A Study of Xi Jinping's Speech Discourse in the Context of Metadiscourse

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ABSTRACT: Metadiscourse is an important concept in the field of discourse analysis, but related studies have been confined to various genres of written discourse. There is little research on the persuasive function of metadiscourse in speech. This paper adopts a data analysis method to collect keynote speeches by Chinese President Xi Jinping at the opening ceremonies of the 1th to 4th China International Import Expo and Xi Jinping's New Year message from 2014 to 2022, with a total of 13 speeches as the corpus of this research. Based on the literature research method, directives, self-mentions, and attitude markers of Hyland's Model of Metadiscourse are combined with the affective appeals of Aristotle's rhetorical persuasion theory as an analytical framework to analyze the corpus. And the purpose of this paper is to discuss how these three types of metadiscourse achieve affective appeals in Xi Jinping's speeches. The study finds that these three types of metadiscourse are frequently used in Xi Jinping's speeches and have realized an important affective appeal function as well as enhanced the persuasion effect of the speech. *Directives*, *self-mentions*, and *attitude markers* are conducive to affective appeal, resonating with the audience, and achieving the purpose of persuasion in the speech. This paper finds ways to promote the audience's understanding of speech from the perspective of metadiscourse rhetorical persuasion by studying the affective appeal function of metadiscourse in Xi Jinping's speeches.

1 INTRODUCTION

The study of the speeches of national leaders has attracted extensive attention from academic circles at home and abroad. Scholars have studied the speeches from the perspectives of pragmatics, functional equivalence, critical discourse analysis, teleology, and rhetoric. Few studies of speech combine metadiscourse with Aristotle's three rhetorical persuasion theories. So this paper analyzes President Xi Jinping's keynote speeches at the opening ceremony of the China International Import Expo and Xi Jinping's New Year message from 2014 to 2022 under the framework of Hyland's metadiscourse theory and the affective appeals in Aristotle's three rhetorical appeals theories.

The purpose of this paper is to study the affective appeal function of metadiscourse in Xi Jinping's speeches and to explore how President Xi Jinping organizes his discourse in coherent and persuasive ways. It also studies how to appropriately bring the audience into the discourse, and how to win the audience's understanding and recognition, which can be further decomposed into three research questions as follows:

Question 1: Which types of metadiscourses in Hyland's interactional model of metadiscourse are more remarkable in achieving affective appeal?

Question 2: What is the word frequency of these kinds of metadiscourses in Xi Jinping's speeches?

Question 3: How do the selected metadiscourses achieve affective appeals in Xi Jinping's speeches?

This paper uses two research methods to answer the above-mentioned research questions — the literature research method and the data analysis method. According to these two methods, this study constructed a small corpus based on the keynote speech by Chinese President Xi Jinping at the opening ceremony of the 1th to 4th China International Import Expo and Xi Jinping's New Year message from 2014 to 2022. *Attitude markers*, *self-mentions* and *directives* in the corpus are analyzed, as well as the word frequency of these three types of metadiscourses in the corpus. It also analyzes how these three types of metadiscourses achieve affective appeals in Xi Jinping's speeches.

The significance of this thesis lies in revealing how *directives, self-mentions,* and *attitude markers* achieve affective appeals, which has a certain guiding significance for how to make speeches. Studying the affective appeal function of metadiscourse in Xi Jinping's speeches finds ways to promote the audience's understanding of speech from the perspective of metadiscouse rhetorical persuasion.

This paper consists of five parts. The first part briefly introduces the current status of this research, puts forward the research questions, and indicates the purpose, significance, and research methods of this research, as

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well as the framework of this paper. The second part is the literature review, which introduces the domestic and foreign research status. The third part explains the directives, self-mentions, and attitude markers of Hyland's Model of Metadiscourse and the affective appeals of Aristotle's rhetorical persuasion theory. The fourth part analyzes the text of President Xi Jinping's keynote speeches at the opening ceremony of the China International Import Expo and Xi Jinping's New Year message from 2014 to 2022 by combining Hyland's metadiscourse theory and Aristotle's affective appeals theory. Based on the above analysis, the fifth part summarizes the research and explains its significance of the research.

2   LITERATURE REVIEW

This chapter analyzes and summarizes the research on metadiscourse theory and Aristotelian appeal theory in recent years.

