

Article

Analysis of Language Characteristics of Financial News from *People's Daily*

Ye Li

School of Foreign Studies, Yangtze University, Jingzhou 434020, China; li_amelie@163.com

Received: Oct 27, 2022; Accepted: Nov 27, 2022; Published: Dec 30, 2022

Abstract: As the main means of transmitting financial information, financial news has been delivered to people daily with different carriers such as financial news websites, financial pages of major newspapers, and so on. Language is an important tool for newspapers to spread the news effectively. The use of language and its characters in newspapers of the party plays an exemplary and guiding role for the reader. For the deficiency that most studies focus on English financial reports, this study is carried out to investigate the characteristics of its language use in *People's Daily*. The reasons for choosing topics, the current research status of economic news, and the language characteristics of economic news of *People's Daily* are investigated by using the method of text analysis and the combination of description and interpretation. The characteristics of words, sentence patterns, and rhetorical devices are also explored.

Keywords: Financial news, Economic news, The language style

1. Introduction

With economic globalization, China plays a more important role in the global economy and trade than before. Thus, people have paid more attention to economic activities, and the demand for financial information has also increased significantly. As the main means of delivering financial information, financial news plays an important role in people's lives through different carriers such as financial news websites, financial pages of major newspapers, and so on. In order to attract the attention of the reader, all media have formed their characteristics and advantages in reporting news from the aspects of positioning and reporting methods. At present, most of the research on financial news focuses on its report content, use of values, and interview writing, and on English financial reports. Thus, it is necessary to make up for the shortcomings of related research. Therefore, focusing on the language used in financial news reports of *People's Daily* and using their news reports from January 10 to January 16 2022 as the corpus, the language characteristics of Chinese financial news are studied. The result helps enable English learners to further understand Chinese, improve their mother tongue literacy, and promote cross-cultural communication ability. Readers and journalists can be supported in reading and writing financial news based on this study.

2. Literature Review

2.1. Definition of Financial News

Finance and Economic News (Li, 2006) points out that financial news is a report on the latest facts and situations of economic activities, phenomena, and decisions. At the same time, Zhou (2002), former deputy editor-in-chief of *People's Daily*, also said that financial reports are essentially economic reports. Financial reports cannot be understood only in a narrow sense as reports in the financial field but must be regarded as an economic report with new characteristics as the reform enters a new historical stage of the market economic system.

2.2. Characteristics of Financial News

According to Li (2006), financial news has the following characteristics. Firstly, as the main carrier of economic information, the language of financial news must be professional, can objectively report the news content, and accurately reveal the significance of economic dynamics. Secondly, financial news has a connection. In most cases, financial news is nonevent news, so only reporting economic events cannot present its connotation. Usually, it needs to be placed in a specific economic environment, connected with the specific social status quo and political environment, and grasp all relevant factors as a whole to help readers obtain really useful

information. In addition, financial reports are not only based on the domestic economic environment but also face the international economic background to interpret the news content globally. Thirdly, financial news is also predictable. A good financial news report provides readers with reliable judgment and useful references for readers' decision-making. Financial reports need to be keenly aware of the development trend of economic life and point out the direction for the reader's economic activities and life. Finally, financial news must also be practical. People's demand for financial information comes from reality. They need economic information to help them make economic decisions. Financial reports can serve the public only if they play a guiding role in reality. Therefore, financial news must accurately and timely transmit information to readers to prevent losses caused by information lag. It needs to present and analyze various economic phenomena, help the public grasp the law of economic development, and win the initiative of development. At present, China's economy is in a transition period, so financial news must also present the major economic policies issued by the government.

2.3. Review of Research

Scholars have analyzed the characteristics of Chinese financial reports from the perspective of linguistics. Xia analyzed the research of several foreign publicity newspapers and magazines such as *China Daily*, *Beijing Weekly*, and *China Today*, and summarized the lexical characteristics of China's economic news from the perspectives of common vocabulary and its sources. The common vocabulary includes industry terms, digital numerals, proper nouns, abbreviations, vague words, and flexible use of common idioms and slang (Xia, 2005). Following the construction method of the international text corpus, Le built a Chinese financial review text corpus and analyzed the corpus under the guidance of rhetorical structure theory. He also studied various quantitative relationships between the rhetorical structure of Chinese text and the emerging surface language (Le, 2006). Wang made a textual study of Chinese economic news from the perspectives of semantics and pragmatics and discussed the essential attributes of economic news in the conceptual function from four aspects: lexical features, transitivity system, environmental components, and voice. She thought that the interpersonal function of financial news discourse mainly embodies two aspects of "mood" and "voice". Her study also discussed the textual function of economic news from two aspects: thematic structure and information structure (Wang, 2008).

