A Corpus-based Study of Corporate Image Represented in Corporate Social Responsibility Report: A Case Study of China Mobile and Vodafone

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Abstract

By examination of the high-frequency nouns, verbs, and keywords, the present study probes into the similarities and differences of corporate images represented in Corporate Social Responsibility (CSR) reports of China Mobile and Vodafone. The results suggest that: 1) both China Mobile and Vodafone prefer using some positive words, like *improve*, *support* and *service* to shape a positive, approachable and easy-going corporate image, and an image of prioritizing the environmental sustainability and the well-being of people; 2) CSR reports of China Mobile contain the keywords *poverty* and *alleviation*, which means China Mobile is pragmatic, collaborative and active to assume the responsibility for social events; 3) CSR reports of Vodafone contain keywords like *privacy*, *women* and *global* as well as some other countries, which shows Vodafone is enterprising, globalized and attentive to the development of women; 4) these differences might be related to the ideology and social culture of Chinese and British companies. This study may contribute to understanding the function of CSR report and offer helpful implications for broadening the research of corporate image.

Keywords: Corporate Social Responsibility reports, corporate image, discourse analysis, corpus

1. Introduction

Started in western countries, the construction of corporate image has a history of more than 100 years. As the world's second largest economy, China has deeply integrated into the international capital market, and the corporate image has played a significant part in shaping the international image to compete with the foreign companies in international market (Hu et al., 2019). With the increasingly living pace of society, corporate image is of great significance to the development of a company. A good corporate image can leave a good impression on its stakeholders, thus helping the company to build a firm relationship with its stakeholders and then gain more profits.

Corporate image refers to the overall impression formed by the corporate as an entity in the minds of the public (Mou and Wu, 2021), which is also an important part of national image, because Chinese companies shoulder the important responsibility of "going global" of Chinese culture and shaping the national image (Hao, 2021). In recent years, more and more attention has been paid by Chinese enterprises and scholars to corporate images. Whereas, most of the studies focused only on companies' profiles and news, few of them studied corporate image represented in Corporate Social Responsibility (CSR) reports.

CSR report is voluntarily released by enterprises according to their own needs, mainly displaying and publicizing the non-profit social responsibilities or obligations performed by enterprises to society and the public (Che and Li, 2021). So, from the CSR report, people can get more information and make an appraisal of the company. In this way, CSR reports gradually become one of the important ways for enterprises to shape and improve their corporate images.

In the past decade, with continuous emphasis on social responsibility from all walks of life, scholars from different disciplines have conducted multi-angle analyses of CSR reports in various industries (Hao, 2021) (like automobile, oil, or logistics). However, there is a lack of research into the telecommunications industry. In light of this, we are going to analyze two telecommunication companies, China Mobile Limited and Vodafone Group, so as to conduct a comparative analysis of Chinese and British companies' corporate image.

Based on the critical discourse analysis by Fairclough and corpus-based analysis, the present study aims to probe the linguistic features and corporate images represented in China Mobile's and Vodafone's CSR reports and explore the similarities and differences in using the vocabulary to present their corporate images. To some extent, this study is significant to stakeholders and companies. Not only can it help them to understand and take use of the information in CSR reports, it can also help domestic companies expand abroad wisely and efficiently. Analyzing the characteristics of Chinese and British CSR reports will also be helpful for writers and translators of CSR reports.

2. Literature Review

2.1 Corporate Image from the View of "Constructing by Others"

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A news report on a company is one of the resources for researching its corporate image. Some research adopted the corpus-assisted discourse study as method, which avoided some subjective factors and complicated data collecting and processing procedures. Zhao (2021) worked on news about China's Anbang Insurance Group's acquisition of Starwood from China Daily and The New York Times. It showed that western news tended to present a negative image of Chinese companies, which was avaricious and threatening. Zuo (2019) chose 2009-2016 and 2017-2019 these two periods of reports on Huawei company from American mainstream media, including The New York Times, Washington Post and so on, to conduct comparative research. The findings were that, as a representative of the country's scientific and technological strength, Huawei has been boycotted by the United States, and negative reports on Huawei have also increased.

