Interpersonal Trust Repair of the First-time TV Argument between Chinese and American Anchors Based on Appraisal Theory

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Abstract: The Sino-US trade war has been in complicated disturbance since 2018, including tariff war, WTO complaints, technology blockade, Sino-US negotiations and other events, which gives rise to the detrimental trust relations between both sides. Taking the TV debate between Chinese anchor Liu Xin and American anchor Trish Reagan's exclusive TV programme Trish Regan Primetime on May 30, 2019 as the corpus, the UAM Corpus Tool 3 as the marking tool and Martin's appraisal theory as the theoretical framework, this study explores the use of attitude resources, engagement resources and graduation resources through the mixed qualitative and quantitative analysis method. This study aims to help guide the public to conduct correct attribution analysis and reassess its credibility in crisis events, especially in international discourse.

Keywords: Appraisal Theory; Trust Repair; Sino-US Anchors TV Debate; Sino-US Trade; Interpersonal Pragmatics

1. Introduction

The Sino-US trade war has been in complicated disturbance since 2018, including tariff war, WTO complaints, technology blockade, Sino-US negotiations and other events, which gives rise to the detrimental trust relations between both sides. On May 30, 2019, the first TV dialogue between Trish Reagan, the host of Fox Business channel, and Liu Xin, the host of China International Television, attracted high attention from people at home and abroad. During the 16 minute dialogue, the two anchors discussed hot issues such as trade war, intellectual property protection, Huawei, tariffs and China's positioning as a developing country. The debate was not as full of gunpowder as the public expected, but the event itself was of great significance. This was the first time that anchors from the two countries exchanged each other's views openly at the same time, and discussed current hot spots transparently to each other's audience.

Trish has her own main TV program Trish Reagan Primetime on Fox Business channel. One of the main topics of this program is economy. On May 4, 2019, she trumpeted the offensive remarks of "trade war" against China in the program, which triggered the first media dialogue with Liu Xin. Fox TV is the public opinion position of American conservative forces. The audience's perception of the world is relatively straightforward and uncomplicated to be influenced by elites; They either dismissed or grudgingly acknowledged the differences of values; They are biased against China's official institutions and full of complaints about China's trade policy (Liu Xin, 2019). It is of great practical significance to explore the relationship between discourse and economy, society and ideology by interpreting the host language of China and the United States in 2019.

The research on trust relationship began with the trust model established by Mayer et al. (1995), in other words, trust is defined as the result that one party is willing to accept the actions of the other party. Based on the expectations of others, he or she will implement specific actions that are extremely considerable to the trusting party without considering whether he or she can control the other party. This behavior reflects the "fragility" of trust. Trust negotiation refers to the dynamic process in which can be constructed, strengthened, or repaired after destruction (Yao Xiaodong & Wang Han, 2019).

Trust negotiation in the process of Sino-US anchor dialogue is that speakers can make full and rational use of abundant language resources to build relevant trust characteristics, so as to affect the mainstream audience of TV stations in various countries. Although the concept of trust has attracted academic attention from a series of disciplines abroad, linguistic research on this subject is still relatively rare. In the work of famous theorists in the field of pragmatics, it is occasionally mentioned

as the background condition of language interaction (Fuoli & Paris, 2014). In China, the dynamic process of trust relationship construction, maintenance and repair still have broad development space. Trust repair in macro events and crisis public relations, and systematical investigation of the dynamic processes such as the establishment and maintenance of trust relationship, trust loss and repair are undoubtedly the focus of interpersonal Pragmatics (Yao Xiaodong & Qin Yaxun, 2019). Based on the TV debate between Chinese anchor Liu Xin and American anchor Trish on Trish Reagan Primetime on May 30, 2019, and Martin's appraisal resources as the theoretical framework, this study explores the use of attitude resources, engagement resources and graduation resources, and further considers the dynamic negotiation process of trust repair between Liu Xin and Trish.