Various rhetorical devices are often used in financial reports. Common rhetorical devices include exaggeration, personification, metaphor, and simile. Among them, there are many metaphors in economic styles. Lakoff and Johnson pointed out that metaphor is an abstract thing interpreted through another concrete thing (Lakoff and Johnson, 1980). Chow compared two different metaphors of the word "economy" in economic news in the UK and Hong Kong (Chow, 2010). Shimek proposed a communicative efficiency and effectiveness model of metaphor and metonymy in economic news to increase the reliability of metaphors in financial news (Shimek, 2015). Liu selected all the news headlines reported by the *21st Century Business Herald* and *The Economist* from June to October 2012. She summarized ten similar metaphor types in Chinese and English economic news headlines and stated that different metaphors in Chinese and English followed the same mapping process. In addition, there were similarities and differences in the metaphors in Chinese and English economic news. The similarity came from the common life experience of people in the East and the West, and the difference came from different cultural traditions (Liu, 2013). Quotation is also common in economic news discourse and is an indispensable part of economic news. Through the use of quotations, news enhances the authenticity of the content, eases the narrative rhythm, and improves the interest of the report. At the same time, the use of quotations also enables a live effect and implies the author's true attitude towards the news report. When it comes to the types of speech, Leech and Short divided them into direct speech, indirect speech, free direct speech, free indirect speech, and narrative reporting of speech acts (Leech and Short, 1981). Focusing on the important role of character quotations in financial news reports, Ni discussed the types, functions, and fidelity of character quotations in financial news (Ni, 2004). Hu made a comparative study of conceptual metaphors in English and Chinese financial reports and claimed that there were seven categories of the same conceptual metaphors: the economy is an organism; the market is a physical activity; declining market activity is a natural disaster; spatial conceptual metaphor; economic activity is war; economic activity is gambling and economic activity is a game. Generally speaking, English financial reporters are more inclined to regard economic activities as metaphorical activities than Chinese financial reporters (Hu, 2008). Duncan tested the reader's trust in whether news sources were directly quoted in the news and the source's political connection to the news. He found that these practices caused obvious changes in credibility in the eyes of the reader (Duncan, 2019). Taking the quotation in Chinese news discourse as the research object, Zhang summarized its main forms in Chinese news discourse: direct speech, indirect speech, free direct speech, and free indirect speech (Zhang, 2020).

Several researchers viewed financial news from the perspective of journalism. Wu analyzed the characteristics of the financial report of *New Weekly* and pointed out that the characteristics and advantages of its report revolved around six aspects: the international vision in the report, the forward-looking grasp of the trend of financial life, the Enlightenment of wealth creation in the analysis of financial cases, the profound insight and sharp analysis of financial problems, and the humanistic care based on

financial life. For financial reports to become acceptable, “human nature” and “humanistic care” must be shown and reflected (Wu, 2011). Yi studied the economic report of *Modern Review*, one of the most influential journals in the 1920s. Starting from the content and quality elements of economic manuscripts, he pointed out that its content was contemporary and reflected the institutional orientation of liberalism and intellectuals at that time. By introducing the author's team and data sources, he showed the authority and accuracy of the economic reports (Yi, 2011). Since the reform and opening up, China's financial news has defined its role to timely reflect market changes and important issues in the economic field. Zhou studied and discussed the three stages of financial news from the beginning of reform and opening up to the new century and the distinctive era mark and rich historical content of financial reports in each stage (Zhou, 2014). Min believed that the use of data in financial news also helped reporters raise questions and find news points and the relevance between things. At the same time, it also provided an interpretation perspective and help the reader predict the economic development trend (Min, 2015).

