly summarized as: **negative evaluation modifiers (towards the former government) + positive evaluation verbs (based on the negative evaluation to the former government) + intensity resources + tense contrast**. Concerning the relationship between the above two clauses, clause (21) has actually consolidated and strengthened the evaluative meaning constructed by (20) by highlighting the shortcomings of the former tax system, thereby stimulating audience’s positive evaluation towards the present federal government.

2. Evaluative Meaning Construction on Small Business Tax Cuts

In reporting on the tax cuts for small businesses, with a complex clause, Trump presents the extent of the tax cuts, which is shown in (22) (*We slashed the business tax rate from 35 percent all the way down to 21 percent, so American companies can compete and win against anyone else, anywhere in the world*). In the clause, the shared knowledge has stimulated the evaluative meaning of *slashed the business tax rate*. Furthermore, the co-occurrence of percentage and scope resource (*all the way down*) has strengthened the evaluative meaning. Besides, the semantic progressive relationship between the two clauses radiates this evaluative meaning to the following clause, endowing it with the same evaluative meaning, showing the benefits of tax cuts to small businesses, encompassing appraise for Trump and the federal government’s governing ability. The appearance of the extent resource of graduation (*anywhere in the world*) further strengthened the evaluative meaning. So far, the evaluative meaning construction model of this clause

complex can be expressed as: **positive evaluative meaning (triggered by ideational meaning) + number + graduation resources (extent) + intensified semantic relationship.**

After a specific description, Trump summarized his tax cuts again with two material process clauses, which is shown as follows: (23) *These changes alone are estimated to increase average family income by more than \$4,000, a lot of money*; (24) *Small businesses have also received a massive tax cut, and can now deduct 20 percent of their business income*).

In (23), by emphasizing that these tax cuts can increase the average family income, Trump has managed to activate the audience's positive evaluation. Additionally, the appositive expression (*a lot of money*) has made the subjective evaluation to be more evident, the model of which can thereby be summarized as: **positive evaluation (caused by ideational meaning) + intensity resources of graduation + number + intensified (appositive structure) semantic relationship.**

In (24), Trump restates the benefits that small businesses can obtain through tax cuts reform, in which, *received* cooperate with *a massive tax cut*, *deduct* co-occurs with *business income*, all of which has determined the positive evaluation orientation of each clause. Moreover, the cause-and-effect semantic relationship between the two clauses has reinforced the positive evaluation. Therefore, the construction model of evaluative meaning can be summarized as: **positive evaluation (caused by ideational meaning) + intensified modifiers + numbers + intensified (cause-and-effect) semantic relationship.** The summative evaluative meaning here is an extension of the previous ones, and can consolidate or strengthen the pre-established evaluation orientation, as well

as

evaluative meaning towards Trump and his administration.

3. A Brief Summary of Tax Cuts

In the ending part, Trump says: (25) *Since we passed tax cuts, roughly 3 million workers have already gotten tax cut bonuses, many of them thousands and thousands of dollars per worker, and it's getting more every month every week.* In this clause, Trump shows the outcome of his tax cuts reform through proving that it is beneficial to American people, which in turn will imply positive evaluation towards himself as well as his administration. While showing the achievement of tax cuts reforms, the combination of *roughly 3 million workers* and *gotten tax cut bonuses* has activated the evaluation implication of the clause, the addition of the appositive structure (*many of them thousands and thousands of dollars per worker*), in which repetitive expressions were used, has largely enhanced the evaluation implication. Furthermore, the additional clause (*and it's getting more every month every week*), as the supplementary information, has shown the same enhancement function. The linear contrast relationship of verb tenses is also an important clue in judging the evaluative meaning of the clause complex, especially the contrast between present perfect (*have already gotten.....*) and present progressive (*and it's getting...*), in which, the subjective evaluation towards himself can be felt by the audience. At this point, the process of evaluative meaning construction can be summarized as follows: **intensified (within clause/ appositive structure) semantic relationship + number + evaluative meaning (triggered by ideational meaning) + tense contrast.**

In summary, behind the report on tax cut theme, evaluative meaning realized by different evaluative resources has been constructed by Trump towards himself and his

administration, the aim of which is to make alliance with audience as widely as possible.

