

LATVIJAS UNIVERSITĀTE

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RĪGA 2021

UNIVERSITY OF LATVIA
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH STUDIES

**LEXICAL PECULIARITIES OF BUSINESS ARTICLES
ABOUT TIKTOK**

LIETIŠĶO RAKSTU PAR TIKTOK LEKSISKĀS ĪPATNĪBAS

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RĪGA 2021

Anotācija

Tiktok sociālo mediju uzmanības centrā kļuva 2020. gada jūnijā-septembrī, kad notika konflikts ar Donaldu Trampu, un riskēja tikt aizliegta ASV tirgū, jo tā piederēja Ķīnas uzņēmumam un pastāvēja bažas par datu privātumu. Šo aktuālo tēmu apsprieda vairāki ziņu portāli, taču konflikts nav izpelnījies akadēmisku interesi.

Tāpēc darba mērķis ir izpētīt lietišķo rakstu par Tiktok leksiskās īpatnības. Tā kā ziņu vērtības tiek interpretētas, izmantojot leksiskas iezīmes, pētījums koncentrējas uz The Economist un Forbes atlasītā 10 lietišķo rakstu krājuma leksisko analīzi un salīdzina secinājumus.

Analīze parādīja, ka tiešsaistes ziņu portāliem ir līdzīgs viedoklis par Tiktok konfliktu ar Donaldu Trampu un ir maz atšķirību leksisko iezīmju lietošanā, lai interpretētu ziņu vērtības.

Atslēgvārdi: leksiskā analīze, ziņu vērtības, lietišķu raksti.

Abstract

Tiktok became the centre of media attention in June-September 2020 when the conflict with Donald Trump took place and fell at risk of being banned in the US because of its Chinese ownership and data privacy concerns. This hot topic was addressed by multiple news portals, but the conflict has not received any academic interest.

Therefore, the paper aims at examining the lexical peculiarities of the business articles about Tiktok. As news values are construed through lexical features, the research focuses on a lexical analysis of the selected corpus of 10 business articles found on The Economist and Forbes and compares the findings.

The analysis demonstrated that online news portals have a similar point of view on the Tiktok conflict with Donald Trump and there are few differences in the use of lexical features to construe news values.

Key words: lexical analysis, news values, business articles.

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Introduction

According to Shoemaker, the news is highly ubiquitous (2006:105) and it ‘is so integrated into our lives that we do not question its existence.’ (2006:105). Being both omnipresent and influential, news can be associated with newsworthiness, which prominence is a decisive aspect for an event to be reported in business articles. Newsworthiness can be defined as a set of criteria that allows journalists to sort out and select various events for their news reports: ‘the more newsworthiness criteria an event satisfies, the more likely it is to be reported’ (Fowler, 1991:13).

According to Bednarek and Caple (2014, 2017), newsworthiness is embedded in the news discourse and can be defined with the help of the following nine news values: Negativity, Timeliness, Proximity, Prominence, Consonance, Impact, Novelty, Superlativeness, and Personalization. These news values that can be found within the news discourse are construed using various lexical means. They are undeniable building blocks of newsworthiness.

Even though many scholars and linguists (Bednarek and Caple (2017), Shoemaker (2006), Fowler (1991), Cotter (2010), and Richardson (2007)) have researched the phenomenon of newsworthiness and, especially, how it is established with the help of news values embedded in the news language, there have not been studies dedicated to the lexical analysis of the news values in the most recent business articles reporting on hot issues, such as, for example, the Tiktok conflict with Donald Trump that took place in 2020. This conflict can be considered newsworthy, and it was widely covered on various online news portals, as well as it gained such momentum that it received separate coverage in the Wikipedia article ‘Donald Trump – Tiktok controversy’. Thus, it is interesting to investigate how the newsworthiness of the Tiktok conflict with Donald Trump is built up in business articles via the use of various lexical means construing news values.

The research **aim** is to compare how news values of the business articles on the Tiktok conflict with Trump are established through lexical features on different news portals.

The following research **questions** are set:

1. what lexical means are used to construct news values in business articles on the Tiktok conflict with Trump from both news portals;
2. are there any essential differences in lexical means used to construe the news values in the news portals.

In order to answer the questions, the following enabling **objectives** are set:

1. to read and review the theoretical literature on business news, newsworthiness, news values, and its lexical analysis;
2. to establish the methodological framework for the research;
3. to define the criteria for selecting the corpus of business articles about the Tiktok conflict with Donald Trump;
4. to collect the corpus, identify news values, and conduct lexical analysis of business articles;
5. to analyse and compare the use of lexical features in business articles about Tiktok on two different online news portals;
6. to draw relevant conclusions.

The methods used in this research are literature review and lexical analysis from the news values perspective, using both qualitative and quantitative data analysis. The lexical analysis is carried out using the methodological framework for analysing news discourse in Critical Discourse Analysis that emphasises the news values relevance (Bednarek and Caple, 2014, 2017). The thesis consists of two chapters. Chapter 1 deals with the literature review and presents the theoretical framework on business news and newsworthiness, to be more exact, how the newsworthiness is construed via news values and how these news values are defined lexically. Chapter 2 comprises the research procedure and description of the selected corpus, as well as accounts for the conducted lexical analysis of 10 business articles about the Tiktok conflict with Donald Trump.

Chapter 1 News Values Role in Construing Business Newsworthiness

1.1 News, Newsworthiness and Peculiarities of News Discourse

One of the most relevant peculiarities of news discourse is the newsworthiness which, in fact, is the decisive aspect of an event to be covered in any news story; thus, this feature of the news language should be discussed, as well as other peculiarities should be outlined (Shoemaker, 2006:105).

News is a widely known and frequently used concept, yet it requires some additional explanation to explain the phenomenon of the newsworthiness that is tightly connected to it. Whereas Cambridge Academic Content Dictionary states that news is 'information or reports about recent events', Bednarek and Caple refer to news as 'new content' (2017:6). The most significant element, which is at the core of each news, is a reported event, an umbrella term for 'events, issues, and happenings, including elements or aspects of these' (Bednarek and Caple, 2017:6). Besides, as it is mentioned by Bednarek and Caple, news event participants or location are also important elements of a certain happening and can influence both topicality and relevance of news. Thus, the news is 'a complex process which begins with a systematic sorting and selecting of events' (Fowler, 1991:12).

For the purposes of this research, the news is specifically referred to as 'a report of what a news organisation has learned about matters of some significance or interest to the specific community that the news organisation serves' (Fuller, 1996: 6). Thus, the focus is shifted to news organizations and their strategies of grasping readers' attention based on the received information.

The key term that deals with the attraction of attention when speaking about the business press is newsworthiness. It is a decisive and essential aspect for news; it needs to be newsworthy, i.e., both 'interesting enough to be described in a news report' (Cambridge Academic Content Dictionary) and attractive enough to the audience. Further, it is worth mentioning MacShane (1979), a British politician, who divided newsworthy events into five distinct groups: 1) conflict; 2) hardship and danger to the community; 3) unusualness (oddity or novelty); 4) scandal; 5) individualism. Then the next question is how the newsworthiness is established.

According to Bednarek and Caple (2017), newsworthiness is defined by news values, and, since news is 'a commodity', and it can be bought, sold, and traded (Shoemaker, 2006:105), those are values which are used to 'sell' news. As it is summarized by Bednarek, news values are 'the values by which events or facts are judged more newsworthy than others'

(2006:16). Thus, news values are key characteristics of news discourse and as such, they have to be embedded in language.

Apart from news values, there are other peculiarities of news discourse that need to be discussed to draw relevant conclusions regarding news language. First, a definition for a notion of 'discourse' should be given. Whereas a discourse means 'a series of connected utterances, a unit of potential analysis larger than a sentence' (Wales, 2011:123), news discourse can be defined as 'discourse that audience encounter in news bulletins, news programmes, on news websites, or the newspaper' (Bednarek and Caple, 2018:2).

Further on, when analysing news discourse, the communicative context is taken into consideration as well. According to IGI Global Dictionary, the communicative context is 'the context—made up of the institutional context, the space, the communicative aims, the interpersonal relationships between interlocutors, and so forth—in which a communication occurs'. Bednarek and Caple state that in defining the communicative context of news discourse, both the production and reception should be considered (2018:34), in other words, the relationship between the reader and the producer of news should be considered (see Figure 1.1.).

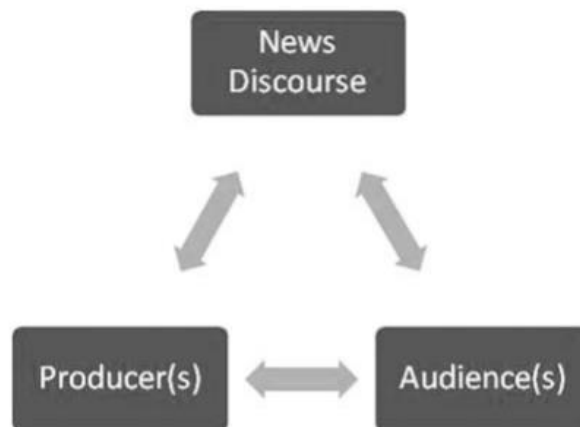


Figure 1.1 The 'communicative context' of news (Bednarek and Caple, 2018: 21)

First, the producer(s)' role is to produce the news; however, it is worth mentioning that news is a complex production of several authors (Bednarek and Caple, 2018:21). The creation of a publication is a multi-layered communicative process involving several originators such as editors, journalists, reporters, etc. (Bednarek, 2006:14) Since one manufactured story cannot be related to one individual and his/her effort, it is always about newspaper or news portal that publishes this story (ibid.). Secondly, the audience(s)' role is related to mass rather than a single individual. As it is stated by Bednarek and Caple, 'just as the production of news

is complex and there are many originators involved, so is the consumption of news' (2018:25). In other words, it is expected that the news is produced by several authors, each of them contributes to the story in his/her way, and then, this story is read by a lot of individuals.

It is also necessary to define the relationships between producers and audience. In newspapers, they are called 'one-directional' (McQuail, 1969:20), that is from producers to audience(s). However, it is interesting that the era of the internet has completely changed the relationships between producers and audience from one-directional to bi-directional. Currently, there are different features of online news portals to keep their audience engaged: publication views, comments section, a possibility to share an article on other social media platforms, interaction with visual content, etc. (Bednarek and Caple, 2018:25) Thus, online news portals allow bi-directional communication between addresser (author(s) of news publication) and addressee (readers).

Apart from the communicative context of the news discourse, both style and register should be discussed. News is a 'type of written discourse and must meet the general constraints of written/printed text', and business news usually covers a limited number of topics, for instance, business, finances, and politics and can be restricted to either a formal communication style or semi-formal (Bednarek, 2006:15). However, Fowler underlines that 'newspaper language includes a number of features (typography and orthography, syntax and morphology, deixis, modality and speech acts) used to suggest the presence of spoken language, contributing to the illusion of conversation' (1991: 64). Whereas both the layout and style of newspaper articles are quite strict and conventionalized, the digital versions of news publications take a more informal approach.

Furthermore, Bednarek explains that there are several limitations such as deadlines and space constraints that impact the writing style of journalists (2018:25). Thus, there are some distinct lexical features of the news language that should be described as well. As a concise writing style is more common, therefore, nouns are very frequently found. What is more, nominalization refers to 'an aspect of the word-formation process of affixation or derivation whereby nouns are derived from verbs by nominalizing suffixes: hence deverbal nouns: e.g. nationaliz-ation; derailment; convers-ion (from convert)' (Wales, 2011:290). Besides, verbs are usually in the present tense, rather than the past (Bednarek, 2018:25). Lastly, adverbials are common in news publications, and especially time and place adverbials (ibid.). To sum up, all these lexical peculiarities are aimed at producing both cohesive, as well as concise pieces of news within a limited time boundary.

In addition to the lexical peculiarities of the news language, intertextuality is a very remarkable phenomenon found in the news discourse (Bednarek, 2006:14). A so-called

'embedding' is an essential component of news (ibid.). Bednarek highlights that 'news is always embedded talk: within the news text generated by the author, other speech events are embedded. Each has its sender, receiver, and setting of time and place (2006:15). Overall, intertextuality is needed to avoid distortion of facts and base the news story on facts from reliable and well-known sources (ibid.).

To sum up, both characteristics of the communicative context and style are relevant for examining news discourse, as they contribute to the background of lexical analysis and help to understand how news values are embedded into the language of news. It is worth mentioning that the communicative context of news, i.e., a situation in which communication (e.g. news) takes place, is crucial for identifying news value and interpreting it correctly.

1.2 Tiktok Conflict with Donald Trump

In order to study the communicative context of the selected corpus in a more detailed manner, the background is described and the chronology of the Tiktok conflict with the US government is established. Furthermore, this conflict was named the Tiktok conflict with the former President of the United States, Donald Trump for several reasons. First of all, Trump was known for his protectionist practices and trade war with China, and the Tiktok application is a Chinese-owned social media platform (Child, 2020). Secondly, according to Trump's administration, 'the [Tiktok] app poses a threat to national security because of its ties to China' and there were some concerns that Tiktok might transfer the American data to the Chinese government (ibid.). Lastly, in June 2020, Trump's administration planned to organise a huge rally in Tulsa, however, because of the quickly spreading prank videos in Tiktok, teenagers were agitated to register at the event, book tickets and do not come (Lorenz, Browning and Frenkel, 2020). As a result, that Trump's administration event was ruined (ibid.).

Thus, there are two confronting sides identified – the Tiktok company and Donald Trump. So that, this event can be classified as a conflict, i.e., 'an active disagreement between people with opposing opinions or principles' (Cambridge Dictionary).

Besides, this event was covered in a lot of business articles, thus is newsworthy. What is more, Tiktok conflict with Donald Trump can be considered as a hot topic, 'a subject that a lot of people are discussing, especially one that causes a lot of disagreement' (Longman Dictionary of Contemporary English), as it caused a lot of controversial discussions both worldwide and, in the US. What is more, the beginning of this conflict occurred in July, then it developed in August, and in September, it reached its peak. Thus, the novelty of this event

was the greatest during the three months mentioned above. The conflict had gained so much popularity that it got a separate coverage on Wikipedia – ‘Donald Trump – Tiktok controversy’.

In addition, to understand the situation details, it is needed to establish the context and collect the chronology of the Tiktok conflict with Trump.

According to Tiktok's official website, TikTok is a social media platform, a subsidiary of the Chinese company ByteDance. In January 2021, Tiktok is estimated to have about 689 million monthly active users around the world (according to DataReportal). This service was established in China in September 2016 and at first, labelled as Douyin (Shu, 2020). After that, in 2017, an international naming, which is, TikTok was introduced to users worldwide and the platform became available out of its mainland (Niewenhuis, 2019).

In July 2020, the Secretary of the US expressed a concern that the data privacy of the American users of Tiktok might be violated and there might be a data breach. What is more, the Trump's administration considered that TikTok was transferring the American data to China's government (Kharpal, 2020). Further on, on 31 July 2020, Donald Trump issued an executive order that forced ByteDance company to implement the divestment of the Tiktok company and threatened to ban the application by 1 August 2020 if it is not done (Jacobs, Mohsin, and Leonard, 2020). Finally, on 1 August 2020, ByteDance was accorded to divest the ownership of TikTok, so that the company might prevent any application restrictions in the United States.

Nevertheless, on 14 August 2020, the former President of the United States issued an executive order that stated that ByteDance must sell its US Tiktok's operations within 90 days (Order-Regarding the Acquisition of Musical.ly by ByteDance Ltd, 2020). In addition to Microsoft, Oracle (another ‘technology giant’) has also entered the talks to acquire some of TikTok's operations.

On 13 September 2020, ByteDance informed that it would not sell TikTok's U.S shares to Microsoft but would like to start the partnership with Oracle (Microsoft statement on Tiktok). It would be acceptable for Trump's administration and prevent Chinese company from selling their technological assets. Notwithstanding, on 18 September 2020, it was reported that the US government would proceed with its restrictions on TikTok application downloads, and on 12 November 2020, the video-sharing service would be completely banned in the US (Tali, O'Brien and Ott, M., 2020). TikTok filed a lawsuit to prevent the ban. Finally, in December 2020, the Washington D.C. district court issued a preliminary injunction preventing the US government from imposing any restrictions on TikTok (Well, 2020). In addition, Joe Biden was elected as the next president of the United States in January 2021

(Official website of the White House); thus, the conflict between Tiktok and Donald Trump came to its end was resolved. Even though Tiktok was on the verge of being restricted by the US government, currently, no legal actions such as provisional bans are expected (Woodard, 2021).