Questionnaire and interview are ways to collect appraisals from individuals, organizes, etc. The two ways can directly get the participants' evaluation of the company, but they may be subjective and complex. Streimikiene et al. (2020) conducted a questionnaire on 400 adults in the budget airline sector in Lithuania. It found that CSR in the budget airline sector was important for the Lithuanian customers. Nguyen and Leblanc (2001) interviewed consumers from three service industries: namely 222 consumers in retail services, 171 in telecommunications services and 395 in educational services to survey the relationships between corporate image, corporate reputation and customer loyalty. Compared with Streimikiene et al. (2020), the questionnaire conducted by Nguyen and Leblanc was quite representative, for its plentiful subjects and wide range of investigation. Mostafa et al. (2015), however, explored direct and indirect reasons that contribute to corporate image formation in a service recovery context. It mainly analyzed the complaints in interviews and mails from customers and revealed the importance of perceived justice in corporate image formation, which also provided a new perspective to research the corporate image.

2.2 Corporate Image from the View of "Personal Cultivation"

Apart from the research on corporate image from the point of "constructing by others", numerous researchers also devoted themselves to the "personal cultivation" of the corporate image, which refers to the company image created by an enterprise or its employees through language, pictures, or their specific behaviors.

Company profile is a means of publicity for the company, and the way a company introduces itself to the outside world (Li and Xu, 2021). Li and Xu (2021) collected company profiles of companies that were in the list of China's top 500 companies published in Fortune magazine in 2019, excluding companies without English company profiles. And the selected enterprises covered a wide range, including internet service, real estate, medicine and so on. Its range is quite wide that might ignore personalities. Therefore,

this study focuses on two companies in one industry. Xu and Zi (2020) also surveyed the company profile, selecting the Chinese and British company profiles of 100 listed companies and building a Chinese-English Parallel of Corporate Introduction to investigate the hidden corporate image constructing strategies in the English translation of the corporate publicity. Its comparative corpus is beneficial to enrich the content of Chinese image research and deepen the connotation of Chinese image research.

With the development of network platforms, the main carrier of corporate communication in China has changed from traditional media to network media with a high degree of multi-modality and strong interaction (Deng and Feng, 2021). Many companies make use of network media, like WeChat posts, websites, etc. to expand their influence. In the light of the increasing network, many scholars put their eye on research on hypertexts. Deng and Feng (2021) analyzed 90 WeChat posts of Catering companies during the COVID-19 outbreak (January 25 to February 25, 2020). It indicated that these companies assume the responsibility to ensure health and safety, popularize public epidemic prevention knowledge and convey positive attitudes, shaping a corporate image of caring for the public and giving back to the society. Meanwhile, Mou and Wu (2021) focused on the hypertexts of companies. It followed the time and provided other researchers a new perspective to research the corporate image. Nevertheless, it only made suggestions to improve hypertexts of companies from the discourse features of hypertext, not analyzed the existing hypertext, which may lose the readability and credibility.

2.3 Corporate Image Represented in CSR reports

Corporate Social Responsibility report usually introduces its company's sustainable strategies, policies, management, and revenues through three aspects: economy, society, and environment to indirectly communicate with stakeholders. And in the past few decades, CSR report has attracted increasing interest of many scholars and institutions around the world. Wu and Habek (2021) noted the trends in CSR reporting practices of Chinese listed companies. Britzelmaier et al. (2012) pointed out the most important trends and aspects of CSR reporting in China, and given some suggestions to enhance the receptivity of the stakeholders and the usefulness of the CSR report. Lock and Seele (2016) also researched the credibility of CSR reports, but it is an empirical study. It analyzed 237 CSR reports from 11 European countries.

CSR report with high credibility can shape a positive and reliable corporate image. Apart from the research on credibility of the CSR report, many scholars shone lights on the language of the CSR report to analyze the implicit corporate image. Ika et al. (2021) researched CSR reports of 12 agriculture companies listed on the Indonesia Stock Exchange (IDX) by using the content analysis. Results indicated that size positively influence CSR report in the agriculture industry, which

means the larger the firm, the more resources available for the firm to do CSR activities.