In addition, several articles were published with the study results of the characteristics of economic reports from the economic news of the party newspaper. Ren selected the *People's Daily* as a sample to observe and analyze the current situation of the economic news report of the Party newspaper, trying to describe its characteristics. He studied and discussed the language style and digital application of *People's Daily*. He believed that economic news is different from social news, and technical terms inevitably appear in the reports, so its transformation is important (Ren, 2010). Starting from the general situation of the economic report of *Qingdao Daily* and taking the economic reports from 2006 to 2012 as a sample, Liu analyzed the content of its economic news from 13 aspects: report year, report quantity, report genre, information source, manuscript source, report topic, report nature, report timeliness, report area, page distribution, page length, page position, and picture use. He summarizes the characteristics and shortcomings of the economic reports of *Qingdao Daily* to give a reasonable solution (Liu, 2013). According to the report genre, Liu divided the economic news of the Party newspaper into five categories: reports recording the achievements of social development and reform, reports providing decision-making reference, reports focusing on people, reports focusing on various socio-economic phenomena, and reports supervised and guided by public opinion (Liu, 2015). Zhang used *Guangming Daily* as a study case and examined economic reports from 2011 to 2013 on it, attempting to explore what characteristics the reported angle of these economic reports have. Based on these characteristics, he attempted to reveal the behind reasons in terms of media sociology and provided a reference for the current economic report of Party newspapers (Zhang, 2015). Huang put forward his views on how to do a good job in the economic reports of the new era. Starting from the three dimensions: being a good guide, telling a good story, and doing a good job in expansion. He persisted that economic reports be both professional and authoritative and close to the people. The Party's macro policies cannot be publicized actively and accurately covering the overall situation of social and economic development. Practical economic news for the reader must be reflected to the greatest extent so that readers can understand the development of society (Huang, 2020). Yang sampled and analyzed the economic reports of *Guangxi Daily* from 2018 to 2020. From the perspective of the combination of economic development and economic reports in Guangxi, he classified and summarized its report theme, report source, report tendency, genre type, and other contents (Yang, 2021).

2.4. Summary

The above-mentioned research on the language characteristics of Chinese financial news mainly started with vocabulary, syntax, grammar, rhetoric, and discourse. Secondly, the research on the vocabulary characteristics of financial news can be summarized into the following aspects: industry terms, digital numerals, proper nouns, abbreviations, vague words, flexible common words, and idioms. Thirdly, financial news often uses various rhetorical devices such as metaphor and quotation. In addition, several studies focus on the economic news of the Party newspaper. However, most of the research was about the writing method of the economic reports of the Party newspaper. Therefore, this study aims to fill the gaps in the research field through the study of the language characteristics of the financial news of the *People's Daily*.

3. Language Characteristics of Financial News from *People's Daily*

3.1. Lexical Characteristics

3.1.1. New Words, Hot Words

The essential attribute of language is sociality as many new words are produced with the development of society and the needs of people's daily life. Newspaper is a reflection of social reality. When a new thing, new concept, and new behavior appear in society, people always give it a new title. The newspaper records these new titles and spreads them widely. As a Party newspaper, a large number of policy neologisms have appeared in the economic news of the *People's Daily*. These neologisms have strong characteristics of the times, reflect the epochal nature of the words used in the economic news of the *People's Daily*, and help publicize the development of national policies. Combining it with specific reports enables readers to have a better understanding of

the national policies and guidelines such as “double carbon goals” and “Rural Revitalization Strategy” and witness the implementation and development of the great policy.

- (1) To achieve the goals of carbon peak and carbon neutralization, there is a heavy task in the field of energy and power. (2022.1.10)
- (2) From the perspective of development space, it is estimated that by 2025, there will be more than 70 navigable countries, including more than 50 navigable countries jointly building the “Belt and Road Initiative”. (2022.1.11)
- (3) Realize the “one network access” of real estate registration. (2022.1.12)
- (4) Chongqing increases financial support for rural revitalization. (2022.1.13)

In the first example, “carbon peaking” means that at a certain point in time, carbon dioxide emissions will no longer increase, reaching the peak, and then gradually falling back. “Carbon neutralization” refers to the total amount of carbon dioxide or greenhouse gas emissions directly or indirectly generated by the state, enterprises, products, activities, or individuals within a certain period, offsetting carbon dioxide or greenhouse gas emissions through afforestation, energy conservation, and emission reduction to achieve relative “zero emission”. “Carbon peaking” and “carbon neutralization” are also known as “double carbon goals”. In 2020, China put forward the goals of “carbon peaking” by 2030 and “carbon neutralization” by 2060. On January 4, 2022, “double carbon goals” was selected into the top ten brand hot words of 2021 rated by China's famous brand. In example 2, the “Belt and Road Initiative” is the abbreviation of the Silk Road Economic Belt and the twenty-first Century Maritime Silk Road. On March 28, 2015, the National Development and Reform Commission, the Ministry of Foreign Affairs, and the Ministry of Commerce jointly issued the vision and action of promoting the joint construction of the Silk Road Economic Belt and the 21st century Maritime Silk Road. China’s cooperation document of the Belt and Road Initiative was approved as a national top-level Cooperation Initiative. As of November 20, 2021, China signed 206 cooperation documents with 141 countries and 32 international organizations. With the expansion of partnerships, the foundation of cooperation has become more solid, and the prospects for cooperation have become broader. This opened up new prospects for the world in post epidemic era. In the third example, “all in one network” refers to opening up the information systems of different departments. The masses can handle matters in different fields by operating one service system to solve the “important small things” such as endless formalities, seals, and roads. “Rural Revitalization” in the 4th example is put forward in the report of the 19th CPC National Congress. The report pointed out that the problem of agriculture, rural areas, and farmers is a fundamental problem related to the national economy and the people’s livelihood. The nation must always take solving the “three rural” problems as the top priority of the whole Party’s work to implement the strategy of Rural Revitalization. And the frequency of these words is listed in the Table 1.