To sum up, the peak of newsworthiness of this news was during July-September 2020, and a lot of related business articles were published on different news portals including The Economist and Forbes. Therefore, news values would be foregrounded in those business articles which were written from July till September 2020, as this event was a hot topic on various news portals.

1.3 Key Nine News Values Embedded in The News Language of Digital Media

The previous subchapter was focusing on newsworthiness and its interconnection with news values. This subchapter gives a more explicit insight into the news value phenomenon, as well as deals with the methodological framework for analysing news values.

Newsworthiness means for an event to be relevant enough for the target audience to be reported in news publications (Collins English Dictionary). Newsworthiness helps news institutions to ‘sell’ news with the help of various resources embedded in the news discourse (Bednarek and Caple, 2017). Thus, it is important in the context of the paper that newsworthiness ‘is not inherent in events but established through language [...]’ (Bednarek and Caple, 2018:44). News values are ‘constructed through discourse’ and their primary purpose is to build newsworthiness within the news discourse with the help of different lexical features (Bednarek and Caple, 2014:135). It is worth mentioning that the same lexical features can be used for the representation of different news values, which means, one lexical resource can perform multiple functions within news discourse (ibid.).

Further on, it is mandatory to provide a more explicit and detailed definition of news values. Appropriating the concept, linguists proposed their definitions of news values. For example, Bell defines news values as ‘the criteria or rules that news workers apply to determine what is ‘news’’ (1991:155), whereas Richardson’s definition of news values is the following one: ‘the (imagined) preferences of the expected audience’ (2007: 94). Galtung and Ruge stated that these are ‘values by which events or facts are judged more newsworthy than others’ (1965:25). Cotter highlighted that news values are ‘the qualities/elements that are necessary to make a story newsworthy’ (2010:68). Lastly, news values were defined as ‘the ‘newsworthy’ aspects of actors, happenings and issues as existing in and constructed through discourse’ by Bednarek and Caple (2014:137).

To sum up, a lot of linguists (e.g. Fowler, Bell, Richardson, Cotter, etc.) have discussed news values as an important factor of news language and newsworthiness, but it were Bednarek and Caple (2014) who have introduced a systematic methodology for the analysis of news discourse. They described news discourse as well as news values embedded in it and introduced the procedure to evaluate news in terms of their values. Thus, their definition would be taken as the main during the empirical part. What is common in all the above-mentioned definitions is the fact that news values are a decisive aspect of newsworthiness.

Bednarek and Caple compiled the following list of frequently encountered news values: Negativity, Timeliness, Proximity, Prominence, Consonance, Impact, Novelty, Superlativeness, Personalization (2018:41).

- **Negativity**

According to Bednarek and Caple (2018:42), this news value can be defined as ‘negative aspect of an event’, and it is very common that news stories include such negative events as, for example, conflicts, scandals, accidents, wars, or disasters (ibid.); thus, it is considered to be the most ‘basic news value’ (Bell 1991:156)

- **Timeliness**

This news value emphasizes ‘the relevance of the event in terms of time’ (Bednarek and Caple, 2018:42). Usually, the most recent happenings are more newsworthy because they are new, thus relevant (ibid.). However, in addition to this aspect, Bednarek and Caple also state that ‘timeliness may also mean that particular seasonal events are newsworthy, such as stories about Christmas in the pre-Christmas period’ (2018:42). What is more, Timeliness can be connected either to aspects of recent happenings (e.g. yesterday’s events), or to aspects of something that is in process/progress (e.g. hot topics), or, lastly, to aspects of events that are going to happen shortly (e.g. press releases) (ibid.).

- **Proximity**

Bednarek and Caple state that Proximity is ‘the geographical and/or cultural nearness of the event’ (2018:42). In other words, events about which the news is published are newsworthy for citizens of the country, region, or city in which these happenings took place. Therefore, the news value of Proximity can include both cultural and geographical aspects (ibid.).

- **Prominence (also referred to as Eliteness)**

The news value of Prominence indicates ‘the high status of the individuals (e.g. celebrities, politicians), organizations or nations involved in the event, including quoted sources’ (Bednarek and Caple, 2018:43). This news value deals with news stories about celebrities and stars that are newsworthy as such. Also, ‘elite sources’, in other words, sources

of the information that are both famous and widely recognized are more trustworthy (e.g. government authorities, experts, scientists) (ibid.).

- **Consonance**

Consonance is defined by Bednarek and Caple as ‘the extent to which aspects of a story fit in with stereotypes that people may hold about the events and people portrayed in it’ (2018:43). News stories are perceived as more newsworthy in case they are associated with stereotypes (ibid.). These stereotypes can include readers’ stereotypical images of countries or particular institutions (ibid.).

- **Impact**

Impact news value is associated with ‘the effects or consequences of an event’ (Bednarek and Caple, 2018:43). This news value concerns any impact or consequences of a certain happening portrayed in a news story. The more serious is the effect of an event and the more significant are the consequences left, the more newsworthy is the news publication (ibid.).

- **Novelty**

The Novelty news value which is also referred to as deviance, unusuality, rarity, or surprise indicates ‘the unexpected aspects of an event’ (2018:43). According to Bednarek and Caple, ‘news stories are frequently about happenings that surprise us, that are unusual or rare’ (ibid.). However, the aspect of deviance of an event is rather subjective, therefore, it is tightly connected to the peculiarities of the target audience or the community/event about which the news story is (ibid.).

- **Superlativeness**

This news value emphasizes ‘the maximized or intensified aspects of an event’ (Bednarek and Caple, 2018:44). Thus, a lot of news publications emphasize either maximizing or intensifying factors of a certain happening. It could include the number of people involved in the event, the effect it has on the environment or the community, as well as the size of certain subjects/objects (ibid.).

- **Personalization**

Bednarek and Caple explain Personalization news value in the following way: it is ‘the personal or human interest aspects of an event’ (2018:44). In other words, news stories that are characterized as personal and concrete are more appealing to readers than news stories that are related to a more generalized phenomenon (ibid.).

To sum up, embedded into language, various news values are highlighted and created with the help of various lexical features.

It is interesting what kind of relationships are between news values, news happening, the news workers involved in the news publication, as well as the news publication itself. According to Bednarek and Caple, there are two main approaches to identify the relationship between news values, news events, and news producers, and they are cognitive and discursive (2018:44). Whereas the cognitive perspective deals with “‘mental” functions such as memory, perception, attention, etc’ (McLeod, 2020), the discursive perspective focuses on discourse analysis which ‘examines patterns of language across texts and considers the relationship between language and the social and cultural contexts in which it is used’ (2018:2). From the cognitive perspective, news values can be defined as ‘beliefs’ (Bednarek and Caple, 2018:44) or ‘internalized assumptions’ (Cotter, 2010: 56) that individuals hold about certain factors of events.

Therefore, one lexical feature can be perceived as a construction element of several news values. Furthermore, from the discursive perspective, news values are perceived as elements construing newsworthiness through discourse, therefore, language. Overall, ‘the focus here is not on the ‘nature’ of news events, but rather on how such events are mediated through language [...] – how news discourse makes them newsworthy (Bednarek and Caple, 2018:44.).

Both perspectives, namely, cognitive and discursive, are interconnected because when considering news values, news language and the target audience’s assumption are taken into account (ibid.).

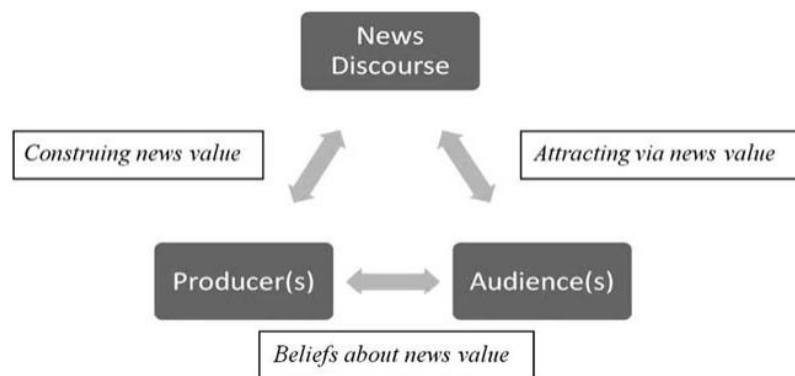


Figure 1.2 News values, the communicative context, and the construction of text
(Bednarek and Caple, 2018:45)

When news producers are compiling news stories, they already have assumptions and judgements about what is considered as newsworthy by their target audience, and it directly impacts the way they construct the newsworthiness aspect through discourse (see Fig.1.3) (ibid.). All in all, 'the text or news discourse itself is intended to attract an audience through presenting a story to them that is newsworthy'; thus, some of the news values are more

foregrounded in the news stories than others, as news producers would include news values that are appealing for a particular group of readers that are expected to read this news story (ibid.).

To conclude, news values are a crucial aspect of news language and they are used to build newsworthiness based on readers' expectations. Therefore, they need to be taken into consideration while interpreting business articles and conducting lexical analysis.

1.4 News Values and Their Lexical Features

News values, being embedded in the news discourse, are built up with the help of various linguistic resources. As it was stated in the previous subchapter, there are nine news values in total and they are as follows: Negativity, Timeliness, Proximity, Superlativeness, Prominence (also referred to as Eliteness), Impact, Novelty, Personalisation, and, lastly, Consonance (Bednarek and Caple, 2014:31). To understand the nature of news values, it is necessary to analyse linguistic resources exploited for their construction. As the focus of this research is on the lexis, only lexical features would be considered and described.

While speaking about the relevance of lexical features used in news values construction, Bednarek and Caple mention that they could be either foregrounded, which means, frequent and pronounced, or backgrounded, in other words, absent (2014:32). Therefore, a business article can have several news values emphasized and others might be completely absent. Besides, it is interesting that one lexical device can construe more than one news value, thus there are one-to-many relationships between lexical resources and news values (Bednarek and Caple 2014:54).

The first news value to be discussed is Negativity. As it was stated by Bednarek and Caple (2014:154), this value could be constructed through negative evaluative language indicating the writer's opinion. It can be indicated either through words with a negative connotation, for example, such nouns as *a drama, a tragedy, a scandal, or a conflict*, or in an implicit way as negative reactions of news actors presupposing their negative emotions (ibid.). In addition, it could be a direct reference to any of the strong negative emotions such as, for example, *fear, anxiety, grief, shocking or overwhelming* (ibid.). Words or phrases which refer to strong negative sentiments can form one semantic field emphasizing the Negativity news value (ibid.). Last but not least, the category of negative lexis 'describing actors/happenings that would be considered negative by the social mainstream' (Bednarek and Caple, 2014:155). As for actors, it could be *terrorists (the IRA), criminals or murderers* and as for happenings, for example, *deaths, war, killed*, etc. What is more, these could be not only

words with a negative connotation or in the negative form per se but rather words that are perceived as negative by the target audience within a particular news discourse (ibid.). For example, any opposition movement, the IRA, which is recognized by the state government as having a bad influence on citizens, can be a part of the negative lexis. To sum up, Negativity is built through the vocabulary with negative connotations and negation cases. The key lexical features construing this particular news value can be divided into four distinct categories, namely, negative evaluative language, references to negative emotions, words with negative connotations, and, lastly, negative lexis (ibid.).

The next news value to be described is Timeliness. This value takes into consideration the topicality of any circumstance – either it is a recent event, or currently happening, or about to happen soon (2014:155). While searching for the presence of this particular value, references to time need to be found, for example, such adverbs of time *as today, currently, now, yesterday*, etc. These are all words or phrases which indicate the relevance of an incident (ibid.). In conclusion, references either to past, or present, or future can be found as emphasizing the news value of Timeliness.

Another news value is Proximity which focuses on ‘the geographical or cultural nearness of an event’ (Bednarek and Caple, 2014:155). So, there could be references to any geographical location or place, toponymy, such as *Old Town of Riga, New Zealand, Helsinki IKEA*, or references to any of the communities or nation of the audience - *Wellington researchers, New Yorkers, Ogre’s citizens*. Furthermore, inclusive (‘inclusive’ meaning ‘we’ = the audience’s community, e.g. nation, state, region’ (ibid.)) first-person plural pronouns can be exploited and would be considered equally familiar to the audience within a certain context (ibid.). Overall, Proximity news value highlights both the geographical and cultural references.

Superlativeness news value can be construed with the help of five different groups – quantifiers, intensifiers, intensified lexis (references to strong sentiments), comparisons, and, lastly, metaphors and similes focusing on intensifying some aspects (Bednarek and Caple, 2014:155). While quantifiers are those parts of speech which function is to indicate some quantity (e.g. hundred, many, great), for instance, size, scale, or amount, intensifiers are used to emphasize the high degree of something (ibid.). In addition, intensifiers are mostly represented by various adverbs such as *completely, significantly, severely*, etc. Furthermore, intensified lexis, which can be explained as ‘non-core vocabulary items that include intensification as part of their meaning’, generally include such strong adjectives as, for example, *petrified, wrecking, or smashed* (ibid.). What is more, their repetition can make the effect of the Superlativeness news value even stronger, for instance: ‘they were *petrified*,

absolutely petrified' (ibid.). This group of lexical features can be summarized as references to strong sentiments (ibid.). Another group is comparison. Through comparison to some events in the past, an effect of superiority is easily created (ibid.). For instance: 'this one has just maxed out every other flood' (2014:156). Bednarek and Caple also mention metaphors and similes that are often exploited to quantify some aspects of events (ibid.). Whereas a metaphor is a 'device usually to make sense of relatively complex, abstract or unfamiliar experiences in terms of more familiar ones' (e.g. 'an army of volunteers' (ibid.) (Wales, 2011:266), a simile is 'a figure of speech whereby two concepts are imaginatively and descriptively compared' (Wales, 2011:266) (e.g. 'it was like a World War II battle' (Bednarek and Caple, 2014:156)).

The next news value, Prominence (also referred to as Eliteness) highlights the high status of actors/participants of events (ibid.). The main focus is on lexical features which identify statuses that a person is important. That could be either label such as *celebrity and rock star*, institutional names and ranks such as *CEO, president, lieutenant, or professor* (Bednarek and Caple, 2014:156). In addition, Bednarek and Caple wrote that a description of any status can be taken into consideration as well, for instance, 'a writer that received the Pulitzer prize' (ibid.). In this example, a whole clause is a description of a status of a news actor. To sum up, Prominence is mainly focusing on the news actors and their qualities.

The next news value defined as 'the significance of an event in terms of its effects/consequences' is Impact, and the key lexical features to construct it include evaluative language, intensification, and quantification of an impact of an event, references to sentiments that were caused by a happening, and references to effect or consequences this event has left on people or entities (2014:156). The first group, i.e., evaluative language, refers to all words (e.g. nouns, adjectives) that assess the impact of an event in any way, for instance, 'a remarkable night' or 'a seminal work', 'it was such a success' (ibid.). The second category, which is intensification and quantification of an impact can be displayed through either intensifier as 'the most terrible tragedy' (a reference to the severity of a tragedy with the help of an adjective in the superlative), or quantifiers as 'there were fifty victims of this accidents' (a reference to the significance of an event via indicating the number of participants involved in that event, namely, a numeral) (ibid.). Also, references to strong emotions can be interpreted as the Impact news values, for example, such adjectives as *scared, numbed, excited* (because of any event or its aspects) (ibid.). Lastly, it can be references to the consequences or impact either on people or any organizational entities (ibid.). In conclusion, the Impact news value is focusing more on the event itself and its connection to the news actors or participants of an event.