Xia and Xu (2020), based on systemic functional linguistics, conducted an eco-discourse analysis of CSR reports of Geely and Diamler. It mainly analyzed the unmarked themes like "WE" "Geely" or "Diamler" and the word "EMISSION" in these two companies' CSR reports. However, Hu and Sheng (2020) studied a wide range of the linguistics in CSR reports of Huawei, BT and Telstra, such as high-frequency nouns and verbs, keywords and their collocates. Similar to Hu and Sheng (2020), Hao (2021) also analyzed language in CSR reports of two logistic company, Sinotrans Limited and FedEx Corporate.

The above studies analyzed the CSR reports from discourse perspectives, promoting the progress of research related to different disciplines, and disclosing the corporate image shaped by companies in multiple industries through CSR reports. However, telecommunication industry hasn't been studied yet. Therefore, the study will analyze the characteristics of language in CSR reports of China Mobile Limited and Vodafone Group, aiming to underline the similarities and differences in two companies' images.

3. Methodology

3.1 Research Questions

We intend to answer the following three questions:
1) What corporate images are represented in CSR reports of China Mobile and Vodafone?
2) What are the similarities and differences between the corporate image of Chinese and British telecommunication companies on CSR reports?
3) What are the underlying reasons of different corporate images represented in CSR reports of China Mobile and Vodafone?

3.2 Corpus

The two companies' English version of CSR reports were downloaded from their official websites, and 10 CSR reports from 2011~2020 as data to establish two small sub-corpora of China Mobile and Vodafone respectively. Their main features are summarized in Table 1.

Corporate	Period	No. of Text	Tokens	Total Tokens
China Mobile	2011~2020	10	291,668	721,236
Vodafone	2011~2020	10	429,568	

Table 1: Corpus description

It can be seen that 721,236 tokens are in these twenty CSR reports, which is too large to be analyzed by hand, so we applied the corpus tool AntConc for data analysis. The above data were selected as following reasons: Firstly, both China Mobile and Vodafone are influential telecommunication companies around the world. In 2021, there are 16 telecommunication companies in the Fortune 500. China Mobile is a Chinese company and ranks high in the list of the

Fortune 500. And Vodafone, a telecommunication company of the United Kingdom, is one of the biggest telecommunication companies in the world. Hence, selecting the two companies is conducive to studying the impact of business ability and cultural differences on corporate image under the similar capacity and different social systems. Secondly, the two sub-corpora have relatively ideal comparability. A time span of 10 years is sufficiently large for analysis. The two companies' CSR reports are all used to introduce the companies' sustainable development strategy, annual performance and policies.

3.3 Analytical Framework

Based on Fairclough's (1992) Critical Discourse Analysis (CDA) theory, this thesis aims to analyze the image of China Mobile and Vodafone on the basis of a comparative analysis of the linguistic characteristics of these two companies' CSR reports.

CDA stems from Critical Linguistics, which is an analytical method of researching discourse from the perspective of criticism (Wang and Yang, 2008). Fairclough (1992) drew together language analysis and social theory upon a combination of more social-theoretical sense of discourse with the textual and interactive sense in linguistically-oriented discourse analysis. Hence, he created a three-dimensional discourse analysis framework that includes the text dimension, concerning to language analysis of texts; the discursive practice dimension, specifying the nature of the processes of text production and interpretation; the social practice dimension, attending to issues of concern in social analysis.

In fact, as far as Hu and Sheng (2020) were concerned, discourse and social culture contain and interact with one another. On the one hand, the use of language has an impact on the reproduction or renewal of social culture, which includes ideology, that is the power of discourse. On the other hand, discourse itself constitutes social culture, because it not only describes the world, but also constructs social relations and identities. As a consequence, we tend to analyze CSR reports from the points of text, discursive practice and social practice.

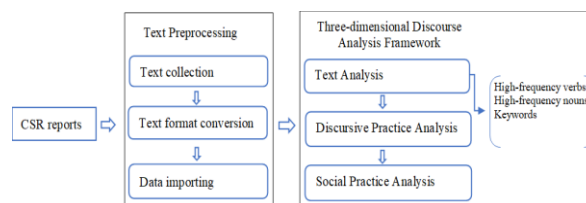### 3.4 Research Procedure

Figure 1: Research structure diagram of the study

Figure 1 above is an overview of the research procedure, and the details are described as follows.

