

*Original Paper*

The Mechanism of Identification in the External Dissemination  
of the Discourse of “Community of a Shared Future for  
Mankind”

Huimin Tao<sup>1\*</sup>

<sup>1</sup> School of Translation Studies, Shandong University, Weihai, China

\* Huimin Tao, E-mail: hollynusse@gmail.com

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**Abstract**

*The “Community of a Shared Future for Mankind” has emerged as a pivotal notion in contemporary international relations and global governance. Drawing from President Xi Jinping’s public speeches concerning the topic, this article explores the rhetorical strategies by using Kenneth Burke’s Identification Theory. With the help of word cloud API and the Doccano text annotation tool, the research conducts a systematic analysis to delve into the application and tangible impacts of the identification mechanism in the external dissemination of the discourse. It is founded that the strategies of identification by sympathy and inaccuracy are predominant in the discourse, with identification by antithesis as a supplementary method.*

**Keywords**

*Identification, Community of a Shared Future for Mankind, External Dissemination, Rhetorical Strategy*

**1. Introduction**

On March 23, 2013, President Xi Jinping delivered a speech at the Moscow State Institute of International Relations in Russia, introducing the concept of the “Community of a Shared Future for Mankind” for the first time. As a globally advocated concept promoting shared prosperity and lasting peace, the “Community of a Shared Future for Mankind” not only aligns with the common interests of people worldwide but also represents an inevitable choice for the global governance system. However, due to China’s relatively weak discourse power on the international stage (Zhang & Li, 2021), coupled with cultural differences and some negative international coverage, this concept often faces

misinterpretation and distortion during its external communication. Many countries and members of the international community do not fully understand China's global vision and the true intentions behind the "Community of a Shared Future for Mankind," and biases even exist (Liu, 2004).

Currently, scholars' research on the international communication of the discourse on the "Community of a Shared Future for Mankind" often approaches the topic from perspectives such as translation strategies, discourse characteristics, and international communication. While the subject is widely discussed, the research focus is relatively scattered, lacking a unified research framework or methodological guidance. Therefore, this paper adopts the Identification Theory to comprehend and deconstruct the international communication pathways of the discourse. It employs a combination of qualitative and quantitative analyses to explore the use and effects of the mechanism of identification, aiming to provide insights for promoting the external communication of the concept of the "Community of a Shared Future for Mankind."

## 2. Literature Review

The discourse on the "Community of a Shared Future for Mankind" is a hot topic in academic research, spanning multiple fields including rhetoric, translation studies, and cultural communication.

From a rhetorical perspective, Wen (2017) analyzed the personification metaphor of the concept "Community of a Shared Future for Mankind", examining its conceptual, interpersonal, and discursive functions by integrating the perspectives of cognitive linguistics and functional linguistics. Barry, Deng, Liu, and Zhou (2020) emphasized the strategic creation of texts as a common foundation for collective action and commitment, with the audience understood as one of the effects of the text. Scholars like Hu, Zhang, and Hu (2022) further explored the use of "rhetoric of empathy" in constructing the "Community of a Shared Future for Mankind", emphasizing the importance of empathy in achieving community.

From the perspective of translation studies, Deng (2020) focused on political discourse and studied the translation strategies of "Community of a Shared Future for Mankind" in international communication. She proposed translation strategies such as adhering to China's position, maintaining the consistency of the translation, and emphasizing the popular acceptance of the translation. Kang and Yang (2022) discussed the translation and dissemination of "Community of a Shared Future for Mankind" in the context of China's diplomatic discourse system, proposing a "Differentiated Translation" strategy under the "political equivalence" framework. Wang (2023) emphasized the bridging role of translation in the process of building a community, particularly its role in promoting national unity, knowledge exchange, social progress, and cultural consciousness.

From the perspective of cultural communication, Cai (2023) used the example of the *Analects* translation project and studied the international communication pathways of traditional Chinese culture under the backdrop of the "Community of a Shared Future for Mankind." This research emphasized the importance of effectively communicating traditional Chinese culture in the context of global trade

prosperity. Zi and Wu (2022) focused on the dissemination and reception of the “Community of a Shared Future for Mankind” in the media of ASEAN countries. Using their self-built ASEAN media corpus on the “Community of a Shared Future for Mankind”, they explored the practical dissemination of the concept.