One more news value is Novelty. It focuses on the new and/or unpredicted sides of a happening (Bednarek and Caple, 2014:157). The key lexical features can be divided into four various groups: first of all, these are indications of the newness of an event, secondly, the evaluative language that emphasized extraordinariness of a circumstance, thirdly, comparison with other incidents and, lastly, any references to sentiments of surprise or unexpectedness (2014:157). Indications of newness can be demonstrated through synonyms of an adjective 'new', for example, *fresh, the first, never seen before, latest, modern*. It could be not a complete equivalent or not a perfect synonym, however, it would express the idea of novelty as such. As an example, Bednarek and Caple provide the following sentence: 'in a fresh attempt to tackle what it says is a steep rise in reports of extreme images online' (ibid.). What is more, evaluative language that indicates the unexpectedness of an event can be used to indicate the news value of Novelty (2014:157). It is interesting that in this case the adjective 'different' in the meaning of 'unusual' can express the Novelty news value. The next group of lexical features that are used to construe the Novelty news value is a comparison with other incidents. The best way to explain this category is to take a look at the sentence provided by Bednarek: 'I've lived in Toowoomba for 20 years and I've never seen anything like that; the first time since 1958...' (2014:157). The comparison of a current event with an event in the past shows the novelty of a happening. Therefore, the event can be considered as new or unusual. What is more, references to sentiments of surprise can be considered as a lexical feature demonstrating the Novelty news value (ibid.). For instance, such adjectives and nouns demonstrating a strong emotion of a news participant or a news producer as *shock, unexpected, unforeseen, surprise* can be marked as an indication of the unexpectedness of a situation. In conclusion, novelty can be referred not only to the newness of events but also to the phenomenon that is considered to be unusual, atypical, rare, surprising, or deviant.

Personalisation is the news values that focus on eyewitnesses and human-being actors of various events, their feelings, or statements. There are two distinct categories of Personalisation as described by Bednarek and Caple. First of all, these are references to any emotion expressed by an individual either in the form of a noun as a separate feeling (e.g. fear, shock, joy, etc) or in the form of a verb as a reaction (e.g. cry, laugh, scream) (2014:157). Overall, these references to personal sentiments can be recognized by readers as trustful sources (ibid.). Another category is intertextuality (ibid.). The allusion is one of the means to achieve intertextuality and it could be references to places, names of people, and organizational names. Usually, these allusions are used to demonstrate that the sources of a news story are trustworthy and reliable (ibid.).

Last but not least news value to be described is Consonance. According to Bednarek and Caple, it is ‘the stereotypical aspects of an event; adherence to expectations’ (2014:158). The key features used to construe this news value are different. Firstly, this news value can be construed through evaluative language that expresses the unexpectedness of an event. For instance, such adjectives as *legendary or notorious* can be used or other words that presuppose a stereotype or common vision of an event or news actor (2014:158). What is more, comparison with other incidents, especially those that happened in the past can have the same effect, for instance: ‘as the US came to terms with yet another mass shooting’ (ibid.). In that case, the US is associated with the shooting, as in that state it is rather easy to get a firearm license. Another lexical feature of the Consonance news value is conventionalized metaphors, for instance, ‘a flood of immigrants’ (Bednarek and Caple, 2014:158), as well as associations based on well-known stereotypes. For example, the United Kingdom is usually associated with tea, the Royal family, and weather. The last category is the so-called story structure which is indicated by Bednarek and Caple as one of the lexical features (ibid.). That means, that the news event is represented as a story with different characters involved, for instance, *the main hero, villain, or victim* (ibid.). Thus, ‘the roles that news actors are construed to play and the events that are said to have happened fit in with archetypes of stories’ (2014:158). To sum up, the Consonance news value deals with the stereotypes readers have about both events and news actors.

In conclusion, the key lexical features that are used to construe news values are not limited to those mentioned in Table 1.1 (see Appendix 1), because ‘the language of a news story is adapted to highlight its newsworthiness’ (Durant and Lambrou, 2009:89), therefore one news value can be represented through a variety of lexical features; the choice of lexical features is upon the news producers. However, those aforementioned lexical features are the most frequently encountered in the news stories, as mentioned by Bednarek and Caple (2014:57). In addition, the authors state that when analysing the news discourse a more functional approach should be used (2014:54), that is, sorting out all lexical features and assigning them to news values can be insufficient for conducting the lexical analysis, as the function of a lexical feature should be taken into consideration. Thus, one lexical feature can be assigned to several news values, in other words, a lexical resource can be considered to emphasize several news values simultaneously, as it performs multiple functions at once.

Chapter 2 Lexical Analysis of News Discourse of Tiktok Business Articles

Chapter 2 explains the methodology and the research paper procedure and accounts for a conducted lexical analysis of The Economist and Forbes business articles about the Tiktok situation in accordance with the news values framework provided by Bednarek and Caple (2014, 2017). This chapter also provides the discussion of the findings of the research, thus, attempting to answer the research questions.

2.1 The Research Procedure and Corpus

This paper used lexical analysis from the news values perspective as proposed by Bednarek and Caple (2014, 2017) and the procedure of the research is as follows.

First, the criteria for the news portals were defined. The Economist and Forbes, both online English weekly news portals, were chosen for the corpus selection because they focus mainly on current affairs and business; respectively, they must have presented the most relevant information on the Tiktok situation.

Secondly, to narrow the scope of the research, the period of July-September 2020 was chosen for collecting the corpus, because particularly these 3 months were the peak of the Tiktok conflict with Donald Trump, hence many business articles on this hot topic were published on both news portals. 10 business articles about Tiktok were randomly chosen from both portals. After the selection of corpus was completed, all business articles and their links were copied to produce an electronic corpus. Thus, the corpus was divided into two groups: the first group – business articles from the Economist and the second one – business articles from Forbes. The Economist's articles range from 525 words to 1228 words and the Forbes' articles – from 617 words to 1077 words.

Thirdly, to summarize lexical findings, instances found in the corpus were organized in two tables, one for each of the online news portals (Appendices 2,3). Further on, based on the findings, each lexical feature was identified as a construction element for one or several news values. In addition, the comparison of news values found in the Economist and Forbes' business articles was done. Lastly, relevant conclusions were drawn.

2.2 Results

Overall, there are 397 lexical features observed in the corpus of Forbes' business articles, and 525 lexical features identified in The Economist's business articles (see Fig.2.1). Lexical

analysis from the news value perspective was exploited to define what lexical means are present to construct news values in business articles about Tiktok conflict with Donald Trump, as well as assist in identifying differences in terms of lexical features exploited in both online news portals, namely Forbes and The Economist.

First of all, in both online news portals, all nine news values were identified.

Secondly, in both online news portals, the most populated with lexical features news value is the Superlativeness; while in Forbes 89 distinct cases of lexical features were found, there were 111 distinct cases in The Economist identified. What is more, in both news sources, the least populated news value is Novelty: in Forbes, there were 9 distinct cases observed, and in The Economist – 13 distinct cases were found.

Thirdly, 79 lexical features were representing Negativity in the business articles of Forbes, and 88 – in The Economist; 35 lexical features representing Timeliness in the business articles of Forbes, and 46 – in The Economist; 72 lexical features representing Proximity in the business articles of Forbes, and 86 – in The Economist; 12 lexical features representing Prominence in the business articles of Forbes, and 31 – in The Economist; 33 lexical features representing the Impact in the business articles of Forbes, and 55 – in The Economist; 31 lexical features representing Personalization in the business articles of Forbes, and 43 – in The Economist; 37 lexical features representing the Consonance in the business articles of Forbes, and 44 – in The Economist; and lastly, 37 lexical features representing the Consonance in the business articles of Forbes, and 44 – in The Economist.

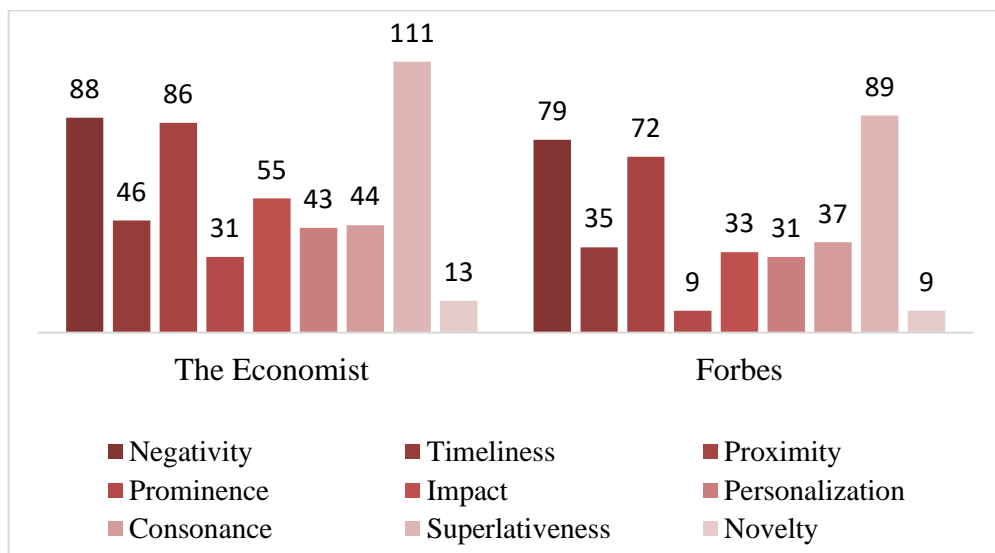


Figure 2.1 The Population of News Values in The Economist and Forbes business articles

2.3 News Values and Key Lexical Features for Its Construing in The Business Articles

The corpus which consists of 5 business articles from The Economist online news portal and 5 business articles from the Forbes online news portal, to be analyzed in terms of the presence of nine news values, and lexical features used for their construction in order to find out lexical peculiarities of the Tiktok business articles. Each group of business articles to be examined separately. In addition, two tables summarizing news values and key lexical features building them up to be compiled (see Appendices 2,3).

2.3.1 News Values and Key Lexical Features for Its Construing in The Economist

- **Negativity**

In the Economist's business articles there are 88 distinct cases of lexical features that could contribute to the Negativity (see Appendix 2).

The first group of lexical features to be considered is the negative evaluative language (17 distinct cases) which mainly indicates the writer's opinion. One case, namely, *the forced sale* (2 occurrences), which indicates that Trump's executive order to divest the Tiktok's ownership is perceived by the news producers and the target audience as an involuntary deal. Another example that highlights the same idea is *rushed asset sales* – the decision of the Tiktok company sale is represented as something quickly and thoughtless. Through such adjectives as *forced* and *rushed* news producer's negative opinion towards the Tiktok deal is shown.

Other examples of negative evaluative language are the following ones: *political travails*, *geopolitical strife*, *political pressure*. The authors of the selected news stories highlight that relations between the US and China have affected the Tiktok situation. Through nouns with strong connotations such as *travails*, *strife* and *pressure* the Negativity news value is represented. The conflict is perceived as a tense, complex, and severe event in which both confronting parties thinking thoroughly about their next step. In addition, such cases as *it was fierce*, *that will be cumbersome and costly*, and *they are tricky* show the negative viewpoint on various aspects of the event. The news producers use negative adjectives such as *fierce*, *costly*, *cumbersome*, *tricky* to present the severity of the conflict from different perspectives and maximize the relevance of the happening.

The second group references negative emotions and there are 18 distinct cases found in the corpus. The most frequent ones were the following nouns: *concern(s)* (4 occurrences),

fears (3 occurrences), and, lastly, *worry* (2 occurrences). All these nouns represent negative feelings of news actors; however, it is worth mentioning that mostly these nouns are related to Tiktok, as the governance of this company was forced to sell its assets to another company, so the application would be available in the US.

What is more, the US users that were expected to be left without any access to Tiktok because of Trump's executive order were described as *disenchanted Tiktokers*, *sullen teenagers*. As this application is popular in the US, the Tiktok ban could have caused such negative sentiments as *disenchantment* and *sullenness*. The conflict also aroused other negative emotions: *disappointed*, *depressing*, *unease*, *painful*.

The third group is words with a negative connotation (41 cases). The most frequently encountered in the corpus are the following ones: *ban/banning* (12 occurrences), *tensions* (4), *disinformation* (3), *propaganda* (3), *threat* (2), *risk* (2). Thus, the focus is mainly on the ban of the Tiktok application. What is more, the noun *tensions* was used four times, which emphasises the strained relations between Donald Trump and the Tiktok company. It is worth mentioning that the Tiktok application and its popularity are perceived by the US government as a *threat*, something dangerous because of the insufficient data privacy policy. Therefore, the Tiktok company is associated with *risk* (of the data breach). What is more, the following verbs and phrases which express the intensity of the conflict were found as well: *diminished by a split*, *rests in part*, *cripple*, *ditch*, *combating*. They mostly focus on the fact that Tiktok is at risk of being sold to another company or eliminated from the US market.

The last group, negative lexis, consisted of 12 distinct lexical features. For example, the Tiktok situation was called a *farrago* by the news producers because the conflict was a mixture of politics, personal matters, as well as international competition. Another lexical feature that represented negative lexis is the phrase *jingoistic opportunism*. According to Cambridge Dictionary, jingoism is 'the extreme belief that your own country is always best, often shown in enthusiastic support for a war against another country', and opportunism is defined as 'behaviour in which you use every situation to try to get power or an advantage'. Thus, in this phrase, one word reinforces the negativity of the other which maximizes the Negativity news value.

Overall, there are a lot of remarkable examples of Negativity found in the corpus (see Appendix 2) and that gives business articles a negative rather than positive or neutral tone in general. Words are selected in such a manner to show the tension and complexity of the conflict, and to increase the overall significance of the events.

- **Timeliness**

Overall, there are 46 distinct time references to past, future, or present (see Appendix 2). It is worth mentioning that the most frequent ones are the following references: *now* (9), *in May* (2), *this spring* (2), *soon* (2), *last year* (3). First of all, such adverbs as *now* that were very frequently identified in the corpus, indicate that The Economist's business articles presented the most relevant and up-to-date information, so readers can easily follow the happenings. News stories gave an overview of the events that were happening in July-September. What is more, a lot of references to these months were given, for instance, *September 14th*, *September 14th*, *in July*, *on July 6th*, *between July 6th and 7th*. These references highlight that the newsworthiness of the conflict was at its highest during this period, as it was considered to be both a relevant and controversial topic. In addition, mostly precise time references, i.e., proper names and ordinal numbers, were given (e.g. *September 15th*) and it can be explained by the fact that these days were certain milestones of the Tiktok conflict, they were officially stated by one of the confronting parties. Overall, these time references are used to show readers the chronology of the events, as well as to make the news story more newsworthy, as the relevant happenings were described, and trustworthy sources were exploited.

Furthermore, an adverb *soon* was used two times to indicate the uncertainty about future events, as well as increase the tension. Here comes the contradiction: even though some of the dates emphasize future events, an adverb *soon* highlights the ambiguity: it is unknown for both the target audience and the news producers when this happening would take place. The news authors can only predict that this will happen *soon*.

Lastly, there were references to the past, for example, *in May* (2), *in December 2017*, *in 2019*, *five years ago*, *last year* (3). These time references were used to establish the chronology of the Tiktok company development. Additionally, it is known that Tiktok started to gain popularity in 2019, as well as was having some problems with data privacy and confidentiality at approximately the same time. Thus, these phrases prove that the Tiktok situation is a hot topic, i.e., both relevant and controversial, as discussed for many years (e.g. *2015*, *2017*, *2019*, *2020*).

To sum up, these time references to past, present, and future are exploited to make the story precise and coherent.

- **Proximity**

The total number of distinct lexical features of Proximity is 86 with 24 cases of references to places and 62 – to the communities or nations (see Appendix 2).

Firstly, it is not a surprise that among the most frequent lexical devices there are allusions to two countries: *America* (22 occurrences) and *China* (19 occurrences). These two countries represent two confronting parties.

What is more, *the White House* was repeated 4 times. *White House* reference was exploited to indicate the government of the US and its former President - Donald Trump. Besides, there were other references to other countries which were involved in the conflict, for example, *Australia*, *Canada*, and *New Zealand*.

Secondly, the following words and phrases referencing the communities or nations were encountered very frequently in the selected corpus: *Americans' (personal) data* (5), *Chinese firm(s)* (5), *American(s)* (6), *China's (Chinese) government* (3), *American business* (2). Again, these are references either to the Chinese community or to the American one, as exactly these two nations are participating in the conflict. As the Economist is a British news online portal and targeted at English-speaking readers, there are more references to the US community rather than Chinese. The cultural nearness of the British and the Americans is seen in that finding; therefore, the focus is on the country which is nearer culturally and from that perspective the business articles were written.

Overall, references to both geographical places and communities indicate that there are two main actors involved in the news stories, namely, America and China; as well as The Economist's authors highlight more America's actions rather than Chinese ones.

- **Superlativeness**

Superlativeness is the most populated news value and overall, there are 111 distinct cases found in The Economist's business articles (see Appendix 2).