According to our analysis, in addition to the invoked and provoked evaluative resources proposed by Martin and White,³ various other evaluation resources have been found in the State of the Union Address, among which, ideational meaning and shared knowledge between the speaker and his audience are vital implicit evaluative resources; what is more, various logic-semantic relationships within clause complexes or clause groups is another crucial resources which will stimulate other resources, entitling them with evaluative meaning; specific numerals, which is a feature of economic issue, is also an important way in realizing the evaluative meaning, the evaluative orientation of which is not predetermined, but needs to be triggered in specific context; Another distinguishing finding is the evaluative meaning of verb tenses, the appearance of which in specific clauses or clause groups will lead audience to make evaluations to a peculiar object.

Evaluative Meaning Construction on Economic Recovery Policy

Under economy issue, Trump's report is carried out not only form the employment rate and tax cut reforms, but also take some macro measurements, which aims to adjust the economic policies and promote the recovery the whole American economy. The relevant statements are as follows:

(26) *We have eliminated more regulations in our first year than any administration in the history of our country.* (27) *We have ended the war on American energy, and we have ended the war on beautiful clean coal.* (28) *We are now very proudly an exporter of energy to the world.* (29) *In Detroit, I halted Government mandates that crippled America's great beautiful autoworkers, so we can get the Motor*

City, revving its engines once again, and that's what's happening. (30) *Many car companies are now building and expanding plants in the United States, something we have not seen for decades.* (31) *Chrysler is moving a major plant from Mexico to Michigan.* (32) *Toyota and Mazda are opening up a plant in Alabama, a big one and we haven't seen this in a long time, it's all coming back.* (33) *Very soon, auto plans and other plants will be opening up all over our country.* (34) *This is all news Americans are totally unaccustomed to hearing.* (35) *For many years, companies and jobs were only leaving us.* (36) *But now they are roaring back, they are coming back, they want to where the action is, they want to be in the United States of America.*

Throughout the whole discourse, we have divided it into three parts: the topic/theme point (composed of topic clause) --specific points--summary point. Trump began his report with the dominant clause, as in (26), which means the administration has over the past year abolished a number of regulations that hurt the US economy. In the first place, the ideational meaning itself has stimulated the evaluative meaning; besides, intensifies resources (*more; than any other.....*) and extent resources (*in our first year; In the history of our country*) has worked together, strengthening the evaluative meaning, which all together has contained Trump's praise for himself and his administration. Its construction model of evaluative meaning is as follows: **evaluative meaning (triggered by ideational significance) + graduation resources (intensity/scope)**. In general, although the evaluative meaning of topic clause (26) is mainly realized by implicit means, the addition of various graduation resources has significantly enhanced the evaluation strength.

In the following space, from (27) to (33), Trump stated macroeconomic recovery

policies from different aspects, which was divided into: energy policy (27-28) and automobile industry development policy (29-33).

1. Evaluative Meaning Constructing on Energy Policy

When reporting on the energy policy to the Congress, Trump introduced that the US government had ended the war on American energy and clean coal, which is expressed by the material process clause (27). A further inquiry shows that the ideational meaning of this clause itself has implied evaluative meaning, in particular, the co-occurrence of the material verb “*end*” and “*the war on American energy*” itself has an evaluation function, delivering a positive evaluation towards Trump. Therefore, the construction of evaluative meaning of in clause (27) has been realized through the ideational meaning of the clause itself, which has triggered the evaluative meaning. It should be pointed out that not all clauses expressing ideational meaning can inspire evaluative meaning, which may be different across registers. Due to limited, we will not carry out a detailed analysis.