Table 1. Frequency ranking statistics of new words and hot words.

Topic	Frequency	Proportion
Carbon peaking	22	18.55%
14th Five-Year Plan	13	10.96%
Tax cut and fee reduction	12	10.12%
Rural revitalization	8	6.76%

According to Li (2006), financial reports can serve the public only if they play a guiding role in reality. Therefore, financial news must accurately and timely transmit information to readers to prevent losses caused by information lag. At present, China’s economy is in a transition period, so financial news need to publicize the major economic policies issued by the state to the public. The use of new political and hot words in the economic reports of *People’s Daily* just reflects the practicability of economic news.



Fig. 1. Reports on January 11 from People's Daily.

3.1.2. Technical Term

As the main carrier of economic information, the language of economic news must be professional, be able to objectively report the news, and accurately reveal the significance of economic dynamics.

- (1) The rate of flights using jet bridges for boarding or disembarkation of airports whose customer throughput is above ten million has reached 80%. (2022.1.11)
- (2) The Civil Aviation Administration of China strives to complete a total transportation turnover of 104 billion tons, 570 million passengers, and 7.8 million tons of cargo and mail in 2022. (2022.1.13)
- (3) The balance of broad money (M2) was 238.29 trillion yuan, a year-on-year increase of 9%; the balance of narrow money (M1) was 64.74 trillion yuan, a year-on-year increase of 3.5%; the balance of money in circulation (M0) was 9.08 trillion yuan, a year-on-year increase of 7.7%. The net cash invested in 2021 was 651 billion yuan. (2022.1.13)
- (4) New energy vehicles account for more than 66% of urban buses. The application of liquefied natural gas (LNG) in the water transportation industry is also promoted, and there are 20 LNG filling stations for inland ships. (2022.1.14)

In example (1), "the rate of flight using the jet bridge for boarding or disembarkation" refers to the probability that the flight stops at the corridor bridge of the terminal building and passengers can board directly from the boarding gate when they leave. The higher the bridge approach rate, the greater the probability of direct boarding at departure. "Ten million" refers to the carrying capacity of the airport with a passenger throughput of more than 10 million people. In example (2), "transportation turnover" refers to the product of the number of passengers or tons of goods transported and their transportation distance in a certain period. Turnover can comprehensively reflect the volume of goods transported.

It is an important output indicator for assessing transportation and the transportation department to calculate and analyze transportation costs and labor productivity. In example (3), "narrow money" and "broad money" are relative concepts. The former refers to the sum of cash in circulation and demand deposits of commercial banks. Cash, which constitutes narrow money, is a form of legal currency. The latter is the sum of narrow money and time deposits

of commercial banks. “Liquified Natural Gas” and “filling station” in example (4) also belong to professional terms. Table 2 shows different categories of professional terms used in reports.

Table 2. Categories of professional terms often used in reports.

Technical terms	Frequency	Examples
Energy	24	Installed capacity, luminous decay
Economy	22	Money supply, broad money
Transportation	15	Transportation turnover, trade volume
Agricultural	2	Soil moisture, seedling growth

The professional terms used in the economic reports of the *People’s Daily* are not limited to the economic aspects. *People’s Daily* reports on agriculture, energy, transportation, and other fields related to national development and people’s well-being. This not only shows the professionalism of the *People’s Daily* as a national party newspaper but also reflects the connection between economic news and all aspects of people’s life.

3.1.3. Popular Expression

“Popularization” means that the language of the newspaper is close to the masses, life, and reality. For matters closely related to the interests of civilians, it must be used from the standpoint of civilians and as a form acceptable to civilians. *People’s Daily* adopts an easy-to-understand and popular civilian language, which is short, concise, and easy to understand. It is not only easy for readers to read, but also easy to understand, which is the lifeline for newspapers to obtain readers.