The first group of lexical features to be discussed is intensification and quantification aspects. Among quantifications examples of lexical features construing the news value of Superlativeness there are the following: *millions of TikTokers; with its 100m or so users in America alone; owns large stakes in video-game studios with millions of American users*. As it can be seen mostly the quantification aspect is referred to many of Tiktok's users – all examples demonstrate the statistics which signifies the popularity of the application. In addition, there are lexical devices that intensify the topicality of the Tiktok's company as well, for instance: *started growing at blistering pace; with growing popularity has come growing scrutiny*.

What is more, the following lexical features emphasizing the intensification aspects were found in the corpus: *it could muscle through geopolitical tensions; heaps political pressure; the controversies that bring politicians running*. All three cases were about politics and included such words with strong connotations as *muscle through, tension, pressure*,

controversies – all these lexical units describe the Tiktok conflict with Donald Trump as an intense and stressful happening.

There are also other occasions where rather verbs with negative meaning were used which intensified the context: *their government could force them to hand over data; threaten to ban; combating disinformation*. Overall, the negativity of various aspects of an event was intensified with the help of different lexical features such as adjectives, verbs, and nouns with negative connotations, while the popularity of Tiktok was mostly accessed quantitatively with the help of numerals and quantifiers.

The second group consisted of references to strong negative sentiments, for instance: *depressing, concerned, sullen, hellbent, amid fears*. They are all referred to the Tiktok situation.

Overall, business articles of The Economist about the Tiktok situation make a lot of references to strong negative sentiments, i.e., verbs, nouns, and adjectives with negative connotations. According to the Concise Oxford Dictionary of Linguistics, a connotation is: ‘the range of further associations that a word or phrase suggests in addition to its straightforward dictionary meaning [...]; or one of these secondary meanings. A word's connotations can usually be formulated as a series of qualities, contexts, and emotional responses commonly associated with that to which it refers’ (2014:75). Thus, these are verbs, nouns, and adjectives that have negative associations or assumptions.

The third group includes 14 distinct cases of lexical devices indicating comparisons. For instance: *world's hottest social-media property, the world's most valuable startup*. These two cases with the help of the superlative of adjectives signify the relevance and popularity of the Tiktok application. Additionally, in the corpus were found the following cases which carry the same idea: *net profit could more than double; losing TikTok globally would be more painful*. To sum up, the Tiktok application is compared to other social media applications and in this case, Tiktok is the best.

The fourth group contains a lot of metaphors. The most frequent one is *race* (2 occurrences). This noun is used to describe the competition between different technological companies such as Oracle, Goggle, and Microsoft which were aimed at acquiring the Tiktok company; thus, it is called a *race*. Other remarkable metaphors identified in the corpus are the following ones: *Mr Zhang under fire in China; America's campaign to cripple it; feeding data directly to their national security apparatus; languishing in Congress; try to flush out rival bidders; hawk around*. It is needed to discuss one of them and provide both context and explanation. For example, a combination of words *hawk around* is used in the following sentence: ‘People close to ByteDance worry that China hawks around him could still derail it’

(The Economist, ‘Who are the TikTok saga’s biggest winners?’). The Chinese government is considered to be like an evil predatory bird that was hunting for the Tiktok company, as it has its interests in this social media application.

In addition, a verb *derail* is used, and it is also a metaphor – Tiktok is shown like a fast train which the Chinese government would like to derail, that is, to prevent it from effective performance on the US market. To sum up, there are a lot of metaphors exploited to reinforce the negativity of actions of news participants, for example, China.

The last group of lexical features is similes. There are 3 cases in total: *look like a recipe for geopolitical strife*; *it looks like a u-turn for Mr Trump*; *Mr. Trump is watching over TikTok's talks with Microsoft as if he were a feudal lord*. In the first case, the merge of two Chinese companies - ByteDance and Musical.ly is compared to a recipe for *geopolitical strife*, i.e., the conflict between China and the US. In the second case, the Tiktok deal with Oracle is considered to be a *u-turn* for Donald Trump, as he was against a full sale of TikTok by ByteDance. What is more, while various technological companies were in talks with Tiktok, Donald Trump was *watching over as if he were a feudal lord*. He is compared to a feudal lord and seems to take a neutral, but dominant position.

To sum up, this news value mainly focuses on the negative or controversial; aspects of the event, and via lexical features, these aspects are intensified.

- **Prominence**

In total, there are 31 distinct cases of Prominence news value (see Appendix 2).

In the first group of lexical features there are descriptions of news actors’ statuses, for instance: *White House-friendly tech giant*; *the president’s China-bashing economic advise*; *America’s other technology titan*; *a wildly popular but problematic Chinese-owned video-sharing app*. They indicate the significance and importance of one or another participant in the event. For example, *America’s other technology titan* in this case signifies the Microsoft company, and *White House-friendly tech giant* refers to Oracle. Both companies were in talks to acquire shares of Tiktok.

The second group of lexical features consists mainly of institutional names such as *President* (5 occurrences), (America’s) secretary of state (2), *chief executive of Microsoft*, the *former chief security officer at Facebook who now advises Zoom*. These lexical features were used to introduce news actors, as well as to demonstrate their high status in society, thus the relevance of their statements and actions.

Overall, the news value of Prominence is built up with the help of lexical features which emphasize the significance of the news actors, as well as the trustworthiness of news sources, i.e., official statements made by the authorities of different companies and governance bodies.

- **Impact**

Overall, four different groups of lexical devices construe the news value of Impact.

The first group comprises 9 cases (see Appendix 2) and they are as follows: *one of the year's biggest deals; touted as vital to protect Americans' data; China's first worldwide internet sensation; firm's powerful American venture-capital backers'; meaningful influence; popular short-video app; such a move in court; look like a bargain; it has been a golden era for American and Chinese tech*. All these examples signify an impact or influence of the Tiktok conflict. In the corpus, the Tiktok deal is called *one of the biggest deals* and *the first sensation* in China, as well as very *popular* application. In addition, both cases of lexical features are also used to construe the Superlativeness news value, so that an overlap of news values is determined. Overall, most lexical features are referring to the Tiktok's application and its relevance, as well as its popularity.

The second group consists of many examples – 20 distinct lexical features. There are both negative and positive sides of the Tiktok situation intensified with the help of different lexical features. For example, such a case as *that could irk millions of TikTokers* focuses on the fact that the Tiktok's ban can be irritating for a lot of users located in the US. A noun in the plural form *millions* is used as a quantification aspect in this instance. Among positive quantification aspects of an event, there are the following cases: *it was valued at \$140bn on the secondary market; TikTok, a short-video app that has been downloaded 2bn times; it was downloaded 315m times globally, more than any app ever in three months*. These statistics indicate the influence of Tiktok globally both in terms of revenue and application popularity and its downloads.

The third group includes lexical features representing only negative sentiments; in total there are 21 distinct cases (see Appendix 2). Among the most frequent negative emotions, there are the following nouns and a verb: *concerns* (4 occurrences), *threat* (2), *fears* (3), *worry* (2). They are all referred to the Tiktok conflict, however, they are experienced by different news actors. For example, in the corpus, while the US is *concerned* about the Tiktok application, ByteDance *fears* most that they would be forced to outright sell Tiktok.

In addition, there are a lot of references to the shock or astonishment caused by an event as well: *another surprise, surprisingly, some surprises*. The news producers highlight that some aspects of the happening are unknown and would be unexpected.

The fourth and the last group comprises 5 distinct cases (see Appendix 2) and emphasizes consequences. For example, it indicates the effect of the Tiktok application

popularity: *with growing popularity has come growing scrutiny*. In addition, numbers are used to demonstrate the influence of a happening: *200m users lost access to it overnight*.

To sum up, the Impact news value consists of lexical features which are used to emphasize the effect of the Tiktok application popularity or the conflict with Donald Trump.

- **Novelty**

The Novelty news value is the least populated news value and consists of 13 distinct cases and there are no repeated lexical features found (see Appendix 2).

Firstly, the evaluative language to be discussed. There are two cases in total: *cropping up*, *unusual steps*. According to Cambridge Dictionary, a verb *to crop up* means 'to happen or appear unexpectedly'. The news producers establish the news value of Novelty through this word, indicating that it is very unusual that data concerns related to the Tiktok's application are continuing to occur. Another example, *unusual steps*, was used to emphasize Microsoft's actions.

In the second group of lexical features, there is one case, and it is as follows: *it was downloaded 315m times globally, more than any app ever in three months*. In this sentence, the Tiktok application is compared to other applications and their statistics of downloads. Tiktok is a very popular and rapidly developing social media. Thus, through this lexical feature, the Novelty of the Tiktok applications is highlighted, as well as its unusuality and extraordinariness.

In the third group such references to sentiments were found: *surprises*, *another surprise*, *surprisingly hard to spot*. All cases were referring to *surprise* as the main feeling appeared because of the Tiktok situation – it is a *surprise* that Donald Trump had announced an executive order to block the application, as well as, at that time, it would be a *surprise* what would happen next and what would do the Chinese company.

The last group comprises both use of the adjective *new* and its synonyms. There are seven cases in total, and they are the following: *first worldwide internet sensation*, *new European headquarters*, *new hires*, *new technologies*, *new 5g handset*, *new federal data-privacy and cybersecurity law*, *new chief executive*. There is only one synonym of *new* found in the corpus: *first*. The development of the Tiktok application is the first, i.e., new, and highly relevant event around the world. In other cases, *new* was used in references to different aspects of an event – from employees to law.

Overall, there are not so many cases of Novelty, therefore, it can be concluded that almost all the aspects of this event were expected, not deviant, or unusual. The Tiktok conflict with Trump is not novel and was anticipated.

- **Personalization**

The lexical features (total cases: 43) construing the news value of Personalization can be divided into two main groups (see Appendix 2). First, these are references to personal experiences and sentiments. Nine cases indicate personal feelings, for example, *ByteDance worry*; *Chinese majority ownership still rankles*; *a ban that could irk millions of TikTokers*. It is worth mentioning that all the references to emotions are negative – *irk*, *rankle*, *worry*. In addition, the same verbs established the Negativity news value. It is explained by the multifunctionality of these lexical features.

What is more, in some cases these verbs were used with names of the companies such as ByteDance, e.g. *ByteDance worry*. Through impersonation, the news producers show what one or another organization experienced during that time. Additionally, about the Tiktok users that were at risk of losing any access to the application only words emphasizing negative sentiments were used, for instance, *disenchanted TikTokers* and *sullen teenagers*.

The second group which is focused on the intertextuality phenomenon allusions to both organizational and people's names consisted of 34 distinct cases (see Appendix 2). The most frequent allusions to organizational names were to *ByteDance* (47 occurrences), *Tiktok* (77 occurrences), *Microsoft* (21 occurrences), *Oracle* (11 occurrences). It is known that Microsoft and Oracle were in talks of acquiring Tiktok which is owned by ByteDance corporation, therefore a lot of references were made to these technology companies. In addition, references to other technology companies were found, for instance, *Huawei* (6), *Facebook* (7), *Apple* (4), *Youtube* (3). Mainly, these companies were mentioned to compare their statistics to Tiktok's, as well as to present their opinion on the situation.

Furthermore, references to people's names, i.e., proper names, were also identified, for instance, *Donald Trump* (20), *Zhang Yiming* (4), *Satya Nadella* (3), and *Mike Pompeo* (2). It is obvious that *Donald Trump* would be mentioned a lot in the business articles, as the main news actor. His actions are the focus of most business articles. The name of the Tiktok's founder, *Zhang Yiming*, was repeated several times as well. The allusions to *Satya Nadella*, the CEO of Microsoft, were found 3 times in the corpus. Lastly, the former American secretary of state, *Mike Pompeo* was mentioned 2 times, as he was the one to make an official statement regarding the Tiktok situation as well.

To sum up, the findings were obvious and expected. The news value of Personalization is established with the help of allusions and sentiments referring to the main news actors.

- **Consonance**

The Consonance news value was established with the help of 44 distinct cases (see Appendix 2).

In the group of evaluative language indicating expectedness, there are 5 cases, and they are the following ones: *usual vetting process*; *the most obvious winner*; *finding substitute products is usually low*; *its American vc investors are expected to come in as minority shareholders*; *turns profitable—which it is widely expected to soon*.

In the case of *the most obvious winner*, the news producer considers that the Chinese government would benefit from the deal with any outcome because it 'gets to keep some of its prize asset rather than sell it on the cheap' (The Economist, 'Who are the TikTok saga's biggest winners?'). It is worth mentioning that the US is a *runner-up* (ibid.), as after the deal, 'ByteDance would remain the majority shareholder' and 'American vc investors are *expected* to come in as minority shareholders' (ibid). In addition, it is known that 'the bill for shutting up shop and finding substitute products is usually low' (ibid.), which means, the closure of TikTok's US operations hardly affects the company itself. Again, in all the examples provided, it is seen that the main idea is that it is quite expected and crystal clear from the events presented that China would be the winner in this deal, while the United States, in particular Donald Trump, would lose and would not achieve their goal. Overall, the news producers were right, as the Chinese firm has sued its right to the application in the US technological market and now, it is available for all the American users.

There are a lot of conventionalized metaphors found in the corpus. The most frequent ones are as follows: *the (tech) split* (6 occurrences) and *race* (2 occurrences). *The tech split* combination of words was used to refer to the TikTok company's possible division to the Chinese and US operations. What is more, the phrase *total separation* was used regarding the same event aspect. TikTok's US and Chinese operations are like a married couple that is expected to be separated.

Another case of metaphor, *race*, was mentioned in the context of TikTok's shares – there were a lot of different technology companies in talks with TikTok to acquire the application, for example, Microsoft, Oracle, Google; therefore, it was like a competition, a *race*, in which each participant tries to get to the finish line first. In this case, TikTok is a *trophy asset* or a *prize asset* that every news participant wants to take over.

Furthermore, the following combinations of words referring to international relations and politics were identified: *recipe for geopolitical strife*, *played the political chess game*, *nationalist whack-a-mole*, and lastly, *knee-jerk threats of expropriation*. In the corpus, TikTok is like a *recipe* for worsening the conflict between the United States and China. In this case, it is believed that China predicted this situation as if *playing chess*, while the actions of Donald Trump, are very predictable and represented by the news producers as a *knee-jerk reflex*.

Overall, there are a lot of examples of conventionalized metaphors that represent the relations between two news actors, as well as evaluate the development of the conflict.

The third and last group of lexical features is the story structure. It consists of 14 distinct cases (see Appendix 2) and mainly focuses on the news actors and their roles as if they would be heroes of a story.

In the Tiktok story, there are various actors identified. First, while the Chinese government is expected to be *the most obvious winner*, Donald Trump is *a runner-up* and Microsoft is represented as a *loser* in this deal, as this company could not get some of Tiktok's shares. In addition, there is an implicit idea that Oracle is a *winner* too, as this company planned to make a deal with Tiktok. Furthermore, all technological companies which were participating in the conflict such as Microsoft, Oracle, Google, Tencent were shown as *giants* (e.g. *the internet giant, social-media giant, tech giant (2), the internet giant, social-media giant*) or *titans*; thus, they are represented as powerful, strong and large companies.

Another reference to the story structure which was done is as follows: 'The American and Chinese *software worlds* are thus quickly becoming entirely *separate universes*' (The Economist, 'TikTok and the Sino-American tech split. The tech industry is dividing'). Chinese and American companies are so separate and isolated from each other that they seem to exist in different dimensions, that is, in different *worlds*, and this conflict further alienates the two countries.

Overall, there are a lot of remarkable lexical features that established the news value of Consonance (see Appendix 2).

2.3.2 News Values and Key Lexical Features for Its Construing in Forbes

- **Negativity**

There are found 79 distinct lexical features of Negativity in total in the corpus of the Forbes' business articles (see Appendix 3).

In the first group, the most frequently encountered combinations of words are the following: *smoking (security) gun* (3 occurrences), *conflicting statements* (2), and, lastly, *steal your personal information* (2). According to Idiom Dictionary, *a smoking gun* is defined as 'indisputably incriminating evidence' Therefore, *a security smoking gun* is referring the reader to a data security breach or violation of security policy done by Tiktok's application.

In addition, one more example of the use of a *smoking gun* collocation was used in the following way:

When TikTok is asked about claims to the contrary, it stands by the lack of proof, *the missing smoking gun*. There's no evidence, it says, it's a political campaign steeped in the standoff between Washington and Beijing. (Doffman, 2020).