2. Theoretical Framework

2.1 Appraisal Theory

Appraisal theory, as an extension and expansion of interpersonal meaning in systemic functional grammar, it provides a perspective for clarifying the position and attitude of discourse builders. The appraisal system emphasizes that language is inseparable from society, culture, politics and economy. Only analyzing language itself cannot pry into the ideological problems that the text and the author want to convey. The appraisal resource system provides the best platform for analyzing the functional orientation of discourse. Researchers cannot read the literal meaning in isolation. It has more practical value on how to realize their social functions in the world. Human beings have social attributes. The ultimate purpose of language is to communicate with people with the same social attributes. Therefore, the text also conveys its subjective or emotional factors in the author's pen.

According to the classification of Martin & White (2003), the appraisal system includes three subsystems: attitude, engagement and graduation. Attitude refers to the affect, judgment and appreciation triggered by individuals or groups to living objects (people) or non-living objects (events and objects). Affect refers to whether you are happy, safe and satisfied with the real world; whether you are willing or afraid of the non-real world. Judgment assumes a certain evaluation of social behavior, which is defined as whether it is true, legitimate, normal, capable and tenacious. Appreciation refers to the evaluation of the response, composition and social values, in which the response is expressed as the degree of attraction or attention of things; whether the composition is commensurate, stable, balanced and complex with the subject; value is biased towards the consideration of social values.

Engagement refers to whether the way the speaker expresses his or her position is explicit or implicit, and whether allows to be intervened by different voices. It is divided into mono-glossic and hetero-glossic. Mono-glossic means that the speaker does not recognize the existence of other voices, so this type mostly refers to established facts or truths. Hetero-glossic allows other voices to intervene, which can be divided into two strategies: contract and expand. The former adopts a direct way to oppose other people's views through negative words such as no and never or transitional words such as how and though; or you can clearly put forward a point of view and make this sentence an irrefutable proposition, so as to block or challenge the other party's position. The latter refers to giving the other party a certain dialogue space in the discourse, which can be divided into attribute and entertain. Attribute means quoting the thoughts of others, such as "someone says, someone thinks"; entertain refers to the moderation of one's point of view through inferential and weak words, such as may, perhaps, and probability.

Graduation refers to the strength and hierarchy of discourse, including force and focus. The former defines the intensity or size of emotional input, which can be divided into intensification such as vital and quantification such as tremendous, numerous; the latter classifies the central members and edge members of the semantic group.

2.2 Trust Repair

In terms of trust repair research, Mayer et al. (1995) proposed a trust model, that is, the factors affecting the trust of both sides include: on the one hand, how much the trusting party is willing or inclined to trust others. On the other hand, the talent, integrity and goodwill of the trusted party. Once any factor of trust is missing, the credibility of both parties will be damaged. Trust repair can re-establish trust relationship through two cognitive ways, namely reliability dimension evaluation and attribution analysis. The credibility dimension refers to the efforts made by both sides of trust. Attribution analysis means that in interpersonal communication, when one party violates the other

party's cooperation expectations and trust requirements, the trusting party will conduct attribution analysis in three aspects: locus of causality, controllability and stability. On this basis, it will reassess the other party's credibility and decide how to continue the trust relationship between the two parties. The locus of causality determines whether the negative consequence originates from the trusted party or the external situation; controllability refers to the degree to which the subject can control the negative behavior; stability judges whether the negative consequences are caused by stability traits or accidental factors (Tomlinson & Mayer, 2009). Fuoli and Paradis (2014) established a trust repair model and proposed two strategies for trust repair: strengthening positive factors and neutralizing negative factors, thus opening a precedent for pragmatic research on trust negotiation.

At present, on the basis of integrating the trust model of Mayer et al. (1995), the attribution analysis of Tomlinson & Mayer (2009) and the trust repair discourse model of Fuoli & Paradis (2014), Yao (2019) reconstructed the trust negotiation relationship flow chart, covering the two dimensions of cognitive analysis and emotional management of trust repair to reveal the construction strategy of trust relationship and its language realization means. He believes that previous studies only involve cognition, but lack the negative emotional effects caused by trust violation. After the trust expectation fails, only on the basis of eliminating or at least weakening the emotional damage to the trust subject, can the trust party conduct attribution analysis from a rational cognitive perspective, re-examine and evaluate the offender's credibility, respond to its remedial measures, and decide how to continue the trust relationship between the two sides. It can be seen that cognitive analysis and emotional management cannot be neglected.

