



Metadiscourse in Multimodal Discourse: The Case of About-us Pages of Chinese and American Companies

Ziling Zhu^{1*}, Xinxin Wu²

^{1*}(Corresponding author), Postgraduate Student, School of Foreign Studies, Jiangnan University, Wuxi, China. 6231301029@stu.jiangnan.edu.cn

²Professor in Linguistics, School of Language, Literature, Music and Visual Culture, University of Aberdeen, Aberdeen, UK. xinxinwu@jiangnan.edu.cn

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Abstract

A company's about-us homepage, serving as the display page of the company's fundamental information, constitutes an outstanding means for the company to mold and publicize its corporate image. An excellent company homepage can effectively establish a positive image of the company. Nevertheless, the English homepages of some Chinese companies do not comply with foreign expressions or images, which might impede the internationalization process of these companies. Based on a framework of metadiscourse analysis and multimodal discourse analysis, this study delved into the linguistic and cultural characteristics of the introductory discourse of Chinese and American companies. This research first labeled the types of metadiscourse, and then employed the SPSS 27.0 to analyze the data. In contrast to American companies, Chinese companies have less awareness of the utilization of verbal and visual metadiscourse, particularly interactional metadiscourse. Additionally, the employment of graphics can assist Chinese and American companies in better expressing the author's attitude and attracting readers. This research is dedicated to integrating a metadiscourse framework and multimodal discourse analysis to analyze the metadiscourse in English introductory writing of Chinese and American companies, and provides implication for companies on how to enhance the readability of about-us page for native English speakers.

Keywords: Company introductory writing, metadiscourse, multimodal discourse analysis

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1. Introduction

The wave of globalization has offered more opportunities as well as intensified competition to business enterprises. In the new era where foreign companies are extensively penetrating China's market, Chinese companies, in particular, need to establish their own brands and explore overseas markets for achieving sustainable development. Considering that multimodal discourse emerged as the fundamental mode of communication and interaction (Xu & Feng, 2023), the company's About-us page, encompassing images, videos, hyperlinks and other resources, has become one of the fundamental communication channels for potential business stakeholders. For a Chinese company, an imposing About-us page will undoubtedly contribute to building its positive image, which may attract more business resources. The utilization of metadiscourse is capable of assisting the author in establishing cohesion and coherence, and facilitating the reader's alignment with the author's position (Hyland & Jiang, 2022). It can contribute to the organization of the company's About-us page. Additionally, the employment of metadiscourse also reflects cultural elements that are prevalent within a specific social context of a discourse community (Manosevitch et al., 2024).

Metadiscourse, which is defined as an interesting, and relatively new approach to conceptualizing interactions between writers and their texts and between writers and users (Hyland, 2019), constitutes a systematic approach employed to structure a text, convey the author's attitudes towards the content of the discourse, and anticipate the reader's response. It is a notion extensively utilized in applied linguistics, discourse analysis, and pragmatics (Hyland, 2017). The majority of predecessors focused on the metadiscourse analysis within academic texts, and most of them merely studied the verbal metadiscourse, without taking into account the abundant visual resources such as pictures, videos, and charts that are widely utilized in practical communication. Therefore, this study explored the English About-us pages of Chinese and American companies listed in the 2023 Fortune 500. Through further deliberation on the research findings, suggestions were put forward for the comprehensive framework of metadiscourse analysis and the enhancement of the company's About-us homepage writing.

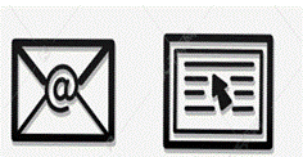






2. Literature Review

2.1. Theoretical Framework

Integrated with Hyland's (2019) metadiscourse analysis framework (which emphasizes the function of interpersonal interaction and is suitable for analyzing highly interactive company profile texts) and multimodal discourse analysis theory, Table 1 presents the practical working model of visual metadiscourse recognition established by this study for analyzing the English About-us pages of Chinese and American. The table encompasses seven

categories, namely transitions, evidentials, code glosses, boosters, attitude markers, engagement markers, and self-mentions. It respectively introduces the functions of the images within these seven categories and provides the corresponding verbal signs.