2.1 Metadiscourse

Hyland explains that metadiscourse is a general concept that refers to the linguistic expressions that organize the text, engage the reader, and indicate the author's position on the material or audience. Metadiscourse can appear in different positions of discourse, and it does not add new content to discourse itself. It is mainly used to organize discourse, reflect the intention of the speaker, express the speaker's point of view on discourse, and involve the response of the audience to discourse. It plays a role in regulating the information of the subject of discourse in the process of communication. The scope of metadiscourse is quite extensive. In addition to the markers expressing the semantic relations between sentences, they also include the critical elements indicating the speaker's attitude, address forms, interjections, and so on.[1]

Metadiscourse is a concept for discourse analysis. Discourse analysis is the analysis of the use of language, the way language forms are used for social purposes- what language is used for.[1] "Metadiscourse is a widely used term in current discourse analysis and language education, referring to an interesting and relatively new approach to conceptualizing interaction between text producers and their texts and between text producers and users".[1]

It has been in development for 63 years since 1959, but as scholars and researchers often see it differently, it has aroused the interest and concern of many people engaged in discourse analysis. Metadiscourses are discussed in different genres, such as academic writing, business discourse, advertisement discourse, news discourse, foreign language learners' writing, translated discourse, workplace email, political speech, etc. Metadiscourse also plays a very important role in both written and spoken discourse, and it has attracted the attention of many researchers.

According to Hyland, all speeches and writing, whether professional, academic, or personal, include expressions referring to the producer of the text, the

receiver of the imagination, and the evolving text itself.[1] Metadiscourse provides a satisfying means of organizing discourse in a persuasive way since it offers authors a means to accomplish their goals by enabling them to project their interests, opinions, and evaluations into discourse and to organize ideas while considering audiences' possible reactions.[1] Therefore, an analysis of metadiscourse in persuasive speech can reveal how the author organizes the discourse in a coherent and persuasive way and how to engage the audience appropriately in the discourse.

2.2 Metadiscourse and Pathos

Previous studies focus on metadiscourse and Aristotle's three appeal theories. According to the research of these scholars, it is found that the persuasive function of metadiscourse has been fully discussed and demonstrated in various speeches, such as Hillary's first campaign speech, the gender equality keynote speeches of UN Women, Putin's 2019 State of the Union speech, and speeches on climate change. The functions of metadiscourse are fully demonstrated in various genres of texts.

Chen Yulian and Zhang Yingxian study the distribution features of metadiscourse resources in Hillary's first campaign speech and find that *self-mentions*, *engagement markers*, *boosters*, and *hedges*, promote the realization of Hilary's credible appeal. *Attitude markers* help Hillary to realize her affective appeal. [2]

Che Wenqian explored how different types of metadiscourse were used in the gender equality keynote speeches of UN Women. The author finds that in terms of affective appeal, the use of *self-mentions*, *attitude markers*, and *engagement markers* can help speakers to mobilize the audience's emotions, and arouse the audience's concern about the theme.[3] Albalat-Mascarell and Carrio-Pastor focus on a particular kind of metadiscourse, i.e. *self-mentions* reveal how politicians achieve credible appeal through self-mentions in America's presidential electoral debates.[4]

Li Hao studies metadiscourse in business English common language conferences. The author finds that they use metadiscourse for affective appeals, including engagement markers, and attitude markers, in order to empathize with others.[5] Xu Hong and Liu Xuejuan studies the rhetorical persuasion function of metadiscourse in Russian political discourse. The author finds that political discourse uses *boosters*, *attitude markers*, *engagement markers*, and *hedges* to achieve affective appeal in order to arouse the emotions of the audience.[6] Wu Xiaoyan studies the persuasion function of metadiscourse in speeches on climate change, and the author finds that *engagement markers*, *attitude markers*, and *self-mentions* are conducive to the realization of affective appeals.[7]

These studies have shown that *engagement markers, attitude markers, self-mentions, boosters, and hedges* help readers to participate in the discourse and mobilize their emotions to achieve affective appeals. To sum up, inspired by the research of these Chinese and Western scholars, this

paper adopts the text analysis method to analyze the rhetorical appeals in Xi Jinping's speech discourse based on metadiscourse. These studies have some guidance on how to make a good speech and improve the persuasiveness of speakers. But few people have ever initiated a study concerning the speeches of Chinese state leaders by combining Hyland's interactional model of metadiscourse with one of Aristotle's rhetorical persuasion theories. Therefore, this study attempts to study President Xi Jinping's keynote speeches at the opening ceremony of the China International Import Expo and Xi Jinping's New Year message from 2014 to 2022 by combining interactional metadiscourse with affective appeals.