Fundamentally, there are few studies on the application of appraisal theory to trust repair. Speakers can build damaged trust relationships by evaluating resources, and readers can understand the process of trust repair and see its functions by analyzing these resources in the discourse.

3. Research Design

This study applies a combination of quantitative and qualitative methods to analyze the distribution of attitude resources, engagement resources and graduation resources in the first TV debate between Chinese and American anchors on May 30, 2019, and fully explore the important role of the three systems after the loss of trust between Chinese and American anchors.

Specific research questions include: 1) What are the distribution characteristics of appraisal resources in the first Sino-US TV anchor debate? 2) How did Liu Xin repair trust by appraisal resources in this debate?

3.1 The Resources of Data

The corpus used in this study comes from the dialogue between Trish and Liu Xin in Trish Reagan Primetime on Fox Business channel. Trish's corpus includes 54 sentences, 1099 words and 95 appraisal resources; Liu Xin's corpus consists of 54 sentences, 1366 words and 172 appraisal resources.

3.2 Data analysis

This paper applies the UAM Corpus Tool 3 to sort out the research. UAM Corpus Tool is a set of tools developed for text language annotation, which can be used to calculate the frequency of use of appraisal resources in discourse. In this study, using UAM Corpus Tool 3.0, the author annotates the corpus of the above two anchors according to the classification of attitude resources, engagement resources and graduation resources, and finally generates statistical data. Based on the quantitative study of the statistical results, this paper qualitatively explains the relationship between trust repair and communicative functional goals.

This study mainly adopts the way of fragment coding, and the specific operation process can be summarized as the following four steps: first, create a project. Input the discourses of the two anchors into the software. Second, create an appraisal system. Match the statements with the existing appraisal mode of the software. Third, annotate data. The attitude resources, engagement resources and graduation resources of the two statements were matched one by one. Fourth, tally up data. With the help of the analysis tool, the frequency and distribution of three appraisal resources during the dialogue between two anchors can be calculated.

4. Research Result and Discussing

4.1 Analysis of Appraisal Resources

Based on the statistical analysis of the debate corpus based on the appraisal system and its subsystems, it is found that Liu Xin uses more appraisal resources than Trish. In Liu Xin's discourse, attitude resources accounted for 44.19%, engagement resources accounted for 36.05% and graduation resources accounted for 18.02%, while Trish's attitude resources used in the debate accounted for 47.37%, engagement resources accounted for 37.89% and graduation resources accounted for 14.74%. Specific data are shown in Table 1.

Table 1 Overall Distribution of Appraisal Resources

	Attitude		Engagement		Graduation	
Anchor	Liu	Trish	Liu	Trish	Liu	Trish
Number	76	45	62	36	31	14
Frequency %	44.19	47.37	36.05	37.89	18.02	14.74
Total	Liu: 172 Trish: 95					

Based on the above data, the two anchors use attitude resources more frequently. This shows that both Liu Xin and Trish attach great importance to the application of attitude resources. Therefore, this study will mainly explore how the use of attitude resources can help them establish damaged trust relationships and make their own positions very meaningful.

The general characteristics of the distribution and frequency of attitude resources in Chinese and American anchor TV debates are shown in Table 2.