- (1) Manufacturing enterprises have successively received political “red envelopes”. (2022.1.10)
- (2) New enterprises only need to log in to the government service network of Jiangnan District, Wuhan, select the enterprise start-up application and fill in the information as required. Then they will receive the “opening gift pack” without going out, including business license, company seal, etc. It is very convenient to handle the opening application. (2022.1.10)
- (3) For example, the thickness of external wall thermal insulation materials for building energy-saving constructions has reached 15 cm to 18 cm. If the energy-saving standard is further improved, the “cotton-padded jacket” worn on the wall may be thicker. (2022.1.11)

In examples (1) and (2), to better stimulate the vitality of market players, the new tax cuts and fee reductions in 2021 were expected to exceed trillion yuan. Enterprises not only enjoy the policy of adding and deducting expenses in the first three quarters in advance but also increase the proportion of adding and deducting to 100%. The two phrases “red envelopes” and “opening gift pack”, which are easy to understand by people, vividly describe the support of national policies for the enterprise industry and the improvement of taxpayers’ sense of tax reduction and fee reduction. In example (3), the “cotton-padded jacket” is used to describe the external wall thermal insulation material, which simply and vividly shows that the current building wall becomes thicker due to the thickening of thermal insulation material. At the same time, it also highlights the need to strengthen technical research to take off this “cotton-padded jacket”.

Table 3 presents that in the 34 economic reports of the *People’s Daily* in a week, there were 17 popular expressions, which appeared once in every two articles on average. For relatively professional economic news, *People’s Daily* used concise popular language to make it reader-friendly.

Table 3. Frequency of popular expressions.

Date	Number of News Articles	Frequency
1.10	7	10
1.11	8	5
1.12	3	1
1.13	7	1
1.14	9	0
Total amount	34	17

3.2. Syntactic Characteristics

3.2.1. Long and Short Sentences

The length of sentences is relative so there is no absolute standard. A long sentence refers to a sentence with many modifying elements, complex structure, and rich content, while a short sentence refers to a sentence with a simple structure. In news, different content requires different language styles, and the use of long and short sentences is different. Long sentences have a large capacity to make the expression rigorous, accurate, detailed, and coherent. Short sentences are short, concise, lively, and rhythmic. Most of the reader of news reports is ordinary people, so the language must be concise and popular, and the sentence pattern needs to be simple and easy to read. Short sentences can achieve a concise, lively, and powerful expression effect. They are catchy and easy to read and understand (Ding, 2007). Long and short sentences can be interlaced in an article to enhance the effect of expression. According to Lin (2011), the distinguishing standard between long and short sentences is as follows: short sentences with less than 17 words and long sentences with more than 17 words(Figure 2).

- (1) Tara Beach, located in Gonghe County, Hainan Tibetan Autonomous Prefecture, Qinghai Province, has beautiful scenery in midwinter: thousands of photovoltaic panels converge into a blue ocean. Transmission towers stand tall, and the wires connected in series extend into the distance like a staff. (2022.1.10)
- (2) The houses here are very electricity-efficient. (2022.1.11)
- (3) Green high-speed, convenient travel (2022.1.14)

Table 4. Proportion of long and short sentences in the title and text respectively (Taking reports on January 14 as an example).

Pattern	Title	Text
Short sentences	88.2%	14.9%
Long sentences	11.8%	85.1%

Short sentences accounted for nearly 90% of the title and less than 15% of the text(Table 4). On the contrary, long sentences were used more in the text. Thus, short sentences in the financial news of the *People's Daily* were mainly used in the title while most of the long sentences were used in the article.

人民日报图文数据库（1946-2022）

人民日报 2022年01月14日 星期五

上一期 下一期

01版: 要闻	02版: 要闻	03版: 要闻	04版: 要闻
05版: 评论	06版: 要闻	07版: 经济	08版: 广告
09版: 理论	10版: 视觉	11版: 文化	12版: 社会
13版: 记者调查	14版: 体育	15版: 广告	16版: 国际
17版: 国际	18版: 新农村	19版: 健康	20版: 副刊

- 加快形成绿色低碳运输方式（经济聚焦·关注碳达峰碳中和）
- 家畜基因库资源保存量居世界首位
- 绿色高速 便利出行
- 去年全国预报地质灾害905起
- 协同发力促进交通领域节能降碳（点睛）
- 山西将增加电力市场交易规模
- 福建推出数字化监测督导平台
- 静美
- 广州开启“云上花市”

Fig. 2. Headlines of the reports on January 14 from *People's Daily*.

3.2.2. Declarative Sentences

Declarative sentences refer to sentences that state facts through declarative mood. The declarative mood is mainly expressed by flat and descending words and declarative modal particles. Since the main function of newspapers is to convey information to people, declarative sentences are often used in reports.