Table 1
Model of Verbal and Visual Metadiscourse Analysis

Category	Visual function	Examples	Verbal counterpart
Transitions	Showing semantic relations		
Evidentials	Providing factual source		
Code glosses	Illustrating or exemplifying		
Boosters	Underlining company features		
Attitude markers	Showing values or attitude		
Engagement markers	Attracting readers' attention		
Self-mentions	Referring to the author		

2.2. Definition of Metadiscourse

In the 1950s, the American linguist Harris (1959) advanced the notion of “metadiscourse”, holding the belief that the metadiscourse kernels differ

from the main kernel of the text. Williams and Rivers (1983) contended that metadiscourse are discourse concerning discourse, existing universally in discourse and being independent. They emphasized the reflexivity and intertextuality of metadiscourse as well as its function of textual organization. According to Hyland (2000), metadiscourse refers to the linguistic resources utilized to organize discourse and indicate the author's stance on the content of discourse and the reader's position. The author's selection of metadiscourse indicates its social and rhetorical context (Hyland, 2017). Considering the reader consciousness of company profile discourse, in this study, metadiscourse refers to a rhetorical approach employed by the author to organize the article, introduce the company to the reader, and highlight their own advantages. It not only encompasses text resources but also comprises a considerable number of pictures, videos and other visual resources. In recent years, metadiscourse has been extensively utilized to examine the characteristics of discourse in different genres (Jiang & Hyland, 2020). Hyland (2019) classified metadiscourse into two resources (See Table 2).

This model encompasses two components: interactive resources and interactional resources. Interactive resources are intended to organize words, sentences or paragraphs within a discourse, facilitating readers' better comprehension of the text. They comprise transitions, frame markers, endophoric markers, evidentials and code glosses. Transitions can express sequential, contrastive or supplementary propositional relations. Frame markers indicate the structure of the text. Endophoric markers establish references to other parts within the text, irrespective of whether they are words or images. In contrast to endophoric markers, evidentials provide references to sources beyond the current text. Code glosses offer additional examples or explanations for the text. Interactional resources are employed to express the author's attitude, thereby attracting readers to proceed with reading the text (Esfandiari & Allaf-Akbary, 2024). They include hedges, boosters, attitude markers, engagement markers and self-mentions. Hedges indicate the weak possibility or limitation of a proposition from the author's perspective. Boosters, conversely, demonstrate the author's assertion towards a proposition. Attitude markers are utilized to convey the author's subjective attitude through adjectives and verbs. Engagement markers are used to narrow the distance between the author and the reader and conduct direct dialogue with the reader, such as "you can see that". Self-mentions refer to the author's self-reference within the text.

2.3. Studies of Verbal Metadiscourse

Previous verbal studies on metadiscourse can be classified into three principal frameworks. Firstly, the framework of textual metadiscourse and interpersonal metadiscourse analysis proposed by Cristmore and Vande

Kopple (Cristmore et al., 1993; Vande Kopple, 1985); Secondly, with Hyland as the representative, the framework (See Table 2) of metadiscourse analysis is conducted from the two aspects of interactive resources and interactional metadiscourse (Hyland, 2019). The third category, represented by Ifantidou and Kumpf, undertakes metadiscourse analysis of the structure of written text or non-linguistic symbols (Ifantidou, 2005; Kumpf, 2000). Metadiscourse is extensively utilized in discourse analysis, including news reviews (Huang & Xiong, 2012), job advertisements (Fu, 2012), academic papers (He & Yan, 2021; Hyland & Jiang, 2022; Mu, 2023; Sun, 2021), corporate letter to shareholders (Hu & Li, 2018), New media (Luo, 2021; Wang et al., 2021; Xia, 2020; Xu & Feng, 2023), proposal (Yang, 2021), and scientific speech (Liu & Liu, 2024).

Table 2
Model of Metadiscourse (Hyland, 2019)

Category	Function	Example
<i>Interactive resources</i>	<i>Help to guide reader through the text</i>	
Transitions	Express semantic relation between main clauses	in addition, thus
Frame markers	Refer to discourse acts, sequences, or text stages	finally, to conclude
Endophoric markers	Refer to information in other parts of the text	noted above, see Fig
Evidentials	Refer to source of information from other texts	according to
Code glosses	Help readers grasp meanings of ideational material	namely, e.g.
<i>Interactional resources</i>	<i>Involve the reader in the argument</i>	
Hedges	Withhold writer's full commitment to proposition	possible, about
Boosters	Emphasize force or writer's certainty in proposition	in fact, definitely
Attitude markers	Express writer's attitude to proposition	I agree, surprisingly
Engagement markers	Explicitly refer to or build relationship with reader	you can see that
Self-mentions	Explicit reference to author(s)	we, my, our

These studies offer valuable enlightenment to people's communication practice. But, in a broad sense, metadiscourse is a rhetorical technique for connecting scattered discourses into interrelated texts that can be effectively

processed by the reader, meaning that any embedded unit possessing this discursive function should be incorporated into the framework of metadiscourse. However, the majority of studies merely focus on metadiscourse in language (Xu & Feng, 2023).