3   THEORETICAL FRAMEWORK

This part mainly describes the theoretical framework of this paper. Hyland's model of metadiscourse and Aristotle's rhetorical persuasion theory were introduced in detail.

3.1 Hyland's Model of Metadiscourse

The classification of metadiscourse is inseparable from its functions. Metadiscourse can strengthen the interpersonal and textual meaning of texts, which is the biggest function of metadiscourse. According to the specific functions of metadiscourse, it can be divided into specific classes. According to the classification framework proposed by Hyland, which divides metadiscourse into interactive metadiscourse and interactional metadiscourse.[1] This paper will apply attitude markers, self-mentions, and engagement markers. They are interactional metadiscourses. The functions of these three types of metadiscourses are shown in Diagram 1.

Diagram 1. The function of interactional metadiscourse[1]

Category	Function
Attitude markers	express writer's attitude to proposition
Self-mentions	explicit reference to author(s)
Directives	explicitly build relationship with reader

Interactional metadiscourse provides a means for the author to interact with the reader and establish a certain degree of personality in the discourse.[7] "Metadiscourse here is essential evaluative and engaging, expressing solidarity, anticipating objections and responding to an imagined dialogue with others.".[1] "They help control the level of personality in a text as writers acknowledge and connect to others, pulling them along with their argument, focusing their attention, acknowledging their uncertainties and guiding them to interpretation".[1]

Interactional metadiscourse involves the way writers interact by intruding and commenting on their messages. Verbal communication between people always involves speakers and listeners. The speaker acts as a role in the communication and assigns a role to the listener.[8] The author's goal is to make his or her point clear and engage the reader by allowing them to respond to the unfolding text. This is the author's expression of the text's "voice",

or community-approved personality, including the way he or she expresses judgment and overtly aligns himself or herself with readers. It reveals the extent to which the author and the reader co-construct the text. [1]

3.1.1 Attitude Markers

"Attitude markers indicate the writer's affective, rather than epistemic, attitude to propositions". [1] According to Hyland, attitude markers express the speaker's position on the matter under discussion, and can also contribute to the realization of pathos. [1] Attitude markers are an important means to achieving affective appeal. They are very common in speeches. The speaker's evaluation of what is being discussed may involve attitudes such as surprise, anger, rejection, agreement, and so on. By stating his feelings, the speaker is implicitly assuming that the reader will experience the text in the same way. Thus, the speaker's assumptions about common purpose and understanding can be emphasized. There are many attitude markers, such as attitude verbs like "hope", adverbs like "precisely", adjectives such as "good", "of course", and so on. [1]

3.1.2 Self-mentions

"Self-mentions refers to the degree of explicit author presence in the text measured by the frequency of first-person pronouns and possessive adjectives (I, me, mine, exclusive we, our, ours)". [1] All writing carries information about the author, but the convention of personal projection through first-person pronouns can be the most powerful form of self-expression. Writers cannot avoid projecting an impression of themselves and their relationship to their arguments, their communities and their readers. The presence or absence of an explicit authorship reference is usually an authorship that the author consciously chooses to take a particular position and a contextual position. [1] Self-mentions, when paired with attitude markers, can also explicitly promote the development of a relationship with the audience. While first-person pronouns can help build credibility through speaker-booster alignment, they can also play an important emotional role when combined with attitude markers. [1]

3.1.3 Directives

"Directives instruct the reader to perform an action or to see things in a way determined by the writer. They are signaled mainly by imperatives (like consider, note, and imagine), modals of obligation addressed to the reader (e.g. must, should, ought) and predicative adjectives expressing judgments of necessity/importance (it is important to understand ...)". [1] Directives are used to direct the reader's reasoning, either by guiding the reader through the argument of the author's claim, or by making them understand an idea in a certain way. [1]