- (1) Last year, new tax cuts and fee reductions were expected to exceed trillion yuan. (2022.1.10)
- (2) Energy consumption is an important cost of enterprise production. (2022.1.11)
- (3) KFC and Pop Mart, a blind box seller, jointly launched a blind box package, triggering rush buying by consumers. (2022.1.12)

In the economic reports of *People's Daily* on January 12, 2022, there were 85 sentences in total, including 81 declarative sentences, accounting for 95%. From this ratio, it is found that declarative sentences were frequently used in the economic news reports of the *People's Daily*.

Table 5. Frequency of the use of declarative sentences in the report (Taking the report on January 12 as an example).

Sentence pattern	Frequency	Total Number of Sentences	Proportion
Declarative sentence	81	85	95.29%



Fig. 3. Reports on January 13 from *People's Daily*.

3.2.3. Affirmative Sentences

Affirmative sentences refer to sentences that make positive judgments about things. The tone of newspaper language is generally stable and modest as the newspapers usually express their views and comments on events and situations. Therefore, positive sentences are used more than negative sentences in reports, and double negative sentences that can express positive meaning are also rare in news (Lin, 2011).

- (1) Energy combustion is the main carbon dioxide emission source in China. (2022.1.10)
- (2) Real estate registration involves thousands of households, which is related to the national economy and the people's livelihood. (2022.1.12)

Table 6. Frequency of use of affirmative sentences in reports (Taking the report on January 10 as an example).

Sentence pattern	Frequency	Total Number of Sentences	Proportion
Affirmative sentence	110	119	92.43%

In the economic reports of *People's Daily* on January 10, 2022, there were 119 sentences in total, of which the number of affirmative sentences exceeded 100, and its frequency reached over 90%. The affirmative sentence was the main sentence pattern used in the economic report of the *People's Daily*.

3.3. Rhetorical Characteristics

3.3.1. Quotation

Professional words and ancient expressions are often quoted in the economic report of the *People's Daily*. The role of text in financial news is to further elaborate and explain the context of the event, as well as provide necessary background materials or knowledge. To achieve objective and real results, a large number of citations are often used in the text of the financial report of the *People's Daily*. Therefore, there are many words from government officials, market participants, and analysts in the news. A quote can be a complete paragraph, a part of a sentence, or even one or two words in the original sentence.

- (1) "Through the regulation of cascade hydropower and photothermal, the complementary operation of hydropower, photothermal, photovoltaic and wind power can be realized to provide continuous, stable and high-quality green power." Li, the manager of Yellow River Hydropower Development Co., Ltd. (2022.1.10)

- (2) “The venue uses carbon dioxide to make ice, which can improve the efficiency by 40% compared with conventional refrigerants. After the waste heat of ice making is recovered, it can also be used for hot water supply. In addition, the 600 kW photovoltaic power generation panel installed on the roof can realize an annual power supply of about 700000 kWh.” Feng, the project manager of WuKesong Ice Sports Center of China Construction First Bureau, who participated in the venue construction, said. (2022.1.11)
- (3) Zhang, the deputy director of the development planning department of the Civil Aviation Administration, said that in response to the impact of the epidemic, relevant departments have actively issued several rounds of enterprise relief policies to solve difficulties for enterprises and reduce costs for the industry by nearly 20 billion yuan in the past two years. (2022.1.13)

The quotation sources of examples (1), (2), and (3) are Li, the manager of Yellow River Hydropower Development Co., Ltd., Feng, the project manager of WuKesong Ice Sports Center of China Construction First Bureau, and Zhang, deputy director of the development planning department of the Civil Aviation Administration, respectively. They are the working identities of the three citation sources. In the above three examples, the citation source is in the structure of working identity plus name, which is also an important feature of economic news discourse (Zhang, 2020).

By quoting others’ words, a writer can ensure the objectivity of the report and enriches the content of the report. Therefore, the source of information must be accurate. This way of introducing work identity plus name reflects the seriousness and professionalism of the economic news of the *People’s Daily*. At the same time, quoting other people’s words can help readers better understand the content of the report. Direct speech or indirect speech in the text is to reflect the objectivity and authenticity of the report. In addition, ancient Chinese idioms are often quoted in the report to enhance the brevity and expressiveness of sentences. The economic report is no longer just boring, instead adds the artistic conception of the report and expresses richer content with the least words and sentences using idioms.