In this example the news producers claim no proof that the Tiktok company is handing over its data to the Chinese government. Thus, a *smoking gun* indicated the negative news producer's opinion.

Another frequent lexical feature emphasizing the Negativity that could be referred to the same security data breach is *steal data*. In addition, there were other remarkable negative lexical devices such as *acquisition drama, a much more serious issue, the much bigger dangers, wrong hands, grave risk, grave privacy threat*. Such negative nouns as *drama, issue, danger, risk, threat* were exploited to highlight the negative opinion of the news producers. It is worth mentioning that two nouns, namely, *risk* and *threat* were used together with a strong negative adjective – *grave* to show that the problem with TikTok's application is very severe and complicated. *Grave* is associated with death, and it can be predicted that the risk coming from the Tiktok company is so dangerous that it may affect the US in a very bad and serious way.

In the second group, there are 9 references to strong negative emotions, namely: *relentless pressure, woefully naïve, concerning, intrusive, aggression, ironically, indifferent, offensive, concerns*. All these sentiments are related to one or another news actor. For instance:

Beijing will retaliate against the precedent of U.S. commercial *aggression*, but as for the specifics of TikTok, ByteDance and the wealth of its founder, Beijing is *indifferent*. (Doffman, 2020)

In this case, Beijing is shown as an *indifferent* news actor, while the US being *aggressive*. Another example is the following one:

The relentless pressure on TikTok ramped up further this week, with U.S. Secretary of State Mike Pompeo again claiming user data is sent to China. (Doffman, 2020)

In this case, the US news actor, in particular, the US Secretary of State is *pressing* intensively on the Tiktok company regarding the data privacy concerns. To sum up, all references done to the negative feelings were referred mostly to one of the main news actors, namely, Tiktok and the US.

In the third group, there are the following most frequent lexical features: *ban* (16 occurrences), *threat* (12), *risk* (5), *issue* (4), *damage*, *(code) vulnerabilities* (3). It is obvious that such nouns with negative connotations as *ban, threat, risk, issue, and damage* were found

in the corpus, as all the Forbes business articles were focused on the Tiktok block and the US concerns regarding data privacy matter.

The last group comprises 21 lexical devices (see Appendix 3), and the most frequently encountered: *spying* (4 occurrences), *disinformation* (3), *spyware* (3), *sanctions* (2), *cancel* (2), *censure* (2). Such nouns as *spyware* and *spying* were exploited regarding the Chinese government and its probable collaboration with the Tiktok company. For instance:

There is a strong case to access TikTok's algorithm and to identify any oddities in the narrative being promoted, where it's suspected this may have been influenced. But to allege *spyware* and threaten a ban unless a business changes from Chinese to U.S. ownership, given the lack of any smoking gun, I think we all know how dangerous a precedent that sets. (Doffman, 2020)

However, it is clear from the context that the spyware concerns come from the US governance, even though, as stated by the news producer, there is no clear evidence. Both words are not negative per se but in this context, they are perceived as something illegal and malicious. Thus, the Negativity news value is established.

In addition, such negative lexis as *Russian interference*, *blacklist*, *hacks*, and *cancelship* was found in the business articles of Forbes' portal. To sum up, various lexical means were used to build up the news value of Negativity.

- **Timeliness**

In total, there are 35 distinct cases of Timeliness (see Appendix 3), while the most frequent ones are as follows: *now* (17 occurrences), *this week* (2), *(just) last week* (2). It can be concluded that there are more references to the present, rather than past or future. The Forbes' business articles mostly focus on the up-to-date information about the Tiktok information, for instance:

But *now*, as TikTok continues to deny U.S. accusations of data mishandling, of it bowing to pressure from Beijing, a new report from the cyber experts at ProtonMail has called those denials into question. (Doffman, 2020)

Additionally, there are other references to the present moment: *this year*, *this morning*, *today*, *currently*, *right now*. However, it is worth mentioning that there are references to the past as well, for example, *last month*, *the past few months*, *passing week*, *earlier this year*. What is more, references to the future were also found: *the next 44 days*, *by 2020*, *by 2025*, *in just a few short weeks*. Interestingly, there are no precise dates indicated or the dates of official statements, the time references are indicated with the help of time adverbs.

To sum up, more abstract time references were identified in the corpus, which means the focus is more on the essence of the events, the process, rather than its chronology. It can

be explained by the fact that the Forbes news portal's target audience could be interested more in the current information, the current happenings, and not future events.

- **Proximity**

The news value of Proximity comprised references to geographical locations and references to the communities (see Appendix 3).

In the first group, there are 12 distinct cases, and the most frequent ones are the following: *Beijing* (7 occurrences), *the U.S.* (34), *China* (28), *America* (3). It is not a secret that all business articles focused on two confronting parties – the US (or America) and its governance and China (Beijing) and its application Tiktok. In addition, the UK was mentioned 2 times in the corpus, for instance: '*China* is an adversarial state to the U.S., *the U.K.* and their allies' (Doffman, 2020). Therefore, in this case, the UK is mentioned as one of the US allies, or as an additional confronting side to the Chinese government. To sum up, a lot of references to both China and the US were found, as the relevance of these two confronting parties was emphasized; thus, the Prominence news value is established.

In the second group, there are 60 distinct cases identified (see Appendix 3). Among the most frequently encountered word combinations there are the following references: (*China's*) *government* (6 occurrences), *Chinese Communist Party* (4), *Chinese apps* (2), *Chinese* (2), *U.S. team* (2). As Tiktok is owned by the Chinese company ByteDance, it is expected that there would be so many references to *China* and *Chinese*. In addition, there were a lot of references to the US and Americans as well, for instance: *U.S. military*, *U.S. based competitors' platforms*, *U.S. user data*, *U.S. national security requirements*, *American hands*, *the U.S. campaign*.

To sum up, the news value of Proximity is built up with the help of lexical features emphasizing the US and China's prominence, as well as their confrontation and relevance as main actors of the conflict.

- **Superlativeness**

The Superlativeness is the most populated news value – there are 89 lexical features found in the corpus.

In the first group, there are 42 distinct cases, and the most frequent is *great caution* (2 occurrences) (see Appendix 3). For instance:

We recommend everyone approach TikTok with *great caution*, especially if your threat model includes the questionable use of your personal data or Chinese government surveillance (Doffman, 2020).

It was in the ProtonMail statement, the company which reviewed the data policy of Tiktok's application, that *great caution* is needed when using this social media.

Other interesting examples of the quantification aspect are as follows: *for mass collection of data from hundreds of millions of adults; millions of users*. In the first case, the same data privacy concern is addressed – such words as *mass* and *millions* were exploited to emphasize the quantity of data and users.

The intensification aspect is shown through the following examples: *soaraway growth; serious threat; woefully naïve; excessive amount of data harvesting; ProtonMail's conclusion on TikTok is pretty stark; an extremely dangerous social media platform*. It is worth mentioning that the first case refers to the positive aspect intensified, whereas all other cases are related to the negative sides of the Tiktok situation such as *threat, dangerous, stark, woefully, and excessive amount*. What is more, such a combination of words was identified in the corpus as well: *a grave privacy threat*. In this instance, an adjective *grave* is used to intensify the *threat* coming from the Tiktok's application.

In addition, the following cases with emotionally strong verbs were found: *grab* the data; Beijing will *retaliate* against the precedent of U.S. commercial aggression; to *fight* that order in court; intends to *vigorously defend*. In the last example, a verb with a strong connotation – *defend* - is intensified with an adverb *vigorously*.

In the second group, the following references to strong emotions were identified in the business articles of Forbes: to *praise* people, *aggression, intrusive, ironically, suffered, strive*. For example:

In quantum's case, China's spending on this 21st century technology far outstrips ours as they *strive* for the ultimate cyber weapon: the quantum computer big enough to overturn virtually every public encryption system in the world, from bank accounts and financial markets to the power grid (Herman, 2020).

In this case, China makes great efforts to be the leading in the technological industry.

In the third group (15 cases), there are the following remarkable comparisons found in the corpus that build the news value of Superlativeness: *so much damage to political processes; so much manipulation and disinformation; the much bigger dangers; the hottest thing in consumer technology right now*. While the first three examples focus on the negative comparisons, as such nouns as *damage, manipulation, disinformation, dangers* are used, the last emphasizes positive aspects of the event, in particular, it compares the Tiktok application to other applications and highlights that it is the most popular currently.

In addition, other examples of comparison were found: *highest standards for security, privacy, online safety; have no higher priority than promoting a safe app experience*. Both examples refer to the data privacy policies and data security tools; the first one is said by Microsoft, and the second one – is a statement of Tiktok's CEO.

The fourth category comprises metaphors (13 cases) and the following bright examples were found in the corpus (see Appendix 3): *hawkish politicians; to give its blessing to the match; combatting disinformation; it remains rooted in the Chinese expat community*. In the first case, politicians interested in the Tiktok situation are considered to be like predatory birds that hunt for details about the popular social media scandal as if it is a prey. In the second example, the metaphor was used in the following context: ‘For ByteDance to move forward, though, the company needs China’s government to *give its blessing to the match, too*’ (Brown, 2020). China is represented as a *priest* in this situation, whose *blessing* is needed for the Tiktok company to merge with another one. In the third case, *disinformation* is shown as a powerful opponent which needs to be *combated*. The last lexical device is used in the following context:

Ironically, WeChat is of much more value to China from a data perspective, but its install base in the U.S. pales compared to TikTok, it *remains rooted in the Chinese expat community*, it will not generate the same U.S. headlines (Doffman, 2020).

In this example, The Tiktok company is shown as being connected to China via a root system.

Other interesting metaphors identified in the business articles are as follows: *the deal is insufficient to rein in the potential malicious uses of TikTok; to dominate 5G wireless technology; suffered a serious check*.

In the last group, only one lexical feature representing similes were found:

How we allow any company or government agency to export or pass along digital data is going to require the tough restrictions and precautions *we might associate with handling weapons-grade uranium*—because *in the wrong hands* the results could be almost as explosive (Herman, 2020).

In this case processing of digital data is compared to *handling weapons-grade uranium*; it is shown as a dangerous process that should be performed with great caution.

To sum up, to establish the news value of Superlativeness, metaphors, similes, comparisons, as well as intensification/quantification aspects and references to strong emotions are exploited in the corpus, thus making the event look more newsworthy.

- **Prominence**

The Prominence news value was built with the following case indicating the significance of a news actor: *the hottest thing in consumer technology right now*. This description of status is referred to the main news actor – Tiktok.

In the second group, the most frequent lexical features were as follows: *President* (3 occurrences), *(U.S.) Secretary of State* (2 occurrences). It is obvious that the former President of the United States, Donald Trump, would be in the focus of the business articles as the main

news actor. In addition, the Secretary of State, namely, Mike Pompeo, is mentioned two times, as he made some official statements regarding Tiktok's application. In addition, there are other references to the US authorities, for instance, *White House trade adviser*.

In conclusion, the Prominence news value is established with the lexical features focusing more on the US news actors.

- **Impact**

The news value of Impact was established with the help of 33 distinct lexical features.

The first group to be discussed is the evaluative language. There are 12 lexical devices in total (see Appendix 3) and the most remarkable ones are as follows: *significant changes; a best-in-class security infrastructure; extremely dangerous social media platform; the hottest thing in consumer technology right now*. As it can be seen clearly from the examples provided previously, there are both references to negative and positive impacts found in the corpus. Here the overlap with the Superlativeness news value is identified – all the aforementioned lexical features were exploited to construe it. What is more, *extremely dangerous social media platform* established Negativity value as well. Thus, this particular example can construct several news values simultaneously.

It is worth mentioning that the Tiktok application's impact is rather controversial. The Tiktok company is considered to be both *the hottest thing in consumer technology right now* and *an extremely dangerous social media platform*. Other interesting examples referring to the Tiktok situation are as follows: *seriously difficult problem, serious threat*. In these cases, Tiktok's application is shown as the source of risk.

In the second group focusing on both the intensification and quantification aspect there are 9 cases (see Appendix 3). The following cases of intensification were found in the Forbes' business articles: *TikTok's millions of U.S. users, crossed the 2 billion-download mark, Chinese-owned app now installed on hundreds of millions of devices*. As it can be seen, in all these cases the popularity of the application is emphasized. In addition, there is another example that indicates that Tiktok's application influences its users: *control the minds, of its 100 million monthly U.S. users*. In this case both the intensification aspect, with a word combination *control the minds*, and quantification aspect, through a number *100 million*, is shown.

The third group comprises the following references to feelings: *relentless pressure, woefully naïve, concerning, intrusive, aggression, indifferent, offensive, concerns*. Overall, these are mostly negative feelings referring to news actors and caused because of the Tiktok application. For instance: 'Now there are *concerns* about the TikTok algorithm which, it is alleged, injects pro-Beijing propaganda into its services' (Herman, 2020).

The last group consists of the following cases: *its potential for mass collection of data from hundreds of millions of adults, teenagers, and children poses a grave risk to privacy; cutting access to tens of millions of American users; TikTok's soaraway growth; pass along digital data is going to require the tough restrictions and precautions*. These four lexical means emphasize the impact of the TikTok's application. Firstly, it is considered to be very popular; secondly, the ban of the TikTok's application would influence *tens of millions of American users*; thirdly, it is a rapidly developing application, and lastly, the data privacy concerns would result in sanctions or restrictions from the US.

To conclude, all lexical means mentioned previously focuses on TikTok's application impact on different news actors and aspects of the event.

- **Novelty**

The Novelty is the least populated news value and comprised 9 distinct instances of lexical features.

In the first group, there are three cases (see Appendix 3), and they are as follows: *it is inconceivable; Huawei phones are rare in the U.S.; any oddities in the narrative*. Such adjectives as *inconceivable*, *rare*, and noun *oddities* were exploited to emphasize the unusuality or surprise of the aspects of the happening.

In the second group, there are the following lexical features found: *it's of exponentially more value than a single social media app; this is very different from Facebook*. In the first case, a TikTok's application is compared to other social media applications, and it is emphasized that TikTok is way more valuable and popular than other social media. In the second case, Microsoft is mentioned as the company, which is the best potential buyer of TikTok, as it has *one of the foremost cyber threat assessment and analysis capabilities in the world* (Doffman, 2020).

There were no references to sentiments of surprise; therefore, it can be concluded that the news producers consider the TikTok conflict with Donald Trump as something obvious, predictable, and expected.

In the last group, there were no synonyms of the adjective *new* found; however, there are some cases where the adjective *new* and its derivatives were exploited, namely, *newly issued statement; savvy new owners of the business; the most recent new report*.

To sum up, the news value of Novelty is established by different lexical means, emphasizing both unusuality and rarity of the TikTok application.

- **Personalization**

The news value of Personalization is built up with the help of different lexical means that could be grouped into two different groups.

In the first group, there are 10 cases of distinct lexical feature (see Appendix 3) and the most remarkable examples are the following ones: *woefully naïve, may make you feel pretty uncomfortable*. The first lexical feature was used in this context:

In a world where Facebook data has allegedly facilitated so much damage to political processes, so much manipulation, and disinformation, to assume that TikTok doesn't carry any serious threat is *woefully naïve* (Doffman, 2020).

The news producer highlights that the data privacy concerns about TikTok's application are justified, and it is *woefully naïve* for other people to consider that it is not true.

The second case indicating the personal experiences was exploited in the following context: '[...] excessive amount of data harvesting, vulnerabilities in TikTok's code, as well as a few things that may *make you feel pretty uncomfortable* (ibid.) A reference to a negative feeling associated with slight discomfort and pain is done to describe the emotional state caused by TikTok's application data privacy violation. Overall, most cases emphasize the negative experiences and feelings caused by the TikTok situation.

In the second group there are 21 distinct cases of allusions (see Appendix 3). First of all, allusions to organizational names should be discussed. It is obvious that the most frequent lexical devices are references to *TikTok* (86 occurrences), *Huawei* (15), *Oracle* (14), *Microsoft* (11), *ByteDance* (6) – they are all the main news actors of the event. *TikTok* is the main topic of all business articles published by Forbes, *ByteDance* is the parent company and *Microsoft*, *Oracle*, *Huawei*, and other technology companies were competing to acquire the TikTok's application. Regarding the allusions to people's names, the results are also quite expected: the most frequent ones are *Donald Trump* (21 occurrences), the main news actor, *Larry Ellison* (3), the CTO of Oracle, and, lastly, *Mike Pompeo* (2), the secretary of the US. They are all relevant participants of the event.