Table 2 Distribution of Attitude Resources

Liu Xin	Affect	Judgment	Appreciation	Total
Total(%)	41(53.94)	15(19.74)	20(26.32)	76(100)
Positive(%)	33(80.49)	9(60)	12(60)	54(71.05)
Negative(%)	8(19.51)	6(40)	8(40)	22(28.95)

Trish	Affect	Judgment	Appreciation	Total
Total(%)	26(57.80)	10(22.20)	9(20.00)	45(100)
Positive(%)	10(38.46)	5(50)	3(33.33)	18(40)
Negative(%)	16(61.54)	5(50)	6(66.67)	27(60)

It can be seen from table 2 that in Liu Xin's statement, "affect", "judgment" and "appreciation" accounted for about 53.94%, 19.74% and 26.32% respectively; In Trish's statement, these resources accounted for 57.80%, 22.20% and 20% respectively. Among the three resources of affect, judgment and appreciation, "affect" accounts for a relatively high proportion, accounting for 53.94% and 57.80% respectively. This shows that the two anchors communicate and interact with the audience with words that express their attitudes, positions, views and shape their own image. Secondly, the extensive use of attitude resources is in line with the purpose of anchor delivering real-time news.

As far as the positive attitude used by the two anchors is concerned, 71.05% of Liu Xin's words belong to positive attitude, which is much higher than Trish's 40%. This means that Liu Xin tends to express her attitude and views positively.

The above statistics describe the overall characteristics of the two anchors in using attitude resources. In order to further understand the process of each anchor's efforts to repair trust, the following reveals its characteristics and expresses attitude functions through the analysis of specific attitude subsystem resource.

4.2 Analysis of Attitude Resources

4.2.1 Use of "Affect" Resources

"Affect" is the emotional response to human behavior, text, process and phenomenon. Table 3 shows the overall distribution of Liu Xin and Trish's use of "affect" resources in TV debate.

As shown in Figure 3, for Liu Xin, the total number of the four subsystems under "affect" resources reaches 41, of which "inclination" is the most frequently used, accounting for 56.10% of the total

number, which is much higher than the proportion used by Trish. In addition, the proportion of positive resources is as high as 80.49%, which is the most favored resource by Liu Xin. In Trish's statement, the use of positive resources is not particularly obvious.

To sum up, Liu Xin is more inclined to use positive emotional resources. This means that Liu Xin tends to praise rather than criticize in the debate. Liu Xin repeatedly used "thank you" to emphasize the person called "you", showed great humility and tried to narrow the distance with each other. However, when introducing Liu Xin, Trish used "however" to emphasize the differences between the two identities and Liu Xin's identity as a communist, in order to imply that the American audience will have an obvious tendency in Liu Xin's remarks.

Table 3 Distribution of Affect Resources

%	Liu Xin			Trish		
	Positive	Negative	Total	Positive	Negative	Total
Happiness	2	0	2	4	1	5
Frequency	4.88	0	2.88	15.38	3.85	19.23
Security	2	8	10	3	8	11
Frequency	4.88	19.51	24.39	11.54	30.77	42.31
Satisfaction	6	0	6	3	0	3
Frequency	14.63	0	14.63	11.54	0	11.54
Inclination	23	0	23	7	0	7
Frequency	56.10	0	56.10	26.92	0	26.92
Total	33(80.49)	8(19.51)	41(100)	17(65.38)	9(34.62)	26(100)

4.2.2 Distribution of Judgment Resources

"Judgment" refers to the attitude towards behavior. It is a positive or negative evaluation of the personality, leadership experience and values of both sides. Table 4 shows the overall distribution of Liu Xin and Trish's "judgment" resource use in TV debate.

As shown in Table 4, first of all, each anchor has different preferences for the selection of judgment resources, but also has something in common. For example, the "propriety" resources are used most. Secondly, the positive resources used by Liu Xin are more than the resources used by Trish. In general, the "propriety" resource is one of the resources that both anchors attach great importance to. This is because the evaluation of "propriety" will directly determine whether a person or thing is legal, moral, kind and fair.