- (1) 窥一斑而见全豹，“带动三亿人参与冰雪运动”目标的提出，意味着除了滑雪、滑冰等对技术和体能要求较高的项目外，还需要开发更多趣味性高、参与门槛低的群众性冰雪项目。(See the whole leopard from a spot. The proposal of the goal of “driving 300 million people to participate in ice and snow sports” means that in addition to skiing, skating, and other projects with high technical and physical requirements, more mass ice and snow projects with high interest and low participation threshold need to be developed.) (2022.1.10)
- (2) 冬日的新疆阿勒泰地区，白雪皑皑，银装素裹。(In winter, the Altay region of Xinjiang is covered with snow.) (2022.1.12)

In example (1) “窥一斑而见全豹” (see the whole leopard from a spot) comes from A New Account of Tales of the World written by Liu. It means that you become to know what a whole leopard looks like when you see one or two spots of the leopard. It is used as a metaphor to infer the whole picture from the observed part. This means that from the goal of “driving 300 million people to participate in ice and snow sports”, we understand the trend of development and prospect of ice sports in the future. In example (2), the phrases “白雪皑皑，银装素裹” (snow gleams white) use two four-character idioms to describe the beautiful scenery in winter in Altay, Xinjiang, which makes the article full of artistic conception at the beginning and brings the reader into the beautiful scenery described by the reporter.

Table 7. Frequency of using rhetorical devices.

Date	Number of Reports	Frequency
1.10	7	30
1.11	8	9
1.12	3	14
1.13	7	15
1.14	9	10

The economic reports of the *People’s Daily* published 34 articles in a week from January 10 to January 16, in which the number of quotations was 78, with an average of two citations in an article. A quotation is common in the financial news of the *People’s Daily* and is an indispensable part of it. Through the use of quotation, financial news not only enhances the authenticity of the content and the interest of the report but also creates an on-the-spot effect.

3.3.2. Antithesis

The formal beauty of symmetry is one of the main manifestations of Chinese traditional aesthetics. The symmetry of the finance and business news from *People's Daily* is mainly reflected in the formulation of news headlines. Using the technique of antithesis to put words with similar or opposite concepts in the corresponding places to make the sentences more charming and enhance the appeal of words(Figure 4).

- (1) 风光互补，绿能满满 (As wind energy and light energy complement each other, green energy becomes abundant.) (2022.1.10)
- (2) 提升建筑效能，助力低碳发展 (Improve building efficiency to help low-carbon development) (2022.1.11)
- (3) 绿色高速，便利出行 (Green high-speed is convenient for travel) (2022.1.14)

Table 8. Frequency of Antithesis used in news headlines.

Number Of Reports	Headlines Using Antithesis	Proportion
34	8	23.53%

Within a week, one-fifth of the news headlines used antithesis. Antithesis is used in the economic news of the *People's Daily*, which shows people a harmonious beauty and enhances the beauty of the rhythm of language. It also makes the headline easy to read, catchy and impressive.



Fig. 4. Reports on January 12 from *People's Daily*.

4. Conclusion

In this study, the language characteristics of the financial news of the *People's Daily* are analyzed to explain the financial news articles from the perspectives of words, sentences, and rhetoric. The research conclusions are drawn as follows.

For the lexical features of the economic reports of the *People's Daily*, a significant number of current political hot words and neologisms were used to publicize national policies and popularize knowledge. When it comes to professional articles, the use of terms ensures the accuracy of the report, and at the same time, the common language used in the report also ensures the readability of the article to a certain extent. Economic news often uses long and short sentences which are declarative or affirmative. Generally speaking, short sentences are often used in the headlines of the financial edition of the *People's Daily* to enable readers to quickly understand the theme of the article. The text prefers long sentences as one long sentence can convey as much information to readers

as possible. As the main sentence pattern of transmitting information, declarative sentences are widely used in the economic news reports of the *People's Daily*. For rhetorical characteristics, quotation and antithesis were used. Antithesis is often used in articles and headlines to make the expression full of symmetrical beauty. The use of direct and indirect quotations in the text reflects the objectivity and authenticity of the *People's Daily* as a party newspaper. At the same time, the use of ancient Chinese idioms also enhances the brevity and expressiveness of sentences.

At present, the research on economic reports mainly focuses on English media such as the Economist and the Financial Times. For English speakers, the language characteristics of such media reports are more relevant and have more reference value for professionals. However, Chinese economic reports cannot be ignored. Compared with professional English financial media, the economic news conveyed by Chinese media, especially the Party newspaper, needs to be understood more in detail. For the majority of readers to better understand, the economic report of the Party newspaper needs to play a more role in knowledge popularization as the professional financial media. For foreign learners of the Chinese language, mastering the characteristics of the Chinese language is conducive to cross-cultural communication. However, the research on Chinese economic reports mostly has focused on a single level such as how to write news, and there is little research on its language characteristics. There are still limitations in this study, which will be improved in future research and learning.