To conclude, the findings are quite expected, as the main actors of the event were emphasized, as well as there were several references to the sentiments of the participants of the conflict.

- **Consonance**

The Consonance news value consisted of 37 distinct lexical features.

In the first group, there are three lexical features (see Appendix 3), and they are as follows: *fairly typical of the industry; the reports usually disclose a wide range of potential security vulnerabilities; ever so predictably*. All these cases emphasize the expectedness of the aspects of the event. For example:

Hear that? It's that clock, still tick, tick, tick-tocking away, ever so slightly, *ever so predictably*—a little louder each minute. (Brown, 2020)

In this case, the clock represents the ban and overall Tiktok's application restrictions in the US. Therefore, in this context, it is expected and *predictable* that this social media would be banned.

In the second group, there are 27 distinct cases (see Appendix 3), and the most frequent lexical mean is the following one - *smoking (security) gun* (3 occurrences). Tiktok's data privacy concerns are referred to as *smoking gun*, in other words, evidence of the crime. However, in the corpus it is stated that there is *a lack of any smoking gun*:

But to allege spyware and threaten a ban unless a business changes from Chinese to U.S. ownership, given *the lack of any smoking gun*, I think we all know how dangerous a precedent that sets (Doffman, 2020).

Another interesting example of a conventionalized metaphor is as follows: *feed data directly to the Chinese Communist Party*. The Chinese Communist Party is shown as a predator that devours the data of American users in huge quantities. In addition, such lexical means referring to the Chinese governments were used to identify its interests regarding the Tiktok application: *falling into Chinese hands, ending up in the hands of the Chinese Communist Party*. As there is a visible competition and tensions between the US and Chinese governance, there are also similar references to America: *fall into American hands*. It is worth mentioning that *the wrong arms* are considered to be the Chinese. That is evident from the following example:

How *we allow any company or government agency to export or pass along digital data* is going to require the tough restrictions and precautions we might associate with handling weapons-grade uranium—because *in the wrong hands* the results could be almost as explosive. (Herman, 2020).

There is a reference to the Chinese government that is considered to use the American users' data.

In addition, the following remarkable examples of conventionalized metaphors were identified: *this maelstrom of security controversy and Sino-American politics; the steady beat from the doomsday clock that has been tick, tick, ticking away; injects pro-Beijing propaganda into its services*. In the first case, the Tiktok's conflict with Donald Trump is compared to a *maelstrom*, as this is event is complicated, tense, as well includes various aspects, such as international relations between China and the US. In the second example, the deadline of the Tiktok's ban is considered to be *the doomsday clock*, in other words, a global catastrophe that would influence all people. A similar example of another metaphor found in the business articles is as follows: *the end*. What is more, the Tiktok situation is called *saga* (*we learn the right lessons from the TikTok saga*), i.e., dramatic, and powerful story.

In the last case, the Chinese propaganda is compared to a malicious *injection* that would poison all the Tiktok's services. To sum up, all conventionalized metaphors were aimed to show the Tiktok situation as something very influential and newsworthy.

In the third group, there are 7 references (see Appendix 3) to the story structure found and they are as follows: *the social media giant*; *Redmond giant*; *capture an alleged poacher*; *Chinese telco equipment giant* (2 occurrences); *bad actor* (3 occurrences); *software giant*; *fiery battle*. In the selected business articles the technological companies (Microsoft, Huawei, Oracle) that competed to acquire the Tiktok's shares were compared to giants – big and powerful heroes. What is more, Tiktok was also mentioned as *the social media giant*. In addition, the Tiktok conflict with Donald Trump is called a *fiery battle* – intense and fierce argument. Lastly, *an alleged poacher*, in other words, a villain of the story could be a reference to the Chinese government that would like to use Tiktok's data in their interests.

In conclusion, the lexical features used for the construction of the Consonance news value are focused on the news actors and their interaction.

2.3.3 The Comparison of The Lexical Peculiarities in Two Different Online News Portals

After the Economist and Forbes' business articles were analysed lexically in terms of news values, the findings should be compared to identify both similarities and differences in lexical peculiarities of the corpora.

Overall, there are more lexical features construing news values identified in the business articles of The Economist online news portal (525 distinct cases) than in Forbes (397 distinct cases), with some percent of cases repeated in business articles of both online news portals (see their frequency in Appendices 2 and 3). Furthermore, there were some cases when a lexical feature was found multiple times in business articles of both online news portals, and these were the following lexical features: *risk* (Negativity; 2 – The Economist, 12 - Forbes), *ban/banning* (Negativity; 12 – The Economist, 13 - Forbes), *threat* (Negativity; 2 – The Economist, 12 - Forbes), *China* (Proximity; 19 – The Economist, 28 - China), *President* (5 – The Economist, 3 - Forbes), *ByteDance* (47 – The Economist, 6 - Forbes), *Tiktok* (77 – The Economist, 86 - Forbes). Overall, there are a lot of examples of lexical features that are frequently encountered in both corpora.

What is more, in some cases one lexical feature was used for construing two news values simultaneously. In this case, a lexical feature was assigned to both news values and analysed from both perspectives (see Appendices 2 and 3). The cases of overlapping were determined in both corpora of online news portals. One of the most frequently overlapping

was related to the Superlativeness and Negativity news value. For example, in the Economist's business articles a noun *the chaos* was identified, and it represents both news values, i.e., it intensifies the news discourse (Superlativeness) and has a negative connotation (Negativity). In the Forbes' business articles an example of overlapping is the phrase *a grave privacy threat, and it* is used to indicate a negative writer's opinion (Negativity) and intensifies the news discourse as well. Another prominent case of overlapping is revealed between the Negativity and Consonance news values. In the Economist, it is the word combination *a recipe for geopolitical strife* that is used as both a conventionalized metaphor (Consonance) and a negative evaluative language element (Negativity). In Forbes, the example is *evil empire*, and it represents a conventionalized metaphor (Consonance) and is exploited to indicate a negative writer's opinion (Negativity). What is more, an overlap between the Superlativeness and Impact news value was determined. In business articles of the Economist online news portal, the word combination *millions of TikTokers* was identified, and it not only emphasizes the quantification aspect but also highlights the impact of the application. In Forbes' corpus, the sentence *millions of American families use TikTok for entertainment and creative expression* both indicates the impact of the Tiktok (Impact) and emphasizes the quantification aspect (Superlativeness). Another identified overlap is between the news values of Impact and Negativity. In the Economist, the phrase *disenchanted Tiktokers* is used to refer to a negative sentiment (Negativity), as well as to emphasize a sentiment caused by the Tiktok conflict with Donald Trump. In Forbes, the noun *aggression* constructs the news value of Negativity via reference to a negative feeling and the news value of Impact via reference to the emotion caused by the event. Lastly, the overlap of news values is not limited to two news values, and one lexical feature can represent up to three news values. For example, in The Economist business articles, an adjective *concerned* emphasizes the negative sentiment (Negativity), refers to feelings caused by the event (Superlativeness), as well as relates to personal sentiments (Personalization). In Forbes corpus, the following such an example is *smoking security gun*. This combination of words is used to construe the news value of Negativity (negative evaluative language), the news value of Superlativeness (metaphors), and, lastly, represents the news value of Consonance (conventionalized metaphor). Thus, the overlapping of news values shows the multifunctionality of lexical features in business articles of both online news portals.

Further on, the most populated news value is Superlativeness in both online news portals: in Forbes, there are 89 distinct lexical features, and in The Economist – 111 distinct lexical features, respectively. In business articles of both news portals, there were a lot of examples of intensification and quantification aspects; they were mostly represented by

epithets ('a descriptive (adjective) phrase or appellation used to characterize someone', Wales, 2011:141): The Economist - *real damage, brutal security law, chaotic unwinding, rightful mistrust*; Forbes - *relentless pressure, soaraway growth, serious threat, extremely dangerous social media platform, essential component of every digital technology*. What is more, there were a lot of metaphors in the business articles of both online news portals: in The Economist, they are *hawk around, derail it, build up its own champions, feeding data directly to their national security apparatus, undermines investor confidence, the tectonic plates are shifting, technospheres of influence*; and in Forbes - *combatting disinformation, hawkish politicians, it remains rooted in the Chinese expat community, fiery battle, it's built-into Microsoft's DNA*. In both sources, few similes were found: 1 case in Forbes and 3 cases in The Economist respectively. Overall, this news value was prevalent in all business articles.

The least populated news value in both corpora is Novelty – in Forbes, constructed by 9 distinct lexical features and, in the Economist – 13 distinct cases identified. In the Economist, there were several references to sentiments of surprise that were represented by the noun *surprise* in both singular and plurals forms, whereas in Forbes business articles this category was not identified. What is more, while in the Economist the ordinal *first* was used as a synonym of *new*, in Forbes it was an adjective in the superlative– *the most recent*. To sum up, the low frequency of lexical features representing Novelty signifies that the Tiktok conflict with Donald Trump was expected and foreseen.

The second most populated news value in both online news portals was Negativity. Whereas there were 79 lexical features in total in the business articles of Forbes, there were 88 lexical features found in the corpus of The Economist. The biggest group of lexical features were words with negative connotations. There were a lot of nouns, adjectives, and verbs with negative meanings in both portals: in The Economist – *risk, sever, tension, crackdown, battleground, propaganda, silly, explode*; in Forbes – *damage, vulnerabilities, forcing, fight, worse, criticise, explosive*. In the group of negative lexis, in both corpora, the focus was mainly on politics-related nouns such as *repression, restriction, jingoistic opportunism, expropriation, cyberspying* (The Economist), *sanctioned, spying, censor, human rights abuses, Russian interference* (Forbes). The orientation is quite expected, as in the Tiktok conflict with Donald Trump the politics in general and the international relations between China and the US in particular were involved.

Further on, 72 lexical features representing Proximity in the business articles of Forbes were identified, and 86 – in The Economist. In the Economist and Forbes, there were a lot of similar references to places. The following toponymy was found in both corpora: *China,*

White House, Britain, Beijing. Furthermore, there were a lot of similar demonyms used, ie. names ‘used to denote the inhabitants of a place’ (Collins Dictionary): *American company, Chinese government, Chinese Communist Party*. Overall, via these references to both places and nations, the main actors of the conflict were emphasized – the US and China.

Furthermore, 35 lexical features representing Timeliness in the business articles of Forbes were found, and 46 instances – in The Economist. In both sources such adverbs as *now soon* were found, as well as nouns with an adjective *this* such as *this spring, this year, this summer, this week* were identified. However, it is worth mentioning that in the Economist’s corpus mostly references to precise dates were given (proper nouns + ordinal numbers) - *August 5th, September 15th, August 28th, September 14th*, while in Forbes, there were a lot of generalized time references, for instance: *with every week that goes by, in just a few short weeks, last month, the past few months*. Overall, The Economist's business articles mostly focus on particular conflict milestones, or deadlines, and Forbes presents up-to-date information without indicating particular dates.

Regarding the Impact news values - 33 lexical features were found in the business articles of Forbes, and 55 – in The Economist. The most populated group of lexical features was the intensification and quantification aspects related to the impact of an event. In both sources, there were a lot of numerals such as *would have been worth \$200bn within a few years; it was valued at \$140bn on the secondary market, it was downloaded 315m times globally, more than any app ever in three months; control the minds, of its 100 million monthly U.S. users*. In addition, adjectives in the superlative were found in the Economist and Forbes’ business articles: *one of the foremost cyber threat assessment and analysis capabilities in the world; the highest standards for security, privacy, online safety; a best-in-class security infrastructure; one of the year’s biggest deals*. To conclude, these lexical features representing Impact focus on the impact the Tiktok conflict with Donald Trump left on both people and organizations.

In both corpora, the news value of Prominence was found, with 12 lexical features representing in the business articles of Forbes, and 31 – in The Economist, respectively. Both sources make references indicating the relevance of news actors with the help of allusions: *White House-friendly tech giant, a Chinese-run app that is wildly popular in the West, a social-media giant, the hottest thing in consumer technology right now*. Regarding allusions to people, in both corpora, there was a repeated noun *President*. In the Economist corpus, there were more allusions to news actors' status than in the Forbes corpus. Overall, in the Economist’s business articles the Prominence news value was more emphasized.

Further on, 31 lexical features representing Personalization in the business articles of Forbes were identified, and 43 – in The Economist corpus. It is worth mentioning, that in both sources allusions to such news actors (proper nouns) as *ByteDance*, *Tiktok*, *Microsoft*, *Oracle*, *Donald Trump*, *Zhang Yiming*, *Larry Ellison*, *Safra Catz*, *Peter Navarro*, *Mike Pompeo* were used. Both online news portals highlight the importance of news actors and therefore, a lot of references to both organizational and people's names were found.

Lastly, 37 lexical features representing the Consonance in the business articles of Forbes and 44 – in The Economist were identified. In the Economist and Forbes, a lot of conventionalized metaphors were exploited and mainly they were focusing on main news actors, for example, *falling into Chinese hands*, *ending up in the hands of the Chinese Communist Party*, *this maelstrom of security controversy and Sino-American politics*, *a golden era for American and Chinese tech*, *American arm*. What is more, concerning the story structure, the technology companies and Tiktok itself were referenced as *giants*, for instance: *the internet giant*, *social-media giant*, *software giant*.

To sum up, there are multiple similarities, whereas there are only a few differences in lexical peculiarities of The Economist's business articles and business articles published on Forbes.

Conclusions

The research paper has examined the recent Tiktok conflict with Donald Trump that took place in 2020. As this event was represented in various business articles, it is considered newsworthy. With the focus on various lexical features construing news values, the research aimed at comparing how news values of the business articles about Tiktok were established through lexical features on different news portals. Online news portals, namely, The Economist and Forbes, were chosen for the selection of 10 business articles, as they focus on current affairs and business, as well as address and present the most recent information on this hot topic in their news stories.

Thus, this study set out to determine: 1) what lexical means are used to construct news values in business articles on the Tiktok conflict with Trump from both news portals; 2) whether there are any essential differences in lexical features used to construe the news values in the news portals.

To reach the aim, the literature review and lexical analysis from the news values perspective were used as primary research methods. To create the methodological framework for conducting lexical analysis, the news values framework by Bednarek and Caple (2014, 2017) was chosen, and it helped to define the main theoretical aspects related to the news values and lexical means construing them.

Returning to the questions posed at the beginning of this research, it is now possible to state that there are few essential differences in lexical devices used to construe news values in The Economist and Forbes online news portals. Overall, there were identified 525 distinct instances of lexical features in the business articles of The Economist, and 397 - in Forbes' business articles. In some cases, one lexical feature represented two or even three news values simultaneously, and the most frequently it was occurring with Superlativeness and Negativity news values overlap, as well as Impact and Superlativeness news values overlap.

In both sources, the most and least populated news values were Superlativeness (111 – The Economist, 89 - Forbes) and Novelty (13 – The Economist, 9 – Forbes). Further on, in both online news portals, Superlativeness was mostly represented by epithets and metaphors, with few similes found. What is more, there were several references to sentiments of surprise represented by the noun *surprise* in both singular and plural forms in The Economist's corpus, while there were no such in Forbes' corpus. Another interesting finding is two different synonyms for the adjective *new*: the adjective in the superlative degree *the most recent* in Forbes, and the ordinal numeral *the first* in The Economist. Negativity in both sources was mostly emphasized with the help of verbs, adjectives, and nouns with negative connotations,

with the prevalence of negative lexis related to politics. Furthermore, Proximity was construed via toponymy and demonyms related to the countries involved in the conflict were frequently encountered in the Economist and Forbes. In terms of Timeliness, business articles differ lexically. Whereas in both sources references to the past or the present were done with the help of adverbs, in The Economist business articles there were more references to precise dates but in Forbes these references were generalized. Thus, The Economist appears to have mainly focused on the milestones of the conflict, while Forbes on presenting the most recent information. The Impact news value was mostly represented quantification and intensifying aspects, with the impact of the Tiktok conflict with Donald Trump highlighted in both sources. Further on, in both The Economist and Forbes' business articles, Prominence was construed with the help of allusions to the statuses and relevance of the main actors. Additionally, this news value was more foregrounded in the corpus of The Economist. Furthermore, in both corpora, Personalization mainly consisted of allusions to main news actors, both people and organisations. Lastly, the news value of Consonance was construed via conventionalized metaphors in both online news portals. In addition, the technology companies and Tiktok were referred as *giants* (story structure group of Consonance) and in this way, their significance as main characters of the news story was indicated.