2.4. Studies of Visual Metadiscourse

Compared with the research on verbal metadiscourse, visual metadiscourse differ significantly in both quantity and depth (Xu & Feng, 2023). The limited main research objects encompass thesis presentations (Ma & Jiang, 2025), infographics (Allaf-Akbary, 2023; Li et al., 2023), network advertising (Al-Subhi, 2022), corporate annual reports (De Groot et al., 2016). These studies primarily focused on visual metadiscourse with textual organizational significance and offer design criteria for discourse writers.

The theory of multimodal discourse analysis has emerged since the 1990s. It combines the new features of discourse in the information technology era with traditional discourse analysis and integrates domains such as systemic functional grammar, semiotics, and critical discourse analysis as an interdisciplinary research theory. This theory emphasizes the comprehensive and collaborative effect of multimodal discourse resources such as language symbols, visual symbols, and audio symbols in the communication process. Through exerting the conceptual, interpersonal, and textual functions of various symbols, the expression and exchange of meaning are achieved. According to the multimodal discourse theory put forward by Kress and Van Leeuwen (2006), social relations are constituted by the interpersonal meta-function of images among image content, producers and viewers. There are four principal visual elements that mirror the function of metadiscourse, namely, gaze, social distance, power distance, and authenticity (Kress & Van Leeuwen, 2006; De Groot et al., 2016).

In new media communication, authors are capable of inserting multimodal symbols like images, videos and links into the textual content in accordance with the communication purpose. These new symbolic resources pose new challenges to the traditional metadiscourse theory and simultaneously offer opportunities for the development of the metadiscourse theory. To fully comprehend multimedia and multimodal discourses, it is of vital importance to combine the multimodal discourse theory and visual metadiscourse (Xu & Feng, 2023). These four principal visual elements in multimodal discourse analysis are also applicable to the manifestation of metadiscourse in this study's model.

The relationship between language and culture is closely interlinked (Hasanzadeh et al., 2021). Liu (2013) conducted a comparison of the use of metadiscourse in Chinese and American news commentary and discovered that the writing tradition of Chinese news commentary prompted Chinese news

commentators to adopt discourse strategies that emphasize reasoning rather than emotional persuasion. Specifically, there was less utilization of hedges and more use of boosters and author self-mentions. Mu (2010) made a comparison of the use of metadiscourse in editorials in China and the United States and found that the frequency of the use of metadiscourse in English editorials was generally higher than that in Chinese. The author indicated that the results affirmed the conclusion that readers are accountable for the Chinese writing mode, while writers are accountable for the English writing mode to a certain extent. Thus, the study of patterns of metadiscourse utilization (including frequency, subcategories, and specific markers) may also reveal cross-linguistic differences between two cultures within a genre.

Generally, metadiscourse research has achieved progress in recent years. Nevertheless, there is a need for modification of the corresponding theoretical framework to adapt to the genre that combines linguistic and visual elements. Also, there remains a broad scope for the investigation of metadiscourse in business discourse. Therefore, this study, in combination with Hyland's (2019) analytical model and multimodal analysis, intends to explore the following three research questions:

1. What are the features of verbal metadiscourse on the About-us pages of Chinese and American companies in Fortune 500?
2. What are the features of visual metadiscourse on the About-us pages of Chinese and American companies in Fortune 500?
3. What are the similarities and dissimilarities between the metadiscourse on these About-us pages of Chinese and American companies?

3. Method

3.1. Data Source and Collection

The corpus of this study was derived from the English websites of Fortune 500 companies in 2023 on the About-us page. Through purposeful sampling, a total of 30 Chinese companies and 30 American companies was selected, encompassing the banking, medical, automotive, oil refining, construction, and other industries. This study selected a wide variety of company types. This was to mitigate the impact of the specific characteristics of a certain type of company's text on the experimental outcomes. The present study mainly focused on the cultural differences manifested in the utilization of different metadiscourse between Chinese and American companies. Additionally, the subpages of About-us were also among the objects analyzed in this study.