3.2 Aristotle's Rhetorical Persuasion Theory

Aristotle's Rhetoric lays the foundation for western classical rhetoric. Rhetoric is seen as "the ability to see what is possibly persuasive in every given case".[9] Neo-Aristotelian rhetorical criticism is a critical mode of analyzing and commenting on rhetorical discourse with Aristotle's rhetorical theory as its core. In contrast to classical rhetorical theory, neo-Aristotelian rhetorical criticism emphasizes the nature of speech, the context of speech, the purpose of speech, the type of speech, the classical rhetorical parts, and the effect of speech.[10] Based on the three elements which compose a complete live speech: the orator, the argument, and the audience, Aristotle put forward his famous three appeals of persuasion: ethos, logos, and pathos.[9]

Aristotle's three methods of persuasion emphasize the strategy of making claims, attention to the stylistic structure of texts, and careful choice of language forms and topics.[11] Persuasion can be accomplished when the speaker tries to use a certain way of language to persuade the audience to change their thoughts and behavior. In any persuasive communication, the speaker will try to make his ideas more effective than others by revealing his own character (ethos), presenting logical facts and arguments (logos), and connecting with the audience (pathos).[12] Among them, pathos refers to putting the audience in a proper state of mind and expressing to their feelings through understanding the audience's psychology.

3.2.1 Theory of Pathos

Pathos is used to mobilize the audience's feelings to produce the effect of persuasion. By studying the psychology and emotions of the audience, we can choose the appropriate means of emotion to cause a change of attitude, viewpoint, or emotion. Since people tend to be driven to action by emotion, the writer or speaker can use it to lead the audience to react in the expected way.[5] For example, it guides the audience by using tendentious or suggestive statements. Affective appeals focus on the characteristics of the audience, not the author or the speaker, attaching importance to the "audience's education level, ethnicity, gender, age, interests, background knowledge, group membership, and so on".[1]

A good speaker tries to capture the feelings of the addressee by amplifying the emotional impact of his persuasion by emphasizing the emotional details of the transmission. The audience's emotions influence the realization of the persuasion "for we do not judge in the same way when we grieve and rejoice or when we are friendly and hostile".[9] In other words, emotions can influence decisions. For Aristotle, sentimentality is a force in a speaker's speech that brings the audience into an appropriate emotional state. It can trigger the persuasive effect of emotions in the audience, such as happiness, sadness, satisfaction, empathy, confusion, or fear.[13] In short, a good speaker should know what emotions are aroused in the audience by language resources in order to achieve the purpose of the speech. Pathos appeals to the audience's sense of identity, self-interest and emotions.

For centuries, many rhetoricians have believed that pathos is the strongest appeal.[14]

Aristotle defined emotions as "those things through which by undergoing change, people come to differ in their judgments".[15] Affective appeals are based on the assumption that humans have similar emotional responses to events. This emotional element involves the speaker seeing words from the audience's point of view, addressing their situation, resonating with their values and goals, and directly inviting them to respond. The speaker needs to consider the audience's attitude to the argument and whether they think the argument is relevant, interesting, or important. This involves whether the speaker makes the audience feel invited to participate in the "conversation", whether the speaker sees the speaker, or even a statement, from the audience's point of view, and whether the speaker resonates with the audience's values. In order to achieve the desired effect, speakers can use different metadiscourse to achieve affective appeals, such as *attitude markers, directives*, and *self-mentions*.

3.2.2 Integration of Theory of Pathos and Metadiscourse

According to Xu Hong and Liu Xuejuan, pathos is a very important factor in Aristotle's rhetorical persuasion model, which refers to paying attention to the audience's emotions.[6] Affective appeal can enable the author to judge the audience's psychology and emotions in advance, choose the most appropriate means of affective appeal to obtain the emotional recognition of the audience, and successfully persuade the other side. This study used *self-mentions, attitude markers,* and *directives* to achieve affective appeal. These ways are critical to the establishment of a relationship with the author and help to stimulate the feelings between the reader and the author. This makes the emotional connection between the author and the reader more closely, for the creation of affective appeal to make contributions. So this paper combines the *attitude markers, self-mentions*, and *directives* in the interactional metadiscourse of Hyland's interpersonal model of metadiscourse with the affective appeal in Aristotle's rhetorical persuasion theory to analyze Xi Jinping's speech.[15]

4 ANALYSIS OF XI JINPING'S SPEECH DISCOURSE

This chapter will make a specific analysis of President Xi Jinping's speech according to the attitude markers, the self-mentions, and the directives in metadiscourse and will analyze how these kinds of metadiscourse achieve affective appeal.