Firstly, the PDF files of these two companies' CSR reports were collected. Secondly, those PDF files were transformed to txt format in order to be easily analyzed by AntConc. Thirdly, after text collection and

text format conversion, AntConc will be employed to carry out text descriptive analysis. The specific processes are: (1) adopting "word list" in AntConc to attain the table of high-frequency nouns and verbs; (2) making a comparison between China Mobile and Vodafone through "keywords".

Then we intend to analyze the discursive practice of China Mobile and Vodafone CSR reports, explaining the processes of text production interpretation, and the relationship between the text and the discursive practice. The comparison of these two companies' image represented in CSR reports would be conducted. The relationship between the two companies' CSR reports and social culture and ideology behind the corporate image would also be explored.

4.   Results and Discussion

4.1 Text Analysis of CSR Reports

Text analysis can be organized under four main headings: "vocabulary", "grammar", "cohesion", and "text structure" (Fairclough, 1992). The "vocabulary" is mainly analyzed, while other three parts will be partially included. As such, we will extract the words in CSR reports of China Mobile and Vodafone to generate two pictures of word cloud (figure 2)，which give an overview of situation of vocabulary in two companies' CSR reports. *China Mobile* and *Vodafone* are excluded, because they are normal words in these CSR reports and are not very important in this process.

Figure 2: Word cloud of China Mobile

Figure 3: Word cloud of Vodafone

The Figure 2 shows that words, like s*ervice, employee, manage, inform, custom, company, system, develop,* are extensively used in CSR reports of China Mobile. From Figure 3, while besides those words in China Mobile, it can be seen that CSR reports of Vodafone highly used *market, report, busy, use, emission, supplier, energy, etc.* This may be related to the global strategy implemented by Vodafone. Also, from the word clouds, it shows that both China Mobile and Vodafone frequently apply content words to reveal the things that they concerned. Hence, in the next section, the content words, like verbs and nouns, are analyzed to find out the behavioral characteristics of China Mobile and Vodafone.

4.1.1   Behavioral Characteristics Presented in Content Words

Usually, high-frequency content words reflect the work or problems concerned by the speaking subject, describe the actions taken by the speaking subject, and involve what the speaking subject thinks, says and does, hence being directly applied to shape the image of the speaking subject (Hu and Sheng, 2020). In this way, the article mainly studies the verbs and nouns to find out the behavioral characteristics of China Mobile and Vodafone.

4.1.1.1 High-frequency Verbs

As Fairclough (1992) put it, the word can happen differently in different times and places and for different groups of people. Therefore, the table only picks words with higher frequency and removes other forms of the same word with lower frequency for they actually represent the same action but actions in different condition. In the meantime, to look for representative actions of two companies, the table collected the top 20 high-frequent verbs to analyze their log-likelihood ratio and significance. And the standardized frequency is calculated as the following formula:

$$\text{normalized frequency} = \frac{\text{raw frequency}}{\text{total number of tokens}} \times 10000$$

In the meantime, the same top 20 high-frequency verbs are selected out, and then the rest top 20 high-frequency verbs of China Mobile and Vodafone are compared with the corresponding words in China Mobile or Vodafone respectively. The reason for this is to analyze their log-likelihood ratio and significance. Thereupon, a word table of two corpora through AntConc is created, while the sequence of the table is in the order of log-likelihood ratios. The specific information is shown in Table 2.

As we can see from Table 2, in China Mobile CSR reports, there exist some high frequent verbs like *have, use, support, improve, help, provide, etc.*, are the same words as some high frequent verbs in Vodafone CSR reports. While among these words, the words *have, support, use, help, etc.*, have strong statistical significance($p<0.001$), and there is non-significance in words *improve, provide, waste, need* ($p>0.05$). Hence, by analyzing these words with non-significance, we find that they are positive words, which indicates that the two enterprises have made great efforts to present a positive image of willing to offer services and help to the public and their employees.