In summary, the discourse on the “Community of a Shared Future for Mankind” has been deeply explored in multiple disciplinary fields, providing robust theoretical support for its dissemination in different cultural, linguistic, and contextual backgrounds. However, gaps in research persist, particularly in understanding the dissemination mechanisms and impacts of this discourse within specific socio-cultural contexts. There is a lack of a unified and systematic research framework and methodology. Given this, this study adopts the Identification Theory as a theoretical cornerstone, delving into the communication pathways of the discourse on the “Community of a Shared Future for Mankind” in the international environment, with the aim of supplementing existing research and further broadening the research perspective in this field.

### **3. Theoretical Framework**

The “Identification Theory”, proposed by American rhetorician Kenneth Burke and detailed in his work *A Rhetoric of Motives* (1950), forms the theoretical foundation for this study. The theory posits that the disagreements that prevail in human life are the basis of rhetoric, as individuals consciously or unconsciously seek identification (Chen & Wu, 2017). Through rhetoric, individuals establish connections with the audience, aiming to achieve identification through persuasion. In Burke’s theory, “identification” is considered a key element in persuasion. Common identity and identification endow social groups with cohesion, profoundly influencing individual cognition and behavior. Burke’s rhetorical theory includes three strategies of identification: identification by sympathy, identification by antithesis, and identification by inaccuracy.

#### *3.1 Identification by Sympathy*

“Identification by sympathy” involves establishing emotional connections and achieving identification through shared emotions and experiences. Rhetoricians construct specific emotional expressions and character images using language and expressive strategies, conveying their feelings, and providing the audience with a way to connect with their personal emotional experiences. For the audience, the emotional depictions and rhetorical expressions in the text can evoke resonance with the emotional experiences and character images in the work. This process allows the audience not only to be recipients of the text but also to become co-creators, participating in the construction of its emotional world. In summary, the concept of “identification by sympathy” emphasizes the importance of emotions in interpersonal communication and understanding. By fostering emotional understanding and sharing, it establishes emotional connections and identification with others, deepening mutual understanding and promoting the formation of consensus.

### 3.2 Identification by Antithesis

“Identification by antithesis” is a rhetorical strategy that seeks and constructs identification in situations of opposition or conflict. This strategy relies on precise language use and clever linguistic expressions to showcase commonalities between opposing parties, such as shared enemies, goals, or values. By emphasizing these commonalities, rhetoricians may break existing oppositional relationships, establish a common identity, and subsequently form shared values and pursuit of interests. This rhetorical strategy connects different individuals or groups through shared goals and values, revealing the role of rhetoric in conflict resolution and social cohesion. It underscores the importance of language in connecting people and co-building identities.

### 3.3 Identification by Inaccuracy

“Identification by inaccuracy” refers to establishing implicit connections with the audience through subtle language and expressive means in the process of seeking identification. This strategy is achieved using specific language styles, rhetoric choices, or thematic positioning. In this process, rhetoricians convey shared ideas, emotions, or values with the audience, establishing deep and implicit identification. This mode of identification profoundly impacts and molds the audience’s cognitive processes and emotional responses. Furthermore, it expedites the phases of comprehension, acceptance, and mutual sharing, ultimately culminating in a nuanced intertwining of cognitive understanding and emotional resonance. Burke particularly emphasizes the significant role played by the first-person plural pronoun “we” in the process of achieving identification.

## 4. Methodology

### 4.1 Data

For this study, public speeches delivered by President Xi Jinping were selected as the primary focus. Public speeches serve as a pivotal platform for leaders to articulate their policies or ideologies, offering a precise medium for conveying the leader’s intentions and positions. They function as intuitive resources for the audience, facilitating a comprehensive understanding of the leaders’ policy philosophies. During the data collection phase, the research discovered an article titled *Over the Past Decade, President Xi Jinping Has Expounded on the Community of a Shared Future for Mankind in This Way*, published by Xinhua News Agency on the official website of the Ministry of Justice of the People’s Republic of China on March 23, 2023. This article compiled important discourses on building “a Community of a Shared Future for Mankind” by President Xi Jinping over the past ten years, extracting specific sentences or paragraphs from different speeches to form a systematic article. To ensure the accuracy and completeness of the study, each statement in this compiled article was further cross-referenced by retrieving the complete context of these statements from President Xi Jinping’s original speeches. By searching major official news websites, the Xinhua News Agency database, and official websites of the Chinese government, the complete public speech texts related to the statements were found and downloaded. After screening, excluding some materials that were not fully disclosed or