4.1 Topos Collection

The international community has paid close attention to President Xi Jinping's keynote speeches, which are worthy of research. This study uses directives, self-mentions, and attitude markers of metadiscourse to

analyze how President Xi Jinping achieves affective appeal in his speech. This study uses the literature research method and data analysis method to study the influence of these three types of metadiscourses on emotional persuasion in Xi Jinping's speeches.

With the rapid development of computer technology, the corpus method has been widely used in linguistics since the beginning of the 20th century, especially in the 1980s.[16] This study constructed a small corpus based on the keynote speech by Chinese President Xi Jinping at the opening ceremony of the 1th to 4th China International Import Expo and Xi Jinping's New Year message from 2014 to 2022. There are 13 articles with a total of 18,829 characters.[17]

The retrieval tool of this study is AntConc. AntConc is a freeware corpus analysis toolkit for concordancing and text analysis. The software was developed by Laurence Anthony, a professor at Waseda University in Japan.[18] AntConc is suitable for processing small files, word frequency statistics, corpus retrieval, information screening, etc. The basic features of this tool are: simple user interface, instant retrieval, and no preprocessing of text. This study mainly uses the Concordance function of the tool.

After selecting appropriate sample discourse for analysis, referring to Hyland's metadiscourse model, the researchers carefully read the 13 texts, manually identify and mark metadiscourse items, and use AntConc to conduct statistics on these different types of metadiscourse.[1] The examples of self-mentions, attitude markers and directives in this study are referenced in the appendix of Hyland's 2005 book *Metadiscourse: Exploring Interaction in Writing*.

4.2 Topos Analysis

According to Hyland, the authors will normalize the raw data into a common basis, to study the frequency of metadiscourse in corpora of unequal sizes, rather than the length. Interactional metadiscourse such as *directives*, *attitude markers*, and *self-mentions* helps create affective appeals, and all of these devices are reader-centered strategies to promote affective appeals. Therefore, after identifying the self-mentions, attitude markers and directives in the database, the researchers will use quantitative analysis to find out the preferences and characteristics of the metadiscourse used in Xi Jinping's speeches. And the word frequency of each metadiscourse is calculated. The word frequency statistics for the self-mentions, attitude markers and directives in the database are shown in the following table.

Diagram 2. Frequency of the usage of metadiscourse

	Total number	Percentage(%)
Self-mentions	145	38.26
Attitude markers	73	19.26
Directives	161	42.48

4.2.1 Analysis of Attitude Markers

Attitude markers indicate a speaker's emotional attitude toward a proposition, and speakers use them to express surprise, agreement, obligation, importance, and emotional evaluation. Attitude markers, as a means of achieving affective appeal, are achieved by assuming that the audience will experience the text in the same way and by emphasizing common understanding.[14] Attitude markers in the corpus include: *remarkable, I wish, fundamental, I hope, important, significant, extraordinary, convinced, happy, confident, proud, heartfelt, agree, desirable, essential, expected, unfortunate, usual.*[1] The word frequency of these words in the corpus is shown in the table below.

Diagram 3. Frequency of the usage of attitude markers

Attitude markers	Total number	Percentage(%)
Important	12	16.43
I wish	10	13.70
Happy	7	9.59
Extraordinary	6	8.22
Significant	6	8.22
Confident	6	8.22
Expected	5	6.85
Fundamental	4	5.48
Remarkable	3	4.11
I hope	2	2.74
Proud	2	2.74
Heartfelt	2	2.74
Agree	2	2.74
Essential	2	2.74
Desirable	1	1.37
Convinced	1	1.37
Unfortunate	1	1.37
Usual	1	1.37

We can see the following five examples:

(1) I am convinced that as long as we have strategic confidence, deepen reform and opening-up across the board, intensify supply-side structural reforms and make greater efforts to solve outstanding problems, then the Chinese economy will surely make a quicker transition to high-quality development, the Chinese people will surely overcome all challenges coming our way, and China will surely embrace a brighter future of development. (Text 1)

(2) I am happy to note that yesterday, 15 countries taking part in the Regional Comprehensive Economic Partnership (RCEP) concluded text-based negotiations, and I hope the agreement will be signed and enter into force at an early date. (Text 2)