Comparatively speaking, Clause (28) contains more obvious evaluative meaning. First, the clause itself can provoke the evaluation meaning, secondly, it is relational process clause, within which, *an exporter of energy to the world* is associated with *is*, *we* and *an exporter of energy to the world* are interchangeable. In combination with the ideational meaning of the clause, its subjective evaluation intention and evaluation orientation are obvious. The addition of the intensity (*very proudly*) will further highlight the speaker’s evaluative intention. Accordingly, the evaluative meaning is constructed by the following means: **evaluative meaning (triggered by ideational meaning) + evalua**

tive meaning (determined by the attributes of the clause) + enhancement modifier. As for the relationship between the two clauses in terms of evaluation meaning, clause (28) is the semantic extension of clause (27), with (28) containing richer evaluation resources and stronger evaluation consciousness.

2. Evaluative Meaning Constructing on Automobile Industry Policy

In order to promote the development of automobile industry, Trump has showed the Congress measures that his administration has taken in the past year, as is shown in clause (29). He pointed out that the federal government has halted regulations which has prevented the development of American auto industry. The co-occurrence of *government mandates* and the attributive clause *that crippled America’s great beautiful autoworkers* has led to negative evaluation to the previous administration, meanwhile, attitudinal lexis (*crippled*) plays the most important role. By virtue of the cause-and-effect logic-semantic relationship between the members within the clause, the positive meaning of *halted* is activated, inspiring positive evaluation to Trump as well as the current administration. Altogether, the construction mechanism of evaluative meaning can be summarized as follows: **negative evaluation (to the previous government) + logic-semantic relationship (inside the clause) + positive evaluation (to the current government)**.

In the following clauses (as in 30-33), Trump has reported to Congress the advantages of his policies in developing the auto industry. It is found that the distribution of tenses in these clauses has typical characteristics, especially the large area distribution of present continuous tense. The above analysis has proved that the verb tenses have the function of stimulating the evaluative meaning, so does the

continuous tense. According to traditional grammar, the present continuous is used to emphasize the ongoing and continuing state of an action or state of affairs, while the future continuous is characterized by *will* and *will continue*. Therefore, these two tenses share some similarity, that is, both of them are semantically persistent. Trump's choice of progressive tense here is actually to invite the audience to perceive the excellent effect of the measures that he and his administration have taken in the automobile industry. It means that the effect is not just here or just today, but will continue, implying Trump's praise for his own policies, guiding his audience to make a positive evaluation to his political performance over the past year. Therefore, the most prominent means of constructing evaluative the meaning of (30-33) structure is the continuous tense. The infused process in (30) and (31) (*something we have not seen for decades/ a big one and we haven't seen this in a long time*) are also vital for they play the role of increasing more information that the clause needs, thereby delivering the evaluation implication. In addition, extent resources (such as *all over our country*) of graduation are important means that can quantify things, flagging subjective evaluation. Accordingly, the construction process can be: **continuous tense (present or future) + infused process of AMOUNT + graduation resources (extent)**.

In the conclusion stage (as is seen in 34-36), Trump's evaluation awareness is further highlighted. The relational process clause (*Americans are totally unaccustomed to hearing*) once again arouses Trump's dissatisfaction with the previous administration, which in turn has delivered positive evaluation towards himself as well as the current administration. Moreover, all kinds of intensified phrases (*for many years, all, totally,*

only) will cooperate with each other, thereby enhancing the evaluation strength. To sum up, Trump applied "**attributive clause + contrastive logic-semantic relationship, intensified resources + repeating**" in constructing the evaluative meaning, with the intention of passing his evaluation orientation on to the audience, thereby obtaining their positive evaluation.