3.2. Data Analysis

The data primarily originated from the About-us homepage of the English official websites of Fortune 500 companies in 2023. Firstly, as the metadiscourse is significantly influenced by the context, the tagging of the words and images of the final sample in this paper mainly relied on manual work, and the tagging content encompassed the category and realization form of the metadiscourse marker. In identifying the visual metadiscourse embedded in the homepage, both the contextual meaning and the oral text surrounding each image were taken into consideration to analyze its interpersonal function.

Secondly, the paper utilized SPSS 27.0 to record the frequency of metadiscourse markers in each subcategory displayed in the framework. Previous studies had verified the research method of calculating frequency (De Groot et al., 2016). These frequency counts were dependent on the presence of metadiscourse in a given text, rather than the specific number of frequencies of metadiscourse in each text, that is, the final frequency data represents the number of homepages containing a certain metadiscourse. Finally, Independent samples t-test was used to analyze the utilization of verbal metadiscourse and visual metadiscourse in the Chinese and American About-us homepages, and subsequently, the usage of verbal metadiscourse and visual metadiscourse in the Chinese and American About-us homepages was compared.

4. Results and Discussion

4.1. Results

This section primarily addressed the three research inquiries of this study. First, it indicated the characteristics of Chinese and American companies regarding the utilization of metadiscourse. Subsequently, we compared the similarities and differences between Chinese and American companies in the application of verbal metadiscourse and visual metadiscourse.

4.1.1. *The Utilization of Verbal Metadiscourse*

Hyland's (2019) model was employed to identify verbal metadiscourse markers. The seven subcategories presented in Table 3 represent the frequency of utilization of metadiscourse on the company's About-us page. The table 3 beneath revealed that the preponderance of Chinese companies employed transitions, evidentials and self-mentions, while the majority of American companies utilized transitions, attitude markers, self-mentions in company introductions. In the samples of this study, all American companies utilized first-person pronouns for self-introduction, but Chinese companies tended to employ company name abbreviations and alternate personal pronouns.

Table 3
The Comparison of Verbal Metadiscourse

Category	C(n = 30)	A(n = 30)	p value
Transitions	29	30	0.321
Evidentials	22	6	<0.001
Code glosses	20	10	0.009
Boosters	4	22	<0.001
Attitude markers	21	29	0.005
Engagement markers	3	25	<0.001
Self-mentions	30	30	0.078

As demonstrated in Table 3, no significant disparity existed between the transitions and self-mentions in the introductory writing of Chinese and American companies. Transitions serve as the means of connection. The resemblance in transition markers between Chinese and American companies implied that both attach significance to the logic of the introductory text. For example, Sinopec Group Corporation in China and Cardinal Health of the United States extensively utilize transitions like “and”, “as well as”, and “however” to link sentences or discourse to explicitly manifest the logical relationships within the discourse. Despite the lack of a significant difference in the frequency of self-mentions between Chinese and American companies, distinctions were present in the specific categories of personal pronouns employed. While American businesses referred to themselves as “we” and collectively to consumers as “you”, Chinese companies referred to themselves by their initials or “the company”. This aspect may be affected by the disparity between China’s collectivist culture and the individualist culture of the United States.

Additionally, salient differences were observable in the employment of evidentials, code glosses, boosters, attitude markers, and engagement markers by Chinese and American companies. Among them, the discrepancies in evidentials, boosters, and engagement markers were particularly pronounced ($p < 0.001$). Regarding the evidentials, Chinese companies had a propensity to cite the words of authorities or awards bestowed upon them by other renowned enterprises to validate their value. This might be associated with the traditional Chinese culture of respecting industry predecessors. Concerning boosters, Chinese companies seldom employed enhancers to intensify their attitude and tone. In terms of engagement markers, Chinese companies rarely utilized these markers to narrow the distance with readers, whereas American companies preferred to employ “let’s” and “we’ll” to capture readers’ attention.

4.1.2. *The Utilization of Visual Metadiscourse*

The framework in this study offers a criterion for us to extract visual metadiscourse from sample images of Chinese and American companies. Table 4 presents the outcomes of the analysis of the visual metadiscourse in the images on the About-us page. In the sample, the proportion of Chinese companies employed code glosses and self-mentions constituted the majority, while American companies utilized attitude markers and self-mentions more frequently. In contrast to Chinese companies, American companies excelled at using colorful pictures to promote their corporate culture and shorten the distance between them and readers.