(3) With both online and offline exhibitions arranged and thoughtful preparations made in every way, I am confident that the third CIIE will be a safe, exciting and successful expo for all of you. (Text 2)

(4) I am proud of our great motherland and people, as well as the unyielding national spirit. (Text 12)

(5) On this occasion, I wish to express my heartfelt thanks to all Chinese and foreign friends from different social sectors for taking part in and witnessing this historic process and for supporting China's opening up and development endeavor. (Text 4)

In example (1), President Xi Jinping used the word "convinced" to express his confidence in China's economic development. President Xi Jinping believes that as long as relevant arrangements are made to solve outstanding problems. China's economy will have a better future. Like-minded audiences are likely to be persuaded to have the same emotional feelings as Xi Jinping. In

example (2), "happy" expresses that President Xi Jinping is glad to hear the conclusion of the negotiations and expects the agreement to be signed and come into force at an early date. This may unconsciously convey to the audience that this is a good sign and that the agreement will be signed soon. In example (3), "confident" conveys to the audience President Xi Jinping's confidence in the success of the third CIIE. The audience will also be full of confidence in the expo. In example (4), "proud" conveys the author's attitude towards things, President Xi Jinping's pride in our great motherland and people as well as unyielding national spirit. In example (5), "heartfelt" conveys President Xi Jinping's gratitude to Chinese and foreign friends for their support. Attitude markers through common knowledge and attitudes, enable the audience to tend to think that their feelings are perceived by the author, thus keeping them in the same mood as the author.

4.2.2 Analysis of Self-mentions

According to Hyland, *self-mentions* represent a clear comment by the speaker on the discourse in progress. The position they take on the audience as an attempt to highlight their role.[1] *Self-mentions* mentioned here refer to first-person pronouns and possessive adjectives like *I*, *me*, *mine*, *my*, excluding *we*, *our*, *ours*. This is because in this study *we*, *our*, and *ours* belong to the reader pronouns in engagement markers. *Self-mentions* in the corpus include: *I*, *me*, *my*.[1] The word frequency of these words in the corpus is shown in the table below.

Diagram 4. Frequency of the usage of self-mentions

Self-mentions	Total number	Percentage(%)
I	100	68.96
Me	9	6.21
My	36	24.83

We can see the following five examples:

(6) At this occasion of bidding farewell to the old year and welcoming the new, I would like to express my best New Year wishes to Chinese people from all ethnic groups, to our compatriots from Hong Kong and Macao Special Administrative Regions, to our compatriots from Taiwan region and overseas, as well as to friends from all countries and regions around the world! (Text 7)

(7) It remains a moral and emotional obligation for me to get the tens of millions of rural population out of poverty and to let them lead a decent life. (Text 7)

(8) I have made it clear once and again that China's door will never be closed. (Text 1)

(9) I trust that you will all find your participation in the event worthwhile and rewarding! (Text 2)

(10) I traced the routes of China's revolution to strengthen my original aspiration. (Text 11)

In examples (6) to (10), the use of self-mentions like "I", "me", and "my", these words refer explicitly to the author himself. They reinforce the author's presence in the text and show the author's certainty or emotional feelings. These words show President Xi Jinping's affinity, and his attitude toward sharing views with the audience is shown to narrow the distance with the audience so that his views can be recognized by the audience as much as possible.

4.2.3 Analysis of Directives

According to Hyland, *directives* are an explicit way of expression that can both capture the audience's attention and make them participate in the discourse. It is an effective way to realize affective appeal to include readers in the participation marks of texts.[1] *Directives* in the corpus include: *see*, *should*, *must*, *have to*, *need*, *note*, *set*, *may*, *take*, *show*, *remove*, *remember*, *regard*, *order*, *let us*.[1] The word frequency of these words in the corpus is shown in the table below.