EVALUATIVE MEANING CONSTRUCTION IN HEALTHY ISSUE

As is known to all, such healthy problems as nicotine and drug addiction will affect people's physical and mental health, causing social instability.^{33,34} And many countries in the world have been committing to various measures for reducing their harm to humans. As the president, Trump will report to the Congress what the government has done in overcoming these problems in every State of the Union Address. We will concentrate on the first State of the Union Address due to space limitation. A rough observation shows that Trump tend to express different attitudes towards those smoking or drug addicts, and smoking or drug dealers.

In the first State of the Union Address, Trump has stated that (37) *These reforms will also support our response to the terrible crisis of opioid and drug addiction, never has been like this now*. As can be seen in clause, in order to show their efforts in protecting American people's health, Trump has said that his administration has adopted various reforms. the adjective "*terrible*" has shown a negative evaluation towards the nicotine or drug addiction; In addition, the use of *These reforms* and *support our response*, as well as the appositive structure *never has been like this now* has determined and enhanced a positive evaluation towards Trump himself. The evaluation meaning is constructed mainly through the cooperation of explicit adjective, the

ideational meaning and the appositive structure, among which, both explicit and implicit resources were applied.

In the following statement, Trump has shown the audience the damage of drug overdoses, as is shown in (38) *In 2016, we lost 64,000 Americans to drug overdoses: 174 deaths per day. Seven per hour.* In this clause, the specific numerals (64,000; 174) were endowed with subjective evaluation of the speaker, which cooperate with the graduation resources (*per day; per hour*), activating the negative evaluation towards drug overdoses. With this premise, Trump goes further and said that (39) *My Administration is committed to fighting the drug epidemic and helping get treatment for those in need, for those who have been terribly hurt.* Although no explicit attitudinal lexis is found, the evaluative meaning towards the administration was implicitly constructed, for the ideational meaning of the clause has flagged the positive meaning of *fighting*, as well as *for those in need* and *those who have been hurt*. The explicit adverb *terribly* has further enhanced the evaluation meaning. To sum up, the construction of evaluation meaning in clause (39) has mainly realized implicitly, that is, through the flagging of the ideational meaning, which is strengthened by explicit lexis.

In the following summary statement, Trump has shown a strong evaluative meaning toward American people by taking full advantage of the logic-semantic relation between clauses, as is shown in (40) *The struggle will be long and difficult, but, as Americans always do, in the end, we will succeed, we will prevail.* It is obvious that an obvious evaluation meaning has been constructed with the appearance of various evaluative lexis, such as *succeed* and *prevail*. A detailed analysis indicates that the evaluation meaning is further enhanced, to a large extent, through the semantic relation between clauses, for the

conjunction word “but”, which has linked the two clauses with opposite meaning, has increased the praise towards American people. In general, the construction of evaluative meaning in this clause is different from the above one. That is, in this clause, the evaluation meaning was determined by explicit resources, with the implicit ones enhancing it.

In summary, Trump shows different attitudes towards his administration, American people and the nicotine or drug overdoses, with the positive attitude towards the first two, and the negative evaluation to the last one. Although both explicit and implicit means were used in expressing the evaluation meaning, their importance tend to be varied in delivering the subject evaluation. To be specific, at the very beginning, explicit and implicit play the similar role in determining the evaluation meaning; while in evaluating the overdoses, the implicit means shows high degree of prominence; in the concluding clause, the implicit means are more prominent. Altogether, both explicit and implicit resources go up and down in degerming and strengthening the evaluative tome of the whole theme, through which, we have obtained the evaluative orientation of American people towards such health threatening as nicotine or drug addiction.