Table 4
The Comparison of Visual Metadiscourse

Category	C(n = 30)	A(n = 30)	<i>p</i> value
Transitions	15	19	0.305
Evidentials	6	7	0.759
Code glosses	18	24	0.094
Boosters	5	11	0.082
Attitude markers	6	25	<0.001
Engagement markers	4	18	<0.001
Self-mentions	18	25	0.046

As depicted in Table 4, there were no substantial disparities in the utilization of visual metadiscourse in the introductory writings of Chinese and American companies in four aspects: transitions, evidentials, code glosses, and boosters. The resemblance of these four metadiscourse indicates that both Chinese and American companies actively employed pictures to structure their introductory texts and emphasize the explanatory content.

There were notable differences in attitude markers, engagement markers, and self-mentions. The distinction between attitude markers and engagement markers was particularly prominent ($P < 0.001$). Concerning attitude markers and engagement makers, the distribution of verbal and visual metadiscourse was similar. Chinese companies neither utilized text nor images to make themselves persuasive and pay less attention to interaction with readers. Such outcomes imply that American companies had a preference for introducing visual devices with interactional metadiscourse that emphasize company values and immerse readers in business scenarios by presenting close-up photos of hug and handshakes.

4.2. Discussion

This study investigates the utilization of metadiscourse in introductory texts of Chinese and American companies and conducts a comparison of the similarities and differences between them. In addressing the first research question, this paper discovers that in terms of verbal metadiscourse, Chinese companies employ more transitions, evidentials and self-mentions, whereas American companies utilize more transitions, attitude markers and self-mentions in company introductions. Regarding visual metadiscourse, Chinese companies tend to utilize code glosses and self-mentions, while American companies frequently apply attitude markers and self-mentions. In response to the second and third research questions, this study indicates that there exist numerous similarities and differences between Chinese and American companies in terms of verbal and visual metadiscourse.

American companies typically employ interactional metadiscourse to accentuate affinity and enhance cooperation with target audiences, whereas Chinese companies place significant emphasis on professionalism and attract readers through meticulous writing. This finding has been suggested in previous studies (Bu & Wang, 2021; Ma, 2002). We can ascribe this disparity to sociocultural traits that result in linguistic and rhetorical variations. According to Hofstede (2003), culture constitutes the collective mentality that distinguishes one group or class of people from another. He proposed that cultural influence encompasses four dimensions, namely power distance, uncertainty avoidance, the contrast between individualism and collectivism, and the contrast between masculinity and femininity. These dimensions can also be utilized to account for certain differences in the utilization of metadiscourse markers in the profile pages of Chinese and American companies.

In terms of evidentials, there exist disparities in the quotations utilized to depict the quality of services or products within the company descriptions of China and the United States. Chinese companies tend to cite positive appraisals from provincial and national agencies, whereas U.S. companies, even those that are state-owned, seldom mention such evaluations. American companies prefer to employ the words of their leaders as evidentials. American culture emphasizes the value of the individual and a relatively low power distance, while Chinese culture upholds the virtues of the collective and a high power distance. Power distance exerts a certain influence on the expression of language (Long, 2024; Munkova et al., 2023). Hence, when presenting the company, American companies will specifically mention representative individuals who have made significant contributions to the company, such as the company's founder, leaders or outstanding employees. The power distance in Chinese culture is relatively high and clearly delineates the social hierarchy. Chinese companies, whether affiliated with or not affiliated with national or

provincial governments, consider recognition by these official bodies as a great honor, thus companies with social consensus in mind will view trust from state organizations as an important indicator of corporate strength and credibility.

Regarding personal pronouns, Chinese companies frequently refer to themselves by their company names, whereas American companies commonly employ “we”. This aspect has also been affirmed by previous studies. For instance, Li and Xu (2020) discovered that the disparity between the quantity of non-personal metadiscourse and personal metadiscourse in the introductions of Chinese academic papers is significantly greater than that in English academic papers. In reality, there is no distinction in the discourse functions between impersonal metadiscourse and personal metadiscourse, and their cross-linguistic variations in the utilization of metadiscourse evidence the characteristics of language and culture. The expression of personal pronouns actually reflects cultural differences (Dutta et al., 2024; Ma, 2024). That is, in comparison to English, Chinese texts have a tendency to evaluate texts rather than interact with readers, and generally create a more objective impression by using “the company” instead of “we” or “I”. Additionally, the cultural traits of individualism and collectivism also exert an influence on the usage of personal pronouns. In the introductions of American companies, the employment of first-person and second-person pronouns can not only shorten the psychological distance with readers, attract cooperation, but also reflect the spirit of individualism in American culture. Every employee of the company possesses his own value and is striving hard for the company’s achievements and honors. Consequently, American companies are more prone to employ “we”, “I”, or “you” to emphasize the individual.