Overall, the findings suggest that, in general, there are more similarities, than differences in The Economist and Forbes' business articles on the Tiktok situation from the news values perspective, which in turn testifies to a similar point of view on the Tiktok conflict with Donald Trump.

Despite the value and demonstrativeness of findings, some important limitations need to be addressed. Firstly, only 10 business articles for the period of three months were chosen, and it may undermine the reliability of results. Thus, the corpus might be extended. The approbated methodology could be used for further research on business articles about the Tiktok conflict with Donald Trump or any other newsworthy topic.

Theses

1. A newsworthy event is an event that is relevant enough to be reported in news stories.
2. The Tiktok conflict with Donald Trump is both newsworthy and a hot topic, which popularity reached its peak in July-September 2020.
3. Newsworthiness is established with the help of nine news values, namely, Negativity, Timeliness, Proximity, Prominence, Consonance, Impact, Novelty, Superlativeness, Personalization.
4. News values are embedded in the news discourse and constructed using various lexical means.
5. One lexical device can have multiple functions in the news discourse and be used to construct several news values simultaneously; thus, there are one-to-many relationships between lexical devices and news values.
6. There were identified 525 distinct instances of lexical features constructing news values in the business articles of The Economist and 397 - in Forbes' business articles.
7. The most and least populated news values in both corpora Superlativeness (111 – The Economist, 89 - Forbes) and Novelty (13 – The Economist, 9 – Forbes).
8. In some cases, one lexical feature was found multiple times in corpora of both online news portals, for example, such nouns with negative connotations as *risk* (Negativity; 2 – The Economist, 12 - Forbes), *ban/banning* (Negativity; 12 – The Economist, 13 - Forbes), *threat* (Negativity; 2 – The Economist, 12 - Forbes).
9. In some cases, one lexical feature was construing several news values, for example, the word combination *a recipe for geopolitical strife* found in The Economist's business article is used as both a conventionalized metaphor (Consonance) and as a lexical feature representing negative evaluative language (Negativity).
10. The most frequently encountered overlaps of news values when one lexical feature was representing two news values simultaneously were Superlativeness and Negativity, Impact and Superlativeness; for example, in the Forbes' business articles a word combination *smoking security gun* used to construe Negativity and Superlativeness at once.
11. As similar lexical peculiarities such as the use of the same lexical features to construe one news value were identified in the business articles The Economist and Forbes, it is considered that news portals have a similar point of view on the Tiktok conflict with Donald Trump.

The volume of the BA paper constitutes: 18970 words.

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Appendices

Appendix 1 News Values and Key Lexical Features for Its Construing

News value	Definition	Key lexical features for construing news value	Instances from the corpus
Negativity	‘the negative aspects of an event’ (Bednarek and Caple, 2014:155)	<ol style="list-style-type: none"> 1. Negative evaluative language (indicating writer’s opinion); 2. References to negative sentiments; 3. Words with a negative connotation; 4. Negative lexis. 	<ol style="list-style-type: none"> 1. Terrible, shocking, a tragedy, scaring, awful, disaster, misfortune, drama, horrific, dreadful. 2. Fear, anger, sadness, rage, fury, shock, grief, disgust, hatred, misery. 3. Scandal, war, ignorant, harmful, battle, conflict, catastrophe, desperate, agonizing. 4. The IRA, criminals, deaths, murderer, burglar, kill, anarchist.
Timeliness	‘the relevance of the story in terms of time’ (ibid.)	<ol style="list-style-type: none"> 1. Time references (present/past/future). 	<ol style="list-style-type: none"> 1. Yesterday, several days ago, last summer, in 1998, soon, currently, nowadays, at 5 am, by 2023, in a couple of days, later.
Proximity	‘the geographical and/or cultural nearness of the event’ (ibid.)	<ol style="list-style-type: none"> 1. References to places; 2. References to the communities/nations; 	<ol style="list-style-type: none"> 1. Latvia, Amsterdam, Rimi supermarket, London Bridge, New York, Lake Michigan-Huron. 2. Englishmen, Italians, Chinese scientists, Russian students.
Superlativeness	‘the maximized or intensified aspects of an event’ (ibid.)	<ol style="list-style-type: none"> 1. Intensification and quantification aspects; 2. References to strong sentiments; 3. Comparison; 4. Metaphors; 5. Similes. 	<ol style="list-style-type: none"> 1. Many, tons, mass, great amount, crowd, bunch, a lot of. 2. Completely, significantly, drastically, severely, on a large scale, absolutely, remarkably, devastated, outrageous, insane, furious. 3. The worst tragedy, the deadliest natural disaster, the most notable catastrophe, never seen before.

			<p>4. An army of volunteers, a flood of people.</p> <p>5. It was like the fall of the tower of Babel, this event is comparable to the battle of Waterloo.</p>
Prominence (also referred to as Eliteness)	‘the high status of the individuals, organizations or nations in the event’ (ibid.:156)	<p>1. Evaluative language indicating the relevance of a news actor;</p> <p>2. Labels/positions/institutional names/ranks.</p>	<p>1. Notorious, famous, widely known, recognized, the most awarded, eminent, very respected.</p> <p>2. Lieutenant, officer, doctor, professor, CFO, popstar, celebrity, VIP.</p>
Impact	‘the effects or consequences of an event’ (ibid.)	<p>1. Evaluative language related to the impact of a happening;</p> <p>2. Intensification and quantification aspect related to the impact of a happening;</p> <p>3. References to sentiments caused by a happening;</p> <p>4. References to effect or consequences on individuals/organizational units.</p>	<p>1. A seminal work, it was such a success, what a pity, a remarkable night, ground-breaking research.</p> <p>2. The most terrible tragedy, the most significant event, very pioneering work, fifty victims, a lot of participants.</p> <p>3. Scared, numbed, excited, shock, exhausted, pain, fear, happy.</p> <p>4. Innovation, development, destroy, deaths, crash, blast, a lot of victims.</p>
Novelty (also referred to as Deviance/ Unusuality/ Rarity/Surprise)	‘the unexpected aspects of an event’ Bednarek and Caple (ibid.:157)	<p>1. Evaluative language indicating unusuality or surprise;</p> <p>2. Comparison with other incidents;</p> <p>3. References to sentiments of surprise;</p> <p>4. Synonyms of an adjective ‘new’.</p>	<p>1. Astonishing, unique, never seen before, it was a surprise, it was an unexpected turn, unforeseen consequences.</p> <p>2. I've never seen anything like that, it is the first time I see it.</p> <p>3. Surprising, shocking, unexpected, unusual, rare.</p> <p>4. News, fresh, latest, modern, the first.</p>

Personalization	‘the personal or human interest aspects of an event’ Bednarek and Caple (ibid.)	<ol style="list-style-type: none"> 1. References to personal experiences and sentiments; 2. Intertextuality phenomenon (allusions to organizational and people’s names). 	<ol style="list-style-type: none"> 1. She cried, I was happy, to my mind, personally, it was scary, I was excited, they screamed. 2. Angelina Jolie, Monika Bednarek, Albert Einstein, Apple, Microsoft, Bank of Latvia.
Consonance	‘the stereotypical aspects of an event’ Bednarek and Caple (ibid.:158)	<ol style="list-style-type: none"> 1. Evaluative language indicating expectedness; 2. Conventionalized metaphors; 3. Story structure. 	<ol style="list-style-type: none"> 1. It is a common cause, legendary, usual, expected. 2. A flood of immigrants, yellowface people (Asians), fast food nation (Americans). 3. The main hero, villain, victim, magician.

Appendix 2 News Values and Lexical Features for Its Construing in The Economist

News value	Key lexical features for construing news value	Instances from the corpus
Negativity	<ol style="list-style-type: none"> 1. Negative evaluative language (indicating writer's opinion); 2. References to negative sentiments; 3. Words with negative connotation; 4. Negative lexis. 	<ol style="list-style-type: none"> 1. It was fierce; looked shaky; failed to head off; political travails; led mistakenly; failed to gain traction; that will be cumbersome and costly; recipe for geopolitical strife; forced sale (2); political pressure; chaotic unwinding; stymie foreign hackers; opaque algorithms; it is inevitable, they are tricky, rushed asset sales, smack of expropriation. 2. Concerned, worry (2), worries, rankle, uncertainty, fears (3), disappointed, suffer, depressing, unease, painful, concerns (4), threatening, sullen teenagers, disenchanting Tiktokers, irk, endured a five-hour videoconference, painful rupture. 3. Risk (2), disinformation (3), sever, ban (6), banning (6), banned, derail, hawk around, acerbic concession note, block, cheap, wrest, controversies, run afoul, diminished by a split, rests in part, tensions (4), real damage, pandemic, forcing, cripple, lethal brawls, frosty, ditch, splintering, crackdown, peddling, threat (2), undermine, languishing, mistrust, counter-productive, silly, exploded, stunt, combating, battleground, chaos, propaganda (3), tech tussle, brutal security law. 4. repression, censorship, blacklisting, prohibit, restrictions, protestations, farrago, jingoistic opportunism, chill investment, expropriation, cyberspying, rival bidders.
Timeliness	<ol style="list-style-type: none"> 1. Time references (present/past/future). 	<ol style="list-style-type: none"> 1. in August, September 14th, in 2016, for months, September 20th (2), future progress, August 28th , in time come out ahead, on July 29th , on August 2nd , September 15th , this spring (2), within a few years, soon (2), in the 12 months to June, in July, the next 40 days, August 5th, over the past few years, events of the past two weeks, on July 6th, between July 6th and 7th, a week earlier, last year (3), later this year, five

		<p>years ago, early 2021 , in May (2), take years to do so, several years, in December 2017 , this week, on August 2nd, two years, on June 29th, the same month, in the first quarter, in 2020, in 2019, in time, in the past, this summer, in February, in 48 hours, is about to launch, now (9).</p>
Proximity	<ol style="list-style-type: none"> 1. References to places; 2. References to the communities/nations 	<ol style="list-style-type: none"> 1. White House (4), China (19), America (22), Canada (2), Australia (2), New Zealand (2), Texas, Florida, Capitol Hill, the Himalayas (2), Britain (3), France (2), Shanghai, New York, India (4), Hong Kong, the United States, Tibet, Tiananmen Square, Xinjiang province, the West, Los Angeles, Ireland, Beijing. 2. American firm (s) (2), Chinese firm(s) (5), American business (2), American venture-capital backers (2), Americans' (personal) data (5), China's Communist Party, Chinese majority ownership, Chinese parent (2), China's commerce ministry, China's (Chinese) government (3), Canadian, Australian and New Zealand operations, American(s) (6), China's (Communist) authorities (2), the Chinese group, American unit, English-speaking markets, the Yankees, Chinese infrastructure, American-run, American teenagers, Japanese, British, Sino-American tech tussle, America's campaign, American and Chinese tech, India's decision, Hong Kong's authorities, China's brutal security law, China's home-grown chipmaking capacity, the American and Chinese software and internet universes, American software firms, Chinese-made phones, America's blacklisting, Chinese handset firms, the American and Chinese software worlds, American restrictions, American policymakers, Silicon Valley products, China's tech system, American and Chinese digital firms, Chinese technology firm, Sino-American tensions, Chinese nationalism, America's national-security interests, China's first worldwide internet sensation, Chinese apps, Indian and Chinese soldiers, American lawyers, Chinese ownership, American users, Chinese businesses, Chinese properties, America's vast ad market, non-

		<p>Chinese users, Beijing-based engineers, non-Chinese businesses, Europe’s strict data-protection rules, British government, American arm, American investors, European global headquarters.</p>
<p>Superlativeness</p>	<ol style="list-style-type: none"> 1. Intensification and quantification aspects; 2. References to strong sentiments; 3. Comparison; 4. Metaphors; 5. Similes. 	<ol style="list-style-type: none"> 1. the final stretch, flatly inconsistent, vetting the algorithm, acerbic concession note, combating disinformation, China’s aspiring semiconductor champion, it seemed to dare, millions of TikTokers, such a move in court, the chaos, Facebook endured a five-hour videoconference, the controversies that bring politicians running, mused about banning, it thanked him effusively, it could muscle through geopolitical tensions, with its 100m or so users in America alone, keep as much of its global presence as possible, countless predictions, real damage, record revenues, investors have piled into tech companies’ shares, brutal security law, supersize China’s home-grown chipmaking capacity, splintering seems inevitable, started growing at blistering pace, with growing popularity has come growing scrutiny, to culminate in a forced sale, crackdown, owns large stakes in video-game studios with millions of American users, heaps political pressure, a chaotic unwinding, rightful mistrust, rushed asset sales, ByteDance leapt further ahead, jeopardy, deadly clashes, threaten to ban, TikTok could resist government requests, their government could force them to hand over data. 2. hellbent, concerned, sullen teenagers, depressing example, flirted with banning TikTok, amid fears of cyber-spying, propaganda-peddling, placate the Trump administration, what ByteDance fears most, TikTok’s woes. 3. world’s hottest social-media property, Microsoft may try to buy more of TikTok, more time and money, the world’s second-biggest phone seller, the world’s most popular apps, moving much more slowly, a deeper divide, ByteDance is the latest in a series of Chinese firms, countless more Chinese firms, the world’s most valuable startup, net profit could more

		<p>than double, as silly as grandpas learning to shuffle, more radical plan, losing TikTok globally would be more painful.</p> <p>4. scramble, ditch, race (2), hawk around, derail it, the fudge, could contain holes, Mr Zhang under fire in China, current appeal rests in part, America’s campaign to cripple it, Chinese handset firms are racing to develop an alternative, hedge their bets, build up its own champions, India is frosty towards both American and Chinese digital firms, a barrage of invective, stoke Chinese nationalism, to be targeted by the Trump administration, ByteDance will not be the last in the crosshairs, feeding data directly to their national security apparatus, undermines investor confidence, political independence also needs bolstering, relaxed about protecting its citizens’ data, hostile to cyber-security concepts, languishing in Congress, revive, keeps its numbers close to its chest, option on the table, smack of expropriation, a financial blow, TikTok is not going away, iron out, jockeying, try to flush out rival bidders, the tectonic plates are shifting, technospheres of influence; millions of TikTokers in battleground, tech tussle, heading at light-speed towards total separation, software and internet universes, fire-sale, the barrel of a gun, other technology “unicorns”, TikTok’s user base exploded in the West, popularity has been fuelled by ByteDance’s algorithms, many Americans are hooked on, played the political chess game to perfection.</p> <p>5. Mr Trump is watching over TikTok’s talks with Microsoft as if he were a feudal lord; look like a recipe for geopolitical strife; it looks like a u-turn for Mr Trump.</p>
<p>Prominence (also referred to as Eliteness)</p>	<p>1. Evaluative language indicating relevance of a news actor;</p> <p>2. Labels/positions/institutional names/ranks.</p>	<p>1. White House-friendly tech giant, the president’s China-bashing economic advise, America’s other technology titan, a wildly popular but problematic Chinese-owned video-sharing app, a TikTok lookalike, a Chinese-run app that is wildly popular in the West, China’s aspiring semiconductor champion, an American software giant, a social-media giant, the world’s</p>

		<p>most valuable startup, a short-video app that has been downloaded 2bn times, a version of TikTok, a high-profile new chief executive, a Tiktok clone.</p> <p>2. President (5), Oracle’s founder and chairman, The firm’s boss, ByteDance investor(s) (2), American venture-capital backers, a Republican senator from Missouri, an American diplomat, chief executive of Microsoft, ByteDance’s venture-capital backers, a founder, (America’s) secretary of state (2), ByteDance’s founder, the app’s general manager for America, Mr Trump’s economic adviser, the bosses of Alphabet, Amazon, Apple and Facebook, the main division of Alphabet, former chief security officer at Facebook who now advises Zoom.</p>
Impact	<ol style="list-style-type: none"> 1. Evaluative language related to the impact of a happening; 2. Intensification and quantification aspect related to the impact of a happening; 3. References to sentiments caused by a happening; 4. References to effect or consequences on individuals/organizational units. 	<ol style="list-style-type: none"> 1. one of the year’s biggest deals; touted as vital to protect Americans’ data; China’s first worldwide internet sensation; firm’s powerful American venture-capital backers’; meaningful influence; popular short-video app’s; such a move in court; look like a bargain; it has been a golden era for American and Chinese tech. 2. That would be one of the year’s biggest deals; that could irk millions of TikTokers; would have been worth \$200bn within a few years; may have to sell the business for between \$15bn and \$40bn; the industry now has a colossal market capitalisation of \$20trn and accounts for a quarter of the world’s stock market value; to prohibit 58 other Chinese apps; involves \$1trn of physical plant and \$400bn of inventories; plenty of countries may ally with China’s tech system; plenty of key firms, including Apple and tsmc, are equally dependent on America and China; TikTok has 100m users in America; It was valued at \$140bn on the secondary market; TikTok, a short-video app that has been downloaded 2bn times; India banned TikTok and 58 other Chinese apps; it has an estimated 70m American users; it was downloaded 315m times globally, more than any app ever in three months; it is on track to bring in