CONCLUSION

In this study, we have explored the ways in which Trump manage to make alignments with the audience through strategic encoding of positive or negative evaluation implication towards what he reports on the economic and health issues in his first State of the Union Address. In particular, we have investigated the multiple means by which the evaluation implication can be inscribed by explicit attitudinal lexis or flagged by implicit language resources, thereby obtaining the construction

mechanism of evaluative meaning in the State of the Union Address. We found that, in addition to some evaluative statements, which is realized by evaluative lexical items or sentence patterns, more common evaluation resources in the report, are "neutral" statements, the language of which are very evocative, despite the lacking of evaluative lexis. In other words, Trump shows a very strong preference for implicit or indirect evaluation toward different objects, especially himself and his administration. This is in fact an excellent way of making alliance with the audience, which allows the speaker or writer infusing persuasion into "neutral" statements or description. And it is believed that an avoidance of explicit evaluation in favor of implicit one can build up a stable alliance with the audience, making the claim more compelling.

According to our analysis, in addition to those evoked attitudinal resources given by Martin and White³, more implicit resources were found. One thing that becomes evident is that there is a very strong preference for various graduation resources. Previous studies tend to put graduation system on the edge of the whole evaluation system, our study, however, has shown that this system should be put at the center of the appraisal theory, since it can pack quite a punch in constructing evaluative meaning, the functions of which can be described as: (1) intensifying the explicit attitude; (2) scaling the ideational meaning of a process, thereby activating its evaluation implication. In simple terms, the former function scales the attitudinal lexis, the latter one scale non-attitudinal ideational meaning. It can be seen that graduation system plays an important role in both explicit evaluation and implicit one, with the latter being one of the most characteristics in Trump's report. A common example is that in which a process is

enhanced attitudinally with a circumstance of manner, which has high frequency of occurrence. In addition, an attitudinal reading may also be flagged by giving a subjective slant to the objective meaning, this will also be realized through scaling the ideational meaning.

In addition to graduation, we found that infused process is another important resource which can evoke implicit evaluation. Two types of infused processes have been named, on the basis of our study, which are infused process of AMOUNT and infused process of QUALITY.

The shared knowledge between speakers and his audience is also crucial in stimulating the evaluative meaning. It is a basis on which we make the following judgement: the ideational meaning imply evaluation. In other words, the reason that we can easily deduce the underlying evaluative meaning of an objective process is due to the shared knowledge within a specific domain.

It is found that resources for quantifying things are very common in the economic issue, showing the effect of field or domain towards the language selection. In particular, we found that specific numerals are more common, which, however, can imply evaluation, especially when they are related with a specific register or a specific field. Compared with those "hedging" expressions, the number means a degree of validity, resulting in a more convincing evaluation.

Verb tense, which is a common grammatical item, also plays an important part in evaluating others. Our analysis indicates that, working with different logic-semantic relationships, tense will facilitate evaluative implication.

Another important finding is that despite the fact that explicit and implicit evaluation resources will work together in constructing

the evaluation meaning, they show different degree of prominences in different clauses or clause groups. According to our analysis, it is mainly caused by their different places or stages of the theme, for instance, at the first stage, explicit resources will be more prominent, while in the middle, both explicit and implicit means will be stressed, in the conclusion part, the explicit resources tend to become prominent again.

To this point, we have presented the macro evaluation characteristics that both economic and healthy issue contains. A closer analysis indicates that, under different themes, different constructing mechanisms have been utilized to form or strengthen the evaluation implication. The main characteristics includes: (1) both explicit and implicit resource are applied in constructing the evaluative meaning, with the implicit including graduation resources, infused processes, shared knowledge, specific numerals and verb tense; (2) at different stages under the same theme, the constructing model are different, with the explicit resources being more prominent at the beginning or ending stage, proving that the distribution of evaluative resources are different across stages. In the body part, however, which also takes up the largest space, various resources tend to cooperate with each other, both explicit and implicit resources are prominent, evoking or strengthening the established evaluative meaning.

AUTHOR DECLARATION

This research is not funded by any organization related to tobacco production.

Reference

1. Martin J R, Rose D. Working with Discourse: Meaning Beyond the Clause. London: Continuum; 2003/2007.
2. Hood S, Martin JR. Invoking attitude: The play of graduation in appraising discourse. London: Equinox; 2007.