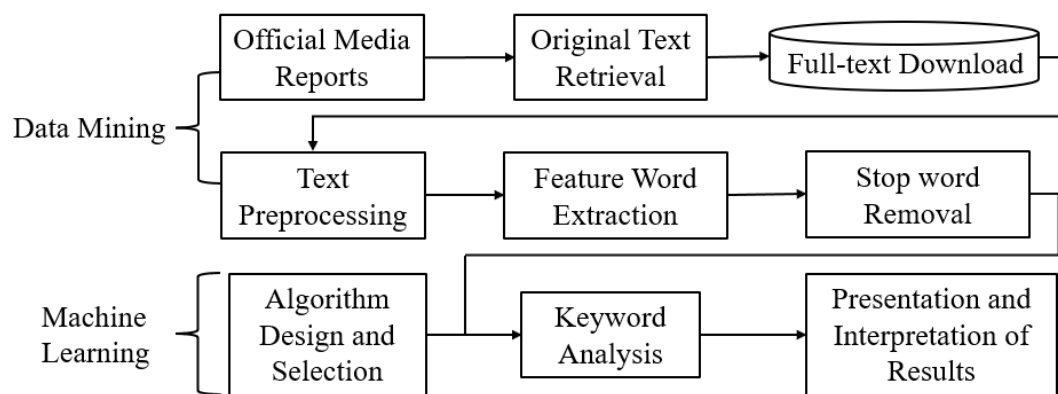
did not align with the research discourse genre, 15 texts were selected, with a total word count of 62,931.

#### 4.2 Data Processing and Annotation

The processing and annotation of the data in this study employed a combined strategy of large-scale text analysis and meticulous manual interpretation, aiming to comprehensively explore the mechanisms of identification in the external communication of the discourse on “a Community of a Shared Future for Mankind” from macroscopic and microscopic perspectives.

##### 4.2.1 Large-Scale Text Analysis: Micro Word Cloud API Application

Word clouds, with their vivid and intuitive features, allow readers to quickly browse text and grasp its main themes. They aid in facilitating a rapid understanding and acceptance of Xi Jinping’s discourse on the “Community of a Shared Future for Mankind” and contribute to the dissemination of research findings. After completing text preprocessing, this study utilized the Micro Word Cloud API to analyze the collected data of 15 texts, capturing patterns and trends, revealing focal points and frequencies, uncovering discourse patterns, and identifying interactions and connections.



**Figure 1. Research Methodology Flowchart**

##### 4.2.2 Manual Annotation and Interpretation: Doccano Text Annotation Tool

While the Micro Word Cloud API can provide valuable insights, machine learning algorithms still have limitations in understanding the complete meaning of the text, especially in cases requiring in-depth interpretation and cultural background knowledge. To address this gap, the study employed a manual reading and annotation approach for supplementary interpretation and analysis. In terms of identification methods, the study utilized a literature analysis approach, conducting in-depth research on Kenneth Burke’s “Identification Theory” to clarify the theory’s three core dimensions. Combined with a thorough interpretation of the text data, the study further specified discourse types that align with these three dimensions. Regarding the classification method, based on the “Identification Theory” and actual text content, the study divided “identification by sympathy” into three subcategories:

historical and cultural resonance (mainly identifying shared historical memories and cultural experiences in discourse), consensus on values (emphasizing shared values and the advancement of common goals reflected in the discourse), and cooperative exchange and sharing (identifying descriptions of cooperation and communication in the discourse). For “identification by inaccuracy,” the study subdivided it into the use of “we” (referring to the collective identity and sense of belonging shaped in discourse through the first-person plural “we”) and metaphorical connections (analyzing metaphors used to build connections and resonance in discourse). “Identification by antithesis” mainly involves identifying common resentment or oppositional emotions expressed in discourse towards a specific group or idea.

By combining these two strategies, the study not only fully utilized the processing capabilities of large-scale sentiment analysis tools but also ensured the precision of understanding and interpreting the text. This methodology provides a more comprehensive and in-depth perspective on understanding the mechanisms of identification in the external communication of the discourse on a “Community of a Shared Future for Mankind”. Additionally, this research method can further validate research results, enhancing the reliability and effectiveness of the study.