The variance in the application of evidentials and personal pronouns conforms to the cultural characteristics of the two nations. This cultural disparity can impede a company’s communication effectiveness and localization. According to Hyland (2001), although students are instructed to decrease the frequency of usage of first-person pronouns in academic writing classes, this approach is indispensable for authors to showcase their credibility and professionalism. Additionally, based on the analysis of Leadership on the About-us pages, this study particularly highlights that the company with leaders having overseas study experience will produce the About-us profile page that is more consistent with Western reading habits. It can be observed that overseas study experience can facilitate cultural learning and enhance their cross-cultural awareness. This was confirmed in Wu and Liu’s study (2024). The in-service EFL teachers perceived various benefits from the study abroad teacher programme, including in the areas of culture and language, pedagogy, and research. Considering the target audiences of the introductions of Chinese companies, it is proposed that more Chinese companies should enhance their awareness of using evidentials and self-mentions in the introduction writing.

Also, the overseas study experience constitutes an efficacious approach for the cultivation of cross-cultural consciousness to improve the writing of About-us pages.

Visual metadiscourse plays a crucial role in communicating corporate information and shaping the image of the company and its members. Through integration with the theme, the photos introduced by the company adopt angles and other elements to construct multimodality, more intuitive and specific representations to emphasize its image. Additionally, the visualization and vividness of the photos in the company's introduction also boost the efficiency of readers' analysis, deepen their memory, and even facilitate communication and exchange among readers of different languages. It can be observed that the conveyance of business or cultural information via visual means also offers a more direct and distinctive approach for stakeholders to comprehend the actual situation of the company. This method not only enriches the content of the enterprise's About-us page but also enhances the readability of the enterprise information.

5. Conclusion and Implications

Based on Hyland's (2019) metadiscourse model and multimodal discourse analysis theory, this paper examined the English profile page samples of 30 Chinese companies and 30 American companies in Fortune 500. Regarding verbal metadiscourse, Chinese companies are inclined to utilize transitions, evidentials and self-mentions, whereas American companies employ transitions, attitude markers and self-mentions more frequently in company introductions. Concerning visual metadiscourse, code glosses and self-mentions are prevalently used in Chinese companies, while attitude markers and self-mentions are more prevalent in the introductory texts of American companies. The disparities in the employment of metadiscourse by Chinese and American companies mirror the impact of power distance, individualism versus collectivism, and study abroad experiences on the composition of introductory texts. These discoveries further enhance our comprehension of the writing of introductory texts in China and the United States, offering certain references for non-native English speakers in crafting English introductory texts.

The study has some limitations. To commence, although the study is capable of offering comprehensive research outcomes, the sample size of this paper is small. Secondly, the video resources within the introductory text of Chinese and American companies have not undergone in-depth analysis. Subsequently, the sample size can be augmented and the analysis of video resources can be incorporated in the study of the metadiscourse in business.

Apart from these deficiencies, this paper furnishes several implications for the framework of metadiscourse analysis and Chinese companies in the

composition of introductory texts. Firstly, this paper integrates Hyland's (2019) metadiscourse analysis framework and multimodal analysis to concentrate on resources other than text in introductory texts. In the application of practical framework, this paper expands the content of Hyland's original framework and adds analysis of visual metadiscourse to make the framework more general. Secondly, for Chinese companies, this paper proposes the utilization of more attitude markers (such as "we believe", "we focus") and engagement markers (such as "we", imperative sentences, modal verbs, etc.) to render their language more influential, thereby enabling native English readers to better comprehend the specific circumstances of Chinese companies. Last but not least, visual metadiscourse will undoubtedly facilitate the expression of information, while the majority of Chinese companies do not fully exploit picture resources and frequently fill the entire page with large chunks of text. The amendment of metadiscourse and the full exploitation of picture and video resources can enable non-native English-speaking companies to present themselves more effectively. On the one hand, it boosts the sales of the company's related products; on the other hand, it facilitates the internationalization of the company and enhances its international popularity.

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