3. Martin JR, White PRR. The Language of Evaluation: Appraisal in English. Beijing: Foreign Language Teaching and Research Press; 2008.
4. Zhanzi L. Appraisal Theory: Applications and Problems in Discourse Analysis. *Foreign Language Research*. 2004; (5): 1-6.
doi: [10.13978/j.cnki.wyyj.2004.05.001](https://doi.org/10.13978/j.cnki.wyyj.2004.05.001)
5. Zhenhua W, Yulei M. Appraisal Theory: Charming and Confusion. *Foreign Language Education*. 2007; (6): 19-23.
doi: [10.16362/j.cnki.cn61-1023/h.2007.06.023](https://doi.org/10.16362/j.cnki.cn61-1023/h.2007.06.023)
6. Anping W, Fagen L. A Cognitive Study of Discourse Themes and Lexical Grammatical Evaluation Models. *Jiangxi Social Sciences* 2009; (9): 247-249.
7. Yongsheng Zh. Implicit Evaluation of Ideational Meaning. *Foreign Language Education*. 2009; (4): 1-5.
8. Wei Ch. A Holistic Study on Attitude Prosody. *Journal of Foreign Languages*. 2010; (3): 68-73.
doi: [10.16263/j.cnki.23-1071/h.2010.03.012](https://doi.org/10.16263/j.cnki.23-1071/h.2010.03.012)
9. Shizhu L. The Development of Evaluation Theory in China. *Foreign Languages and Foreign Language Teaching*. 2010; (5): 33-37.
doi: [10.13458/j.cnki.flatt.000319](https://doi.org/10.13458/j.cnki.flatt.000319)
10. Zhenhua W. The Functional Dimension of Language--“Appraisal Theory”: Research and Application. *Journal of Foreign Languages*. 2010; (3): 55-63.
doi: [10.16263/j.cnki.23-1071/h.2010.03.009](https://doi.org/10.16263/j.cnki.23-1071/h.2010.03.009)
11. Peiwen Zh. A Comparative Study on graded Resources of Narrative and exposition. *Chinese Foreign Languages*. 2010; (4): 41-46.
doi: [10.13564/j.cnki.issn.1672-9382.2010.04.008](https://doi.org/10.13564/j.cnki.issn.1672-9382.2010.04.008)
12. Shizhu L. Zheng Zh. Structural Potential and Semantic Configuration of Judgment. *Chinese Foreign Languages*. 2011; (1): 22-27.
doi: [10.13564/j.cnki.issn.1672-9382.2011.01.001](https://doi.org/10.13564/j.cnki.issn.1672-9382.2011.01.001)
13. White PRR. Evaluative semantics and ideological positioning in journalistic discourse. *Mediating Ideology in Text and Image: ten critical studies*. 2006; (18): 37-67.
14. Zhenhua W. Interpersonal Relationship in Courtroom cross-examination -----“Modality” perspective of Systematic Functional Linguistics. *Foreign Language Research*. 2004; (03): 51-59.
doi: [10.16263/j.cnki.23-1071/h.2004.03.010](https://doi.org/10.16263/j.cnki.23-1071/h.2004.03.010)