## **5. Results and Discussion**

After tokenization and cleaning of the collected textual data, this study conducted word frequency statistics on all data using the Micro Word Cloud API. By excluding stop words and filter words based on specific parts of speech, the study identified the top 50 keywords for both positive and negative sentiment, presenting them in the form of word clouds. In the word clouds, the size of words represents their frequency in the text; the higher the frequency, the larger the font size. The word cloud for positive keywords is illustrated in Figure 2, while the word cloud for negative keywords is shown in Figure 3.







attempts to imply the shared destiny of all humanity, subtly shaping a sense of identification by unconscious means among the audience.

## **6. Rhetorical Strategy Analysis of the Discourse on “Community of a Shared Future for Mankind”**

In the context of globalization, the discourse on the “Community of a Shared Future for Mankind” not only provides a theoretical framework for cooperation and peace but also serves as a powerful tool to promote global integration and enhance understanding. Understanding the rhetorical strategies behind it contributes to a better comprehension, dissemination, and implementation of this great concept. This paper, through in-depth analysis using the Doccano text annotation tool, identifies the ways in which “Identification” is constructed through rhetorical means, and employs both quantitative and qualitative methods to explore the commonly used rhetorical strategies and their effects in the discourse on the “Community of a Shared Future for Mankind”. The study reveals that “identification by sympathy” (237 occurrences) and “identification by inaccuracy” (448 occurrences) are the primary strategies, with “identification by antithesis” (210 occurrences) playing a complementary role.

### *6.1 Utilization of the Identification by Sympathy Strategy*

Identification by sympathy involves the rhetorician emphasizing consistency with the audience on emotional and attitudinal levels, thus shaping a sense of common identity. In Xi Jinping’s publicly delivered speech texts, themes such as historical and cultural resonance, consensus on values, and cooperative exchanges and sharing are repeatedly covered. These continually underscore commonalities, reduce distances between the speaker and the audience, eliminate differences, and construct identification.

#### **6.1.1 Historical and Cultural Resonance**

In the 15 texts analyzed, historical and cultural references are repeatedly mentioned, with a total of 79 instances. The study classifies historical and cultural resonance into two types: sharing history and memory, and consistency in development paths. Sharing history and memory encompass not only shared historical events and experiences of specific countries or regions but also involve landmarks and their cooperative memories within a cultural context. Examples include the “Tea Road” and the China-Russia oil and gas pipeline, emphasizing the historical exchanges between the two nations. These shared history and memories showcase the diversity and complexity of international relations, emphasizing the universal importance of mutual respect, cooperation, and humanitarianism. On the other hand, consistency in development paths primarily focuses on common goals and paths in politics, economics, and culture for nations or regions. Examples include the national rejuvenation of China and Russia and sustainable growth in China and Australia, reflecting commonalities in pursuing development. Simultaneously, agreements such as the *Paris Agreement* and the “Belt and Road Initiative” demonstrate the urgency of international cooperation.

In summary, historical, and cultural resonance, by establishing common goals and values and

emphasizing shared developmental paths, connects the past with the present and lays the groundwork for future shared development. This approach helps bridge cross-cultural differences, promote global understanding, and facilitate cooperation.

#### 6.1.2 Consensus on Values

Consensus on values is expressed and achieved primarily through two methods: emphasizing a shared human destiny perspective and collective judgment with shared values. Relevant statements occurred 91 times.

##### (1) A Shared Human Destiny Perspective

Emphasizing a shared human destiny perspective is a viewpoint that underscores global community, shared responsibility, and interdependence. It is widely reflected and emphasized in the research objects, achieving sympathy and unity through specific means:

**Table 1. Ways to Build a Shared Vision of Human Destiny**

Method	Specific Content
Emphasizing Common Destiny and Responsibility	By highlighting the interdependence of people worldwide and their shared responsibilities, resonance is created among the audience.
Emphasizing Common Experiences and Challenges	By emphasizing global challenges (such as the COVID-19 pandemic, environmental issues, etc.), common experiences and understanding are fostered.
Proposing Common Goals and Ideals	By proposing a series of common goals and ideals, such as building a peaceful, developed, fair, and just world, a common vision is inspired.
Moral Appeals and Value Resonance	Advocating common values such as peace, development, fairness, etc., creates a shared understanding and resonance among people from different cultures and social backgrounds.
Using Shared Symbols and Concepts	Employing shared symbols and concepts such as “Community of a Shared Future for Mankind” helps people from different countries and cultural backgrounds achieve mutual understanding.