		<p>\$30bn of revenue in 2020, up from \$15bn-20bn in 2019; could lift its valuation to \$500bn; its potential value would fall from \$500bn to perhaps \$300bn; an app so many Americans are hooked on; sells lots of computers;</p> <p>3. Concerned, worry (2), worries, rankle, uncertainty, fears (3), disappointed, suffer, depressing, unease, painful, concerns (4), threatening, sullen teenagers, disenchanted Tiktokers, irk, another surprise, surprisingly, some surprises, threat (2), threatening.</p> <p>4. With growing popularity has come growing scrutiny; Apple made over \$100m of sales a day; is forcing billions of customers to spend more time and money online; 200m users lost access to it overnight; got 22m sign-ups in 48 hours.</p>
<p>Novelty (also referred to as Deviance/ Unusuality/ Rarity/Surprise)</p>	<p>1. Evaluative language indicating unusuality or surprise;</p> <p>2. Comparison with other incidents;</p> <p>3. References to sentiments of surprise;</p> <p>4. Synonyms of an adjective 'new'.</p>	<p>1. Cropping up, unusual steps.</p> <p>2. it was downloaded 315m times globally, more than any app ever in three months.</p> <p>3. Surprises, another surprise, surprisingly hard to spot.</p> <p>4. First worldwide internet sensation, new European headquarters, new hires, new technologies, new 5g handset, new federal data-privacy and cybersecurity law, new chief executive.</p>
<p>Personalization</p>	<p>1. References to personal experiences and sentiments;</p> <p>2. Intertextuality phenomenon (allusions to organizational and people's names).</p>	<p>1. ByteDance worry; Chinese majority ownership still rankles; national-security concerns; a ban that could irk millions of TikTokers; fears that it could hand data on Americans; they are disappointed; disenchanted TikTokers; sullen teenagers; ByteDance has tried to head off these concerns.</p> <p>2. ByteDance (47), Tiktok (77), Microsoft (21), Oracle (11), CFIUS (The Committee on Foreign Investment in the United States) (4), Google (5), Huawei (6), SMIC (Semiconductor Manufacturing International Corporation) (2), Facebook (7), Walmart, Alphabet (2), Amazon, Apple (4), Youtube (3), Mixer, Instagram (3), Nokia, Ericsson, Intel, TSMC (Taiwan Semiconductor Manufacturing Company) (2), Douyin (2), Toutiao, Disney; Donald Trump (20), Larry</p>

		<p>Ellison, Safra Catz, Josh Hawley, Peter Navarro, Satya Nadella (3), Zhang Yiming (4), Mark Moerdler, Mike Pompeo (2), Alex Stamos, Kevin Mayer.</p>
<p>Consonance</p>	<ol style="list-style-type: none"> 1. Evaluative language indicating expectedness; 2. Conventionalized metaphors; 3. Story structure. 	<ol style="list-style-type: none"> 1. Usual vetting process; the most obvious winner; finding substitute products is usually low; its American vc investors are expected to come in as minority shareholders; turns profitable—which it is widely expected to soon. 2. Race (2), trophy asset, played the political chess game, prize asset, social-media big league, counter-strike, a trove of data, Big Tech’s next roaring, global assortment, a golden era for American and Chinese tech, buoyed by the prospect of new technologies, the (tech) split (6), sidelining, total separation, recipe for geopolitical strife, nationalist whack-a-mole, knee-jerk threats of expropriation; the barrel of a gun, the “last sunny corner” of the internet, it may eclipse; Uncle Sam cracking down on videos, Americanise, spin off the global arm, American arm. 3. The loser, the runner-up, Chinese software and internet universes, entirely separate universes, a chip giant, software-and-grocery duo, Tiktok steward, the (global) software giant (3), the internet giant, social-media giant, other technology “unicorns”, tech giant (2), the most obvious winner from the farrago, America’s other technology titan, software worlds.

Appendix 3 News Values and Lexical Features for Its Construing in Forbes

News value	Key lexical feature for construing news value	Instances from the corpus
Negativity	<ol style="list-style-type: none"> 1. Negative evaluative language (indicating writer's opinion); 2. References to negative sentiments; 3. Words with negative connotation; 4. Negative lexis. 	<ol style="list-style-type: none"> 1. wrong company, lack of proof, there's no evidence, the missing smoking gun, grave privacy threat; may make you feel pretty uncomfortable; grave risk, maelstrom of security controversy, smoking security gun (2); the steady beat from the doomsday clock; acquisition drama, proverbial timepiece, conflicting statements (2), an alleged poacher, steal your personal information (2); a much more serious issue; the much bigger dangers, wrong hands; evil empire. 2. Relentless pressure, woefully naïve, concerning, intrusive, aggression, ironically, indifferent, offensive, concerns. 3. ban (16), threat (12), damage, (code) vulnerabilities (3), threaten (3), extremely dangerous (2), hawkish politicians, real issue (2), forcing, press the matter, unfortunately, troubles, fight, seriously difficult problem, attack, issue (4), exploitation, risk (5), shouting, worse, retaliate, pale, bad actor, criticise, censured, poor data handling, insufficient, malicious uses, incitement of violence, malicious potential, tough restrictions, explosive. 4. Russian interference, sanctioned, manipulation, disinformation (3), spying (4), misinformation, questionable use, censor (2), human rights abuses, sanctions (2), restrict, censure (2), spyware (3), blocked, shutdown, blacklist, hacks, critics (2), propaganda, weapons-grade uranium, scrutiny, censorship.
Timeliness	<ol style="list-style-type: none"> 1. Time references (present/past/future). 	<ol style="list-style-type: none"> 1. this year, in 2016, August statement, (just) last week (2), the 2020 US election, this week (2), now (17), the week, with every week that goes by, past security vulnerabilities, earlier this year, so another week ends, in just a few short

		<p>weeks, passing week, this morning, today, around 8:30 pm, less than four hours from the midnight deadline, in April, last month, for nearly a week, the past few months, Nov. 12 deadline, the next 44 days, overnight, August 2, right now, currently, after months, in June, digital and post-digital future, in the 21st century (2), by 2020, by 2025, in 1990.</p>
Proximity	<ol style="list-style-type: none"> 1. References to places; 2. References to the communities/nations. 	<ol style="list-style-type: none"> 1. Beijing (7), the U.S. (34), China (28), Washington, the U.K. (2), America (3), U.S. District Court, White House, India, Britain, Taiwan, South Korea. 2. Chinese-owned ByteDance, the U.S. operations, Chinese hands, Russian, Iranian and Chinese hackers, the 2020 US election, Russian interference, the best interest of the United States, U.S. users, Chinese server, a British media interview, Chinese Communist Party, U.S. accusations of data mishandling, China’s surveillance and censorship, Chinese-owned app, U.S. military, U.S. team (2), U.S. CEO, U.S. data, Chinese infrastructure, Chinese Communist Party (4), the Chinese (China’s) government (6), Chinese (2), American families, American CEO, Chinese company, Sino-American politics, U.S. rhetoric, U.S. investors, American, U.S. operations, China-based parent company, American buyers, Chinese authorities, American hands, China-approved deal, U.S. suitor, the Chinese military, China-friendly narrative, The U.S. clampdown, China’s technology strategy, the precedent of U.S., Chinese expat community, U.S. headlines, the U.S. campaign, the Chinese telco equipment giant, American technology with Chinese equivalents, U.S. based competitors’ platforms, Chinese apps (2), China’s popularity, Chinese-owned social media’s effort, American buyer, the Chinese company, U.S. user data, U.S. national security requirements, Silicon Valley companies, China threat, injects pro-Beijing propaganda, China’s telecom giant, Beijing’s “Made in China 2025” industrial plan, the U.S. industry.

<p>Superlativeness</p>	<ol style="list-style-type: none"> 1. Intensification and quantification aspects; 2. References to strong sentiments; 3. Comparison; 4. Metaphors; 5. Similes. 	<ol style="list-style-type: none"> 1. certainly questionable; Oracle strikes me as the wrong company; to run a free-wheeling social network; Microsoft also has a robust internet safety staff; the relentless pressure; soaraway growth; serious threat; woefully naïve; no solid proof; zealous data collection; a perfect tool for massive surveillance; a grave privacy threat; great caution (2); excessive amount of data harvesting; ProtonMail’s conclusion on TikTok is pretty stark; history of strong-arming and co-opting Chinese tech companies; an extremely dangerous social media platform; for mass collection of data from hundreds of millions of adults; should strongly consider deleting TikTok; press the matter; intends to vigorously defend; make a speedy decision; China-approved deal would absolutely bring a swift resolution; to fight that order in court; everything will change; millions of users; can attack as intrusive; secretly exfiltrate other data; it is inconceivable; whispered qualifiers have been lost in all the shouting; very real TikTok threats; Beijing will retaliate against the precedent of U.S. commercial aggression; the Huawei case study is extremely important; serious allegation; there is a strong case; hyper-scale apps are highly prized; apps that are genuinely found to be stealing data; a genuine, here and now threat; grab the data; national security requirements are fully satisfied; millions of American families use TikTok for entertainment and creative expression; the tough restrictions and precautions; the essential component of every digital technology. 2. to praise people, aggression, intrusive, ironically, suffered, strive. 3. highest standards for security, privacy, online safety; what’s is the best interest of the United States; so much damage to political processes; so much manipulation and disinformation; best-in-class security infrastructure; have no higher priority than promoting a safe app experience; the hottest thing in consumer technology right now; a little louder
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		<p>each minute; one of the foremost cyber threat assessment and analysis capabilities in the world; hide such activity so deeply as to be invisible to the tech and security savvy new owners of the business; worse; WeChat is of much more value to China from a data perspective; it's of exponentially more value; the much bigger dangers; has ninety-plus countries signed up.</p> <p>4. combatting disinformation; it bowing to pressure from Beijing; hawkish politicians; the end now further off; to give its blessing to the match; spell an end to TikTok's troubles; get all the necessary thumbs up; it's a world away from apps; it remains rooted in the Chinese expat community; control the minds; the deal is insufficient to rein in the potential malicious uses of TikTok; to dominate 5G wireless technology; suffered a serious check; fiery battle; it's built-into Microsoft's DNA; TikTok's world is now dominated by speculation; the steady beat from the doomsday clock that has been tick, tick, ticking away; its gears haven't stopped running; it's that clock, still tick, tick, tick-tocking away; serious risk looming for President Trump; Huawei is at the heart of China's technology strategy; smoking security gun; bad actor.</p> <p>5. Precautions we might associate with handling weapons-grade uranium; they strive for the ultimate cyber weapon; maelstrom of security controversy and Sino-American politics.</p>
<p>Prominence (also referred to as Eliteness)</p>	<p>1. Evaluative language indicating relevance of a news actor;</p> <p>2. Labels/positions/institutional names/ranks.</p>	<p>1. the hottest thing in consumer technology right now.</p> <p>2. President (3), Oracle's CEO, TikTok's former suitor, CEO of ConnectSafely, (U.S.) Secretary of State (2), U.S. CEO, White House trade adviser, CISO.</p>

Impact	<ol style="list-style-type: none"> 1. Evaluative language related to the impact of a happening; 2. Intensification and quantification aspect related to the impact of a happening; 3. References to sentiments caused by a happening; 4. References to effect or consequences on individuals/organizational units. 	<ol style="list-style-type: none"> 1. significant changes; serious threat; one of the foremost cyber threat assessment and analysis capabilities in the world; the quantum computer big enough to overturn virtually every public encryption system in the world; the highest standards for security, privacy, online safety; a best-in-class security infrastructure; great caution; extremely dangerous social media platform; the hottest thing in consumer technology right now; seriously difficult problem; the essential component of every digital technology; a serious check. 2. TikTok’s millions of U.S. users; troves of personal data; Chinese-owned app now installed on hundreds of millions of devices; 37.70% of the known IP addresses linked to TikTok are Chinese; millions of American families use TikTok for entertainment and creative expression; 2,500,000,0001th person in the world to download the app; crossed the 2 billion-download mark; collect plenty of data; control the minds, of its 100 million monthly U.S. users. 3. Relentless pressure, woefully naïve, concerning, intrusive, aggression, indifferent, offensive, concerns. 4. its potential for mass collection of data from hundreds of millions of adults, teenagers, and children poses a grave risk to privacy; cutting access to tens of millions of American users; TikTok’s soaraway growth; pass along digital data is going to require the tough restrictions and precautions.
Novelty (also referred to as Deviance/ Unusuality/ Rarity/Surprise)	<ol style="list-style-type: none"> 1. Evaluative language indicating unusuality or surprise; 2. Comparison with other incidents; 3. References to sentiments of surprise; 4. Synonyms of an adjective ‘new’. 	<ol style="list-style-type: none"> 1. It is inconceivable; Huawei phones are rare in the U.S.; any oddities in the narrative. 2. it’s of exponentially more value than a single social media app; this is very different from Facebook. 3. - 4. newly issued statement; savvy new owners of the business; the most recent new report.

<p>Personalization</p>	<ol style="list-style-type: none"> 1. References to personal experiences and sentiments; 2. Intertextuality phenomenon (allusions to organizational and people's names). 	<ol style="list-style-type: none"> 1. Relentless pressure, woefully naïve, concerning, intrusive, aggression, ironically, indifferent, offensive, concerns; make you feel pretty uncomfortable. 2. Oracle (14), Tiktok (86), ByteDance (6), Microsoft (11), Google, Huawei (15), Facebook (3), Walmart (3), Apple, Instagram, WhatsApp, Intel; Donald Trump (21), Larry Ellison (3), Safra Catz, Peter Navarro, Mike Pompeo (2), Larry Magid, ConnectSafely, ProtonMail (5), Penetrum.
<p>Consonance</p>	<ol style="list-style-type: none"> 1. Evaluative language indicating expectedness; 2. Conventionalized metaphors; 3. Story structure. 	<ol style="list-style-type: none"> 1. fairly typical of the industry; the reports usually disclose a wide range of potential security vulnerabilities; ever so predictably. 2. falling into Chinese hands; ending up in the hands of the Chinese Communist Party; evil empire; the missing smoking gun; this maelstrom of security controversy and Sino-American politics; prize asset; smoking security gun; the steady beat from the doomsday clock that has been tick, tick, ticking away; the end now further off; the hands on that proverbial timepiece have slipped back a few hours; its gears haven't stopped running; the match; spell an end to TikTok's troubles; fall into American hands; the final element; the various suitors who lined up to woo TikTok; it's that clock, still tick, tick, tick-tocking away; fiery battle; U.S. suitor finds itself with the keys to TikTok; it's a grey area; feed data directly to the Chinese Communist Party; the interesting twist; Microsoft does get its hands on TikTok; the moment TikTok stepped outside its bounds; smoking gun; hyper-scale apps are highly prized; is time finally running out; injects pro-Beijing propaganda into its services; we learn the right lessons from the TikTok saga; the wrong hands; TikTok and WeChat are small fry; the ultimate cyber weapon. 3. the social media giant; Redmond giant; capture an alleged poacher; Chinese telco equipment giant (2); bad actor (3); software giant.

Dokumentārā lapa

Bakalaura darbs „Lexical Peculiarities of Business Articles About Tiktok” (Lietišķo rakstu par Tiktok leksiskās īpatnības) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti.

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Darbs iesniegts Anglistikas nodaļā 27. 05. 2021.

Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

2021. gada..... jūnijā, prot. Nr., vērtējums

Komisijas sekretāre:

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UN TAM IR LAIKA ZĪMOGS**