Funding: This research did not receive external funding.

Conflicts of Interest: The author declares no conflict of interest.

References

1. Chow, M. (2011). A Comparative Study of the Metaphor Used in the Economic News Articles in Britain and Hong Kong. Ph.D. Dissertation, University of Birmingham, Birmingham, UK.
2. Ding, H. (2007). A Contrastive Study on the Characteristics of News Words and Sentences in Turkish and Chinese. Master's Thesis, Information Engineering University, Luoyang, China.
3. Duncan, M. (2019). Don't Quote Me: Effects of Named, Quoted, and Partisan News Sources. *Journalism Practice*(9).
4. Hu, Z. (2008). A Contrastive Study of Conceptual Metaphors in English and Chinese Financial Reports. *Research in Higher Education of Engineering (SI)*:89–92.
5. Hang, M., & Liu, J. (2015). The Function of Data in Financial News Report: Taking Bloomberg Financial Report as An Example. *Shanghai Journalism Review* (2), 56–59.
6. Huang, X. (2020). How the Party Newspaper Reports Economic News in the New Era. *Journal of News Research* (16),167–168.
7. Lakoff, G., & Johnson, M. (1980). *Metaphor We Live by*; Chicago: The University of Chicago Press.
8. Leech, G., & Short, M. (1981). *Style in Fiction: A Linguistic Introduction to English Fictional Prose*; London: Longman.
9. Le, M. (2006). Annotation and Analysis of Chinese Financial News Commentaries in Terms of Rhetorical Structure. Ph.D. Dissertation, Communication University of China, Beijing, China.
10. Li, B., & Li, C. (2006). *Finance and Economy News*; Dalian: Dongbei University of Finance and Economics Press.
11. Liu, Q. (2013). A Corpus-based Contrastive Study of the Conceptual Metaphors in Chinese and English Economic News Headlines. Master's Thesis, Central China Normal University, Wuhan, China.
12. Liu, Y. (2013). The Research on Economic News Report of "Qingdao Daily". Master's Thesis, Xinjiang University, Urumchi, China.
13. Liu, L. (2015). The Writing Style of Party Newspaper. *New Observation of Media Integration* (3), 20–21.
14. Ni, H. (2004). How Character Quotes Grace Financial News Reports. *News and Writing* (7), 15–17.
15. Ren, S. (2010). Research on the Features of Economic News of Party Newspaper. Master's Thesis, Zhengzhou University, Zhengzhou, China.
16. Ruan, L. (2011). The Language Study of Southern Metropolis Daily. Master's Thesis, Guangzhou University, Guangzhou, China.
17. Shen, Y. (2011). The Research of Economic Reports from *Modern Review*. *Contemporary Communication* (5), 96 – 97.
18. Shimek, M. (2015). A communicative efficiency and effectiveness model for using metaphor and metonymy in financial news reporting. *On the Horizon* (3), 216–230.
19. Wang, X. (2008). The Analysis of Chinese Economic News Reports. Master's Thesis, Nanjing Normal University, Nanjing, China.

20. Wu, Y., & Hou, Y. (2011). The Characteristic Analysis of Financial Reports from *New Weekly*. *Editorial Friend* (7), 42–44.
21. Xia, Y. (2005). C-E Economic News: Lexical Analyses and Translation. Master's Thesis, Shanghai International Studies University, Shanghai, China.
22. Yang, K. (2021). Study on the Guangxi Daily Economic Report From 2018 to 2020. Master's Thesis, Nanning Normal University, Nanning, China.
23. Zhou, R. (2002). Reform of Financial and Economic Reports and News. *Chines Journalist* (10), 20–21.
24. Zhou, G. (2014). The Periodical Characteristics of Chinese Finance and Economic News Report. *Chongqing Social Sciences* (9), 109–114.
25. Zhang, D. (2015). Study on Reported Angle of Economic News of Party Newspaper: Case of the Guangming Daily. Master's Thesis, China Youth University of Political Studies, Beijing, China.
26. Zhang, H. (2020). Research on Chinese News Quotes. Master's Thesis, Zhejiang Normal University, Jinhua, China.

Publisher's Note: IJKII stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.

Copyright: © 2022 The Author(s). Published with license by IJKII, Singapore. This is an Open Access article distributed under the terms of the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/) (CC BY), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.