Sharing a human destiny perspective, as a collective cognition beyond borders and cultures, lays a solid foundation for future global shared development and peaceful coexistence. It promotes understanding and cooperation among people globally and jointly addresses the challenges and opportunities of the era of globalization.

##### (2) Collective Judgment and Shared Values

Although differences exist among countries and cultures, they can be connected through shared values and ideals. Through an analysis of 15 texts, the following common cognitions and pursuits can be summarized:

**Table 2. Collective Judgment and Shared Values**

Commons	Common Cognitions and Pursuits
Common Aspirations	Pursuit of peace and development
	Establishment of friendly relations
Common Cognition	Basic human desires and rights
	Respect for differences
Common Values	Environmental protection and sustainable development
	Mutual respect and cooperation
Common Goals	Building a Community of a Shared Future for Mankind
	Steering the world economy out of crisis

In summary, the distance between different cultures, countries, and regions is shortened by emphasizing the common interests and responsibilities of global society. This contributes to the enhancement of global understanding and trust, thereby fostering a more positive and effective environment for international cooperation and dialogue.

### 6.1.3 Cooperative Exchange and Sharing

Cooperative exchange and sharing constitute pivotal strategies for fostering global integration, with the objective of mitigating disparities and estrangement while fostering enhanced understanding and trust on a global scale. This strategy is reflected in various aspects such as economics and culture, with relevant statements appearing 67 times. It advocates the international relations philosophy and practice of openness, cooperation, and sharing.

Specifically, economic cooperation is evident in participation in regional economic organizations, bilateral economic cooperation projects, the promotion of the Belt and Road Initiative, and the establishment of the Asian Infrastructure Investment Bank. These efforts aim to strengthen international cooperation and seek common interests. Additionally, global health and humanitarian aid have been given significant importance in China's diplomacy. For example, in the face of the COVID-19 pandemic, China actively shared prevention and control experiences, provided medical supplies, advanced vaccine research, and supplied vaccines to developing countries. Moreover, China has provided humanitarian assistance to Syrian refugees, collaborated with the United Nations to establish the Peace and Development Fund, offered gratuitous aid and technical support to developing countries, and deepened cooperation with international organizations in various fields.

In conclusion, cooperative exchange and sharing represent not only a diplomatic strategy but also a

means for countries to learn from each other, share resources, and strengthen friendships in the context of globalization. It covers multiple levels and domains, reflecting the need and trend for countries to cooperate and develop together in the era of globalization.

### 6.2 Utilization of the Identification by Antithesis Strategy

In today's dynamic and complex international environment, states coexist in both cooperation and competition. While globalization fosters mutual interdependence among nations, global issues such as pandemics, wealth disparity, resource scarcity, and environmental concerns are gradually emerging as common "enemies" threatening the security and stability of all countries. To achieve cooperation among nations, it is essential not only to emphasize common interests but also to employ the identification by antithesis strategy. This involves jointly addressing global threats to underscore the urgency of collaboration, contributing to the elimination of differences, and promoting collective efforts.

Identification by antithesis, categorized by threat types, is presented in Table 3.

**Table 3. Threat Objects**

Threat Object	Occurrences
COVID-19 Pandemic	101
War, Conflict, and Regional Disputes	18
Hunger and Poverty	18
Climate Change	17
Terrorism	9
Protectionism	9
Biosecurity	7
Unilateralism	6
Financial Crisis	6
Hegemonism and Power Politics	6
Refugee Crisis	6
Cybersecurity	3
New Interventionism	1
Humanitarian Crisis	1
Energy Security	1
Natural Disasters	1

As shown in Table 3, the COVID-19 pandemic has the highest frequency of occurrences (101 times), highlighting its global impact. Other issues such as war, conflict, regional disputes, hunger, poverty, and climate change are also frequently mentioned, emphasizing their significance to global stability.

Simultaneously, challenges like terrorism, protectionism, and others, including biosecurity, financial crises, and refugee crises, reveal the complexities faced by the international community.