15. Zhenhua W. The Attitude of “hard News” -- “Evaluation System” Application Research. *Foreign Language Education*. 2004; (5): 31-36.
doi:[10.16362/j.cnki.cn61-1023/h.2004.05.011](https://doi.org/10.16362/j.cnki.cn61-1023/h.2004.05.011)
16. Zhenhua W. The Evaluation Value of “Material Process”--A Case study of characters in novels. *Foreign Languages*. 2004; (5): 41-47.
17. Liping T. The Evaluation Strategy of English Academic Book Review -- From the Perspective of dialogue intervention analysis. *Journal of Foreign Languages*. 2005; (04): 1-7.
doi:[10.16263/j.cnki.23-1071/h.2005.04.001](https://doi.org/10.16263/j.cnki.23-1071/h.2005.04.001)
18. Liping T. Critical Discourse Analysis of English Learners’ Reading Positions and its Implications. *Journal of Foreign Languages*. 2010; (03): 60-66.
19. Xuanwei P. The Big Vision of Small Ingredients--The Bridges of Madison County claims the story organizing function of ingredients. *Foreign language and Literature*. 2012; (03): 37-40.
20. Xuanwei P. The Charm of Robert Kincaid? -- The Depiction of the Hero in Bridges of Madison County from the Perspective of Reliability. *Foreign Language Education*. 2013; (01): 19-23.
doi:[10.16362/j.cnki.cn61-1023/h.2013.01.001](https://doi.org/10.16362/j.cnki.cn61-1023/h.2013.01.001)
21. Hunston S, Sinclair J. A local grammar of evaluation. In S. Hunston & G. Thompson (eds.). *Evaluation in Text: Authorial Stance and the Construction of Discourse*. Oxford: Oxford University Press: 2000; 74-101.
22. Hunston S. Frame, phrase or function: A comparison of frame semantics and local grammars. In D. Archer, Rayson P, Wilson A, McEnery T. *Corpus Linguistics*. University of Lancaster: University Centre for Computer Corpus Research on Language. 2003; 342-358.
23. Bednarek, M. *Emotion Talk Across Corpora*. New York: Palgrave Macmillan. 2008.
24. Shizhu, L. *The Structural Potential of Attitude*. Beijing, China: Social Sciences Press. 2007.
25. Shujing L, Chengyu L. Research on implicit evaluation mechanism from the perspective of semantic relationship. *Journal of Northeastern University (Social Science edition)*. 2019; (02): 101-107.
doi:[10.15936/j.cnki.1008-3758.2019.02.014](https://doi.org/10.15936/j.cnki.1008-3758.2019.02.014)
26. Tianhua W. A Study on the Generative Meaning of Implicit Evaluation in News Discourse. *Journal of Foreign Languages*. 2012; (1): 104-107.
doi:[10.16263/j.cnki.23-1071/h.2012.01.023](https://doi.org/10.16263/j.cnki.23-1071/h.2012.01.023)
27. Nana J. The Evaluation function of Verbs. *Foreign Languages Research*. 2009; (4): 39-43.
28. Nana J. The Evaluation Function of Tenses. *Foreign Languages and Their Teaching*. 2009; (8): 39-43.
29. Daqun Zh. Implicit Evaluation and Recognition in Academic Papers. *Foreign Language Teaching theory and Practice*. 2010; (3): 36-43.
30. Daqun Zh. Analysis of Functional Factors in Evaluation of Components. *Shandong Foreign Language Teaching*. 2014; (5): 33-39.
doi:[10.16482/j.sdwy37-1026.2014.05.009](https://doi.org/10.16482/j.sdwy37-1026.2014.05.009)
31. Jiaying J. *Implicit evaluative meaning resources in academic discourse*. University of Science and Technology Beijing. 2020.
32. Guoli L. Implicit Evaluation function of Ideational Meaning: A Comparative Analysis of The English and Chinese versions of “Steve Jobs Love Letter”. *Journal of Foreign Languages*. 2015; (05): 77-81.
doi:[10.16263/j.cnki.23-1071/h.2015.05.016](https://doi.org/10.16263/j.cnki.23-1071/h.2015.05.016)
33. Davis DR, Miller ME, Streck JM, et al. Response to Reduced Nicotine Content in Vulnerable Populations: Effect of Menthol Status. *Tobacco Regulatory Science*. 2019; 5(2): 135-142.
34. Piesse A, Opsomer J, Dohrmann S, et al. Longitudinal Uses of the Population Assessment of Tobacco and Health Study. *Tobacco Regulatory Science*. 2021; 7(1): 13-16.