Table 4 Distribution of Judgment Resources

%	Liu Xin			Trish		
	Positive	Negative	Total	Positive	Negative	Total
Veracity	0	0	0	1(10)	0	1(10)
Propriety	5(33.33)	6(40)	11(73.33)	0	4(40)	4(40)
Normality	1(6.67)	0	1(6.67)	4(40)	1(10)	5(50)
Capacity	3(20)	0	3	0	0	0
Tenacity	0	0	0	0	0	0
Total	9(60)	6(40)	15(100)	5(50)	5(50)	10(100)

4.2.3 Distribution of Appreciation Resources

"Appreciation" is an evaluation of natural or man-made phenomena that can be used to evaluate policies supported by the host herself or her opponent. Table 5 shows the overall distribution of Liu Xin and Trish's use of "appreciation" resources in the TV debate.

As shown in Table 5, Liu Xin and Trish have different preferences in using "appreciation". Liu used various positive sources to assess China's efforts to maintain its relationship with the United States, demonstrating the diversity and openness of the Chinese market. But Trish's use of negative resources reveals that she sees more contradictions and antagonisms between China and the United States.

Table 5 Distribution of Appreciation Resources

	Liu Xin			Trish		
	Positive	Negative	Total	Positive	Negative	Total
Response	1	0	1	0	0	0
Frequency	5%	0	5%	0	0	0
Composition	5	4	9	1	0	1
Frequency	25%	20%	45%	11.11%	0	11.11%
Social-Value	7	3	10	2	6	8
Frequency	35%	15%	50%	16.67%	66.67%	88.89%
Total	13	7	20	3	6	9
Frequency	65%	35%	100%	33.33%	66.67%	100%

4.3 Trust Repair in Debate

4.3.1 Cognition Analysis

From the perspective of cognition, trust repair refers to transfer language resources, emphasizing the positive factors and neutralizing the negative factors occurred in the event. On the basis of "reasonable" attribution analysis of the event, the public is guided to reevaluate its credibility and try to achieve the purpose of repairing trust relationship (Yao Xiaodong & Qin Yaxun, 2019).

As for the analysis of intellectual property, Liu Xin's statement fully reflects the two trust repair strategies of emphasizing positive factors and neutralizing negative factors. In example 1, Trish used the derogatory word 'steal' twice directly in the intellectual property section. 'Steal' is an affect resource in the attitude system, which is reflected in safety and insecurity. It is a negative emotional word. She argues that China has stolen billions of dollars worth of American intellectual property and that American businesses cannot do business in China if their intellectual property, ideas and hard work are at risk of being stolen. 'Has stolen' indicates that the loss was external. Trish's application of these two words "steal" and "take" is meant to imply that China is at fault for the trade conflict and intellectual-property disputes between China and the United States.

In graduation system, "Enormous" and "Hundreds of" are intensification resources in force. Exaggerated adjectives are used to describe the massive losses in the US intellectual property sector. In example 1, Trish describes China as an intellectual property thief, which leads to Trish's distrust of Liu Xin and China.

Example 1:

Trish: There's evidence there that China has stolen enormous amounts of intellectual property. Hundreds of billions of dollars' worth. That's a lot of money. But I guess we shouldn't really care if it's hundreds of billions of dollars or just 50 cents. How do American businesses operate in China if they're at risk for having their property, their ideas, their hard work stolen?

Liu Xin: As far as I understand many American companies have been established in China, they're very profitable. I do not deny that there are IP infringements, there are copyright issues or there are piracy or even theft of commercial secrets. I think that is something that has to be dealt with, and I think the Chinese government, the Chinese people and me as an individual, I think there's a consensus because without the protection of IP rights, nobody, no country, no individual can be stronger, can develop itself. I think that is a very clear consensus among Chinese society.

As for the lack of trust, Liu Xin explained the possibility and commonalities of the cooperation between China and the United States, which are mainly reflected in the following three levels: first, the cooperation between American companies and China has achieved success, that is, many American companies have made great profits in China. That suggests Ms. Liu is emphasizing the positive aspects of Sino-US trade. Secondly, the Chinese also know the importance of intellectual property rights, without the protection of intellectual property rights, no country or individual can develop. "Very Clear" is a means of strengthening graduation resources; "Consensus" belongs to the affect resources in the attitude system, which is specifically expressed as satisfaction. As a positive affect word, it indicates that the Chinese and American have a very consistent understanding of the importance of intellectual property rights. Finally, there are intellectual property conflicts between Chinese and American companies, as well as between American companies. Liu noted that the U.S. has its own legal battles with companies over intellectual property infringement, so you can't say China is stealing just because

this is happening. Liu Xin demonstrated logically and clearly that China and the United States have similarities in intellectual property issues. There have been a lot successful cooperation, and the two peoples share the same perspective on the significance of intellectual property rights.