Identification by antithesis illustrates the diversified and complex threats and challenges the world is currently confronting, spanning dimensions like public health, political security, economic development, and environmental protection. Addressing these challenges requires collective efforts and cooperation on an international scale to seek long-term and sustainable solutions.

### *6.3 Utilization of the Identification by Inaccuracy Strategy*

Identification by inaccuracy is an illusionary, subconscious form of unity, aiming to trigger unconscious responses and prompt audiences to identify with the rhetorician on a subconscious level. This strategy can be implemented through various methods, including:

#### *6.3.1 Using the First-Person Plural Pronoun “We”*

To achieve identification by inaccuracy, Kenneth Burke argues that “the first prize always goes to that simple little pronoun ‘we’”. The application of the pronoun “we” emphasizes the connection between the rhetorician and the audience, further enhancing audience resonance and consistency. In the 15 discourses studied, “we” appeared a total of 317 times, indicating a high frequency. The use of “we” can be categorized into three core directions:

(1) Referring to the Chinese People: For example, “实现中华民族伟大复兴，是近代以来中国人民最伟大的梦想，我们称之为‘中国梦’，基本内涵是实现国家富强、民族振兴、人民幸福。”(To achieve the great rejuvenation of the Chinese nation is the greatest dream of the Chinese people in modern times. We call it the “Chinese Dream,” whose fundamental essence lies in realizing national prosperity, the revitalization of the nation, and the happiness of the people.) Here, “we” symbolizes not only the ruling party, government, and people but also carries profound social, cultural, and political implications, reflecting internal cohesion and conveying external intentions. The use of “we” emphasizes collective identity and pursuit, indicating that everyone is closely connected to this dream. This not only cultivates a heightened sense of collective identity and pride among citizens, motivating them to collaboratively pursue this objective, but also functions as a global proclamation. It communicates the unified vision of the Chinese people, thereby playing a crucial role in shaping and bolstering the national image on the international stage.

(2) Referring to International Partnerships: In a speech titled “Promoting World Peace and Development in the Current Era - Keynote Speech at the Moscow International Relations Institute,” it was stated: “我们两国要永做好邻居、好朋友、好伙伴……”(Our two countries should always be good neighbors, good friends, and good partners...) In this sentence, the rhetorician strategically employs the pronoun “we” to metamorphose the formal stance in international relations into a more personable and amicable interaction. This not only fortifies mutual trust in policy collaboration but also solidifies camaraderie and confidence on the humanitarian front. This expression contributes to constructing a positive image of mutual respect, assistance, and cooperation between the two nations.

(3) Referring to Global Populations: For instance, “70 年前，我们的先辈经过浴血奋战，取得了世界

反法西斯战争的胜利。”(Seventy years ago, our predecessors, through bloody struggles, achieved victory in the World Anti-fascist War.) Here, the use of “we” creates a sense of a global community, emphasizing the core values of the United Nations and the concept of global cooperation. Another instance, “——我们要努力建设一个远离恐惧、普遍安全的世界。……——我们要努力建设一个远离贫困、共同繁荣的世界。……——我们要努力建设一个远离封闭、开放包容的世界。……——我们要努力建设一个山清水秀、清洁美丽的世界。”(We strive to build a world that is far from fear, universally secure... a world far from poverty, collectively prosperous... a world far from closure, open and inclusive... a world with clear mountains and rivers, clean and beautiful.) Here, “we” refers to the global population. The frequent repetition and parallel structure of “we” in this discourse enhance its rhythm and intensity. In international communication, the use of “we” deepens the vision of sharing and cooperation, emphasizing common responsibilities and goals, thereby promoting communication and collaboration within the international community. This strategy reflects a unified, cooperative diplomatic orientation, highlighting the interdependence and shared pursuit of human society.

### 6.3.2 Using Metaphorical Connections

Metaphor is a rhetorical device that expresses one concept in terms of another, providing a vivid and concrete representation of abstract ideas. Metaphors go beyond the literal meaning of words, touching the audience’s subconscious, and offering a specific and lively perspective for complex thoughts and concepts. There was a total of 131 instances of metaphorical usage in the research corpus. The importance of metaphor in speeches and rhetoric, particularly in enhancing information transmission, elevating text rhythm, and establishing emotional resonance, will be discussed in detail below.