Diagram 5. Frequency of the usage of directives

Directives	Total number	Percentage(%)
Need	44	27.33
Must	25	15.53
Should	15	9.32
Take	14	8.70
Set	11	6.83
Let us	11	6.83
See	8	4.97
May	8	4.97
Order	8	4.97
Remember	4	2.48
Show	4	2.48
Remove	3	1.86
Have to	3	1.86
Regard	2	1.25
Note	1	0.62

We can see the following five examples:

(11) The living standards of the Chinese people are constantly improving, but we should always keep in mind those who are still living in hardships. (Text 6)

(12) To translate the blueprint into reality, we have to avoid the distractions of unsubstantial ideas and superficial fame, take one step at a time, and approach our work with a firm footing. (Text 9)

(13) We need to see the underlining trend, bolster confidence in our future through opening-up and cooperation and work together to cope with risks and challenges. (Text 1)

(14) Let us all work in that spirit and contribute to an open global economy and to a community with a shared future for mankind. (Text 2)

(15) Faced with the challenges brought by economic globalization, we must not allow unilateralism or protectionism to undermine the international order and international rules. (Text 3)

In examples (11) to (15), "we should", "we have to", "we need to see", "we must", and "let us" these words to guide the audience to implement what the author has designed to enhance the interaction between the audience and the author. This is another way to engage the audience as a participant in the text. These words are expressed with an implicit assumption that the reader will experience discourse in the same way, so they create and emphasize a set of shared and merited purposes and understandings.[1] These words express a belief that something should be done, while rhetorically assuming that the reader will agree. The use of modal verbs such as "should", "have to", "must", and "need" can easily achieve a certain inductive effect. These words are always combined with the use of the reader's pronoun to lead the reader to some important things or to attract them to perform some actions with the author, in order to make the reader remember this fact and make them think about some problems. "Let us" is a major

way of heightening the reader's imperative, leading the reader to remember the author's expectations, ultimately solidifying the author's argument. While directing the audience's attention to the next important part, it also even motivates them to take action in the real world.

4.3 Metadiscourse and the Realization of Affective Appeals

Pathos means putting the audience through the right emotions. According to Burke, pathos is achieved through the identification of the speaker and audience by showing that he understands and connects to their values, needs and desires.[19] Affective appeals to the emotions of the audience, which is used to stimulate or control the psychological response of the audience. Therefore, the speaker should also pay attention to the interaction with the audience, and try to make the audience emotionally and mentally resonate with him. According to Hyland, the use of interactional metadiscourse shows that the author has considered potential readers. Interactional metadiscourse offers the speaker a means to conduct interaction with readers, by expressing the speaker's attitude, thereby enabling the speaker to project himself in the discourse and establish interaction with the audience.[1] Therefore, the interactional metadiscourse is an effective means to achieve emotional appeal.

The use of *directives, attitude markers, and self-mentions* can construct a writer-reader relationship that can achieve affective appeal. According to Hyland, a*ttitude markers* indicate the author's personal assessment of the stated topic and are used to express surprise, agreement, joy, emphasis, etc. *Directives* are used to directly establish the relationship between the author and the reader, which clearly indicates that the author is inviting readers to participate in the text, calling for readers' active intervention, so as to shorten the psychological distance with readers, attract their attention through face-to-face and cordial communication with the author. *Self-mentions* have a good interactive function. The use of *self-mentions* can also show the author's affinity and his attitude to sharing his position and opinion with readers.[1]

5 CONCLUSION

In this paper, directives, self-mentions, and attitude markers of metadiscourse are combined with affective appeals of Aristotle's rhetorical persuasion theory to analyze Xi Jinping's speeches. The major findings can be summarized as follows:

This study finds that *self-mentions, directives,* and *attitude markers* are more remarkable in achieving affective appeal. These three types of metadiscourse are conducive to affective appeal, resonating with the audience, and achieving the purpose of persuasion in the speech. It is noted that in Xi Jinping's speeches, the frequency of *self-mentions* is 38.26 percent, the frequency of *directives* is 42.48 percent, and the frequency of *attitude markers* is 19.26 percent. Among them, *self-mentions* can achieve affective appeal. *Directives* help keep the

audience's mind in the right place, making them aware that the speech is important to them and getting them to pay attention to. *Attitude markers* should evoke the same feelings in the audience. They are also applied to humorous effects to pique the interest and establish an emotional connection with the audience.

This study reveals how *directives, self-mentions,* and *attitude markers* achieve affective appeals, which have a certain guiding significance for how to make speeches. Although this paper has made some contributions to the study of metadiscourse in speech, it also has some shortcomings: the scale of the analyzed corpus is small. It is hoped that in future studies, a larger corpus will be constructed for analysis and that the study of metadiscourse can be extended to other discourse types.

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