From the attribution analysis of Liu Xin's answer to Trish's offensive discourses, Liu Xin clearly expressed the concept of win-win cooperation in high-tech between China and the United States under the condition of maintaining intellectual property rights. The reason for the breach of trust is not China alone. IP infringement is a pervasive issue in other countries, even in the United States, and the negative consequences of Sino-US trade are due to the stable nature.

4.3.2 Sentiment Analysis of Trust Repair

However, the above cognitive analysis fails to fully recognize the presupposition of emotional factors, because cognitive judgment is inseparable from the subjective feelings of the subject.

Questions about China's economic model part, example 2 can reveal Trish from the point of difference and confrontation that were labeled as "national capital" to China, to show the country of the free market intervention, and there are differences between the liberalization of the market economy that American advocated, which provide evidence for the unilateral American trade war.

Example 2:

Trish: Hang on one second, Xi. Your system of economics is very interesting because you have a capitalist system but it's state-run, so talk to us about that, how do you define it?

Liu Xin: We would like to define it as socialism with Chinese characteristics, where market forces are expected to play the dominating or the deciding role in the allocation of resources… And everybody thinks that China's economy is state-owned, everything is state-controlled, everything is state, state, state, but let me tell you, it is not the true picture… So we are, yes, a socialist economy with Chinese characteristics, but not everything is state-controlled, state-run, it's not like that, we are actually quite mixed, very dynamic and actually very very open as well.

From a sentimental point of view, the proportion of positive appraisal resources in Liu Xin's statement was higher than that of negative appraisal resources, showing people's strong desire to communicate with each other, proving that China is a responsible country with humanitarian concerns, and China is willing to cooperate with other countries. The heavy use of affection is aimed at reducing the internal discontent and prejudice against China among American audiences.

In response to Trish's doubts, Liu Xin explained that China's economy is "socialism with Chinese characteristics." First, China's socialist market economy emphasizes the dominant or decisive role of the market in resource allocation. "Are expected to" belongs to the affect resources of the attitude system, specifically for positive inclination words. This shows that the market plays an irreplaceable role in economic resources. Second, the market role of state-owned enterprises in China's economy is becoming smaller. Third, the notion that the state controls everything does not fit China's economic reality. Ms Liu points to specific data: 80% of Chinese companies are private; some Internet and 5G firms are also ones. Through the above discussion, Liu Xin concludes that China's economy is diverse, dynamic and open. Liu Xin uses plenty of negative words to show that the West is skeptical of China's economic model. Trish's question highlights the differences between the two economic models from a binary perspective, while Liu's explanation emphasizes the diversity of China's economic components and the dynamic and open nature of its economic system.

5. Conclusion

This study uses quantitative and qualitative analysis methods to analyze the evaluation resources used by Liu Xin and Trish to help people understand each other's positions. The results show that: 1) The proportion of attitude resources is much higher than that of engagement and graduation resources. 2) Throughout the dialogue, Liu Xin has been correcting the negative image of China set by Trish, by neutralizing the negative factors, so that the American audience can understand an objective image of China. By analyzing the dynamic process of Liu Xin's restoration of sino-US trust relationship, it is helpful to dispel the stereotype of Chinese economic model of American audience. The significance of Sino-US relations is the concentrated embodiment of the interests and contradictions of globalization, and also represents the situation of all countries in the world in the wave of globalization. Liu Xin's statement represents the Chinese concept of "cooperation over conflict" and has increased mutual understanding between the two masses.

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