#### (1) Enhancing Intuitiveness and Appeal of Information:

A metaphor connects abstract concepts with concrete objects or phenomena, offering readers a clear and vivid perspective. For example, “我们将更加注重公平公正，在做大发展蛋糕的同时分好蛋糕，从人民最关心最直接最现实的利益问题出发，让百姓有更多成就感和获得感。”(We will pay more attention to fairness and justice, and while expanding the development cake, we will distribute it well. We will start from the issues that people are most concerned about and let the people have more sense of achievement and gain.) The metaphor of the cake creates a visual image for readers, where making and sharing the cake represent economic development and social welfare distribution concepts, respectively. Simultaneously, this metaphor connects economic and social policies with people’s daily lives, successfully transforming complex issues into vivid, life-oriented images.

#### (2) Enhancing Aesthetic and Rhythmic Qualities of the Text:

Metaphors not only provide depth and clarity but also enhance the rhythm and cadence of the text. For example, “中国对外开放，不是要一家唱独角戏，而是要欢迎各方共同参与；不是要谋求势力范围，而是要支持各国共同发展；不是要营造自己的后花园，而是要建设各国共享的百花园。”(China’s opening-up policy is not a solo performance, but an invitation for all parties to participate together; it is not about seeking spheres of influence, but supporting the common development of all countries; it is not about cultivating an exclusive backyard but to contribute to the construction of a

diverse and shared international community, often referred to metaphorically as a “garden of myriad flowers”). This statement employs the metaphor of a solo performance from drama to depict unilateral actions as akin to “singing a solo.” This vividly expresses the importance of cooperation and inclusivity while contrasting the positive values of China’s opening-up policy with the negative image of a solo performance. Meanwhile, “garden of myriad flowers” uses a metaphor to represent international cooperation as a “garden,” adding poetic and aesthetic qualities to the text. Using “not...but...” parallel structure, the sentence forms a sharp contrast, successfully shaping a positive image of openness, cooperation, and sharing. By skillfully employing metaphor and structure, this sentence transforms the nuanced diplomatic policy into a vivid, beautiful landscape, emphasizing China’s cooperative and inclusive spirit and enhancing the aesthetic, rhythmic, and persuasive qualities of the text.

### (3) Establishing Emotional Resonance:

Metaphors often choose familiar and positive metaphorical objects to resonate with the audience’s emotions. For example, “我想，这也正常，中国是一个拥有 13 亿多人口的大国，是人群中的大块头，其他人肯定要看看大块头要怎么走、怎么动，会不会撞到自己，会不会堵了自己的路，会不会占了自己的地盘。” (I believe this is also normal; China, with a population of over 1.3 billion, is like a massive entity in the crowd. Other nations surely want to observe how this heavyweight moves, ensuring it doesn’t collide with their interests, block their paths, or encroach upon their territories.) This statement metaphorically portrays China as a huge “entity” in the crowd, highlighting its significant scale in terms of population, geography, and economy. The phrases “how this heavyweight move” link China’s policy directions and international behavior to the movement and actions of a body, indicating that China’s decisions and actions may impact other countries. The metaphors “collide with their interests, block their paths, or encroach upon their territories” describe the concerns and apprehensions of other nations about China, illustrating the complex emotions they hold. This emotional connection makes the information more appealing and enhances its persuasiveness.

Metaphorical connections, with their unique linking and evocative effects, effectively promote the establishment of the mechanism of identification in speeches and drive the impact of external communication. Through their distinctive rhetorical beauty, communicative effects, and triggering of emotional resonance, metaphors enable the rhetorician to construct a powerful speech and communication tool.

## 7. Conclusion

This paper, based on Kenneth Burke’s “Identification Theory,” systematically analyzes 15 publicly delivered speeches by Xi Jinping on the “Community of a Shared Future for Mankind.” It provides new insights into the cross-cultural communication of the discourse on a community of shared future for humanity, further validating the explanatory power of Burke’s theory of “Identification.”

However, this study has its limitations. Research based on only 15 publicly delivered speeches may not comprehensively capture all the details of the “Identification Theory.” In addition, potential influencing

factors such as cultural, social, and psychological aspects have not been thoroughly discussed. Future research could expand the sample size to facilitate a more comprehensive understanding of the application of the “Identification” strategy in external communication.

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