No.	High-frequency Verbs	China Mobile		Vodafone		Log-likelihood Ratio	P
		Raw Freq.	Normalized Freq.	Raw Freq.	Normalized Freq.		
1	see	62	2.13	544	12.66	275.93	0.000***
2	operate	20	0.69	284	6.61	183.04	0.000***
3	built	164	5.62	37	1.27	143.34	0.000***
4	focus	77	2.64	410	9.54	139.16	0.000***
5	include	44	1.51	304	7.08	130.56	0.000***
6	use	327	11.21	956	22.25	126.35	0.000***
7	support	619	21.22	467	10.87	120.64	0.000***
8	promote	284	9.74	141	4.83	120.26	0.000***
9	have	875	30	1984	46.19	118.78	0.000***
10	carried	153	5.25	50	1.71	102.21	0.000***
11	launched	284	9.74	164	5.62	95.68	0.000***
12	believe	25	0.86	197	4.59	93.17	0.000***
13	ensure	186	6.38	551	12.83	75.13	0.000***
14	manage	57	1.95	255	5.94	70.80	0.000***
15	enable	51	1.75	234	5.45	67.07	0.000***
16	implemented	165	5.66	89	3.05	61.98	0.000***
17	reduce	151	5.18	427	9.94	51.99	0.000***
18	developed	280	9.6	216	7.41	51.53	0.000***
19	help	275	9.43	635	14.78	40.90	0.000***
20	monitoring	199	6.82	152	5.21	37.58	0.000***
21	made	197	6.75	157	5.38	33.20	0.000***
22	continued	162	5.55	140	4.8	21.37	0.000***
23	increase	112	3.84	270	6.29	20.41	0.000***
24	related	160	5.49	318	10.9	9.85	0.002**
25	needs	178	6.1	301	7.01	2.16	0.14
26	provide	320	10.97	426	9.92	1.86	0.17
27	waste	182	6.24	276	6.43	0.09	0.76
28	improve	346	11.86	508	11.83	0.00	0.96

Table 2: High-frequency Verbs Comparison

Although China Mobile and Vodafone have some same high frequent verbs, the collocates of these verbs are different. Take the verb "improve" as an example, making "improve" as a retrieval item and putting it in the "Concordance" in AntConc, we can get some concordance lines shown in (1), and (2), which shows that *customer, management and network* are highly collocated with "improve" in China Mobile CSR reports, while in Vodafone CSR reports, *energy, people* and *efficiency* are always appeared to the right of "improve" (partial concordance lines are displayed in No. 3 to 4). Thereupon, China Mobile tends to pay attention to the process, but Vodafone takes high priority to the results.

(1) We then established company-wide benchmarks of best practice in 3 areas including problem solving, management process and support mechanism in order to **improve network** quality. (China Mobile, 2011)

(2) We conduct company-wide customer satisfaction survey, collecting over 300,000 samples nationwide each year and using the survey data to evaluate the business performance of provincial subsidiaries as well as **improve** our **customer** satisfaction. (China Mobile, 2014)

(3) The push to **improve energy efficiency** across our networks is a fantastic opportunity to cut our carbon footprint and reduce costs. (Vodafone, 2012)

(4) We will innovate to **improve** access to finance, education and healthcare; **improve efficiency** in agriculture and working; and deliver low carbon solutions. (Vodafone, 2013)

Also, different from Vodafone CSR reports, *launched, promote, developed* etc. are mostly shown in China Mobile CSR reports. These words are grouped with the subjects *we, Mobile or mobile,* adjuncts *internal, remote, jointly, actively,* etc. and objects *system(s), mechanism* (see concordance lines in No. 5 to 6). And in Vodafone CSR reports, *reduce, focus, set, operate* and so on present highly. They always appear with *network, information, digital, chains, global, energy, emissions, carbon* and so on (see some concordance lines in 7 to 8). From this, the findings are that China Mobile lays emphasis both on internal and external development, cooperation and management, while Vodafone focuses on the development of products, services and environment.

(5) **We** have **actively launched** dedicated programmes focusing on the protection of the rights of our female employees. (China Mobile, 2012)

(6) **We actively developed** information technologies and devices which can execute fire positioning and real-time monitoring and directing to enhance forest security. (China Mobile, 2011)

(7) Our Carbon Connections study established the potential for mobile to improve business efficiency and **reduce carbon emissions**, identifying opportunities that could cut carbon emissions by 113 megatonnes by 2020 in Europe alone. (Vodafone,

2011)

(8) We **operate** a **global information** governance system that enables us to track the flow of customer data and ensure we apply appropriate governance and legal processes. (Vodafone, 2013)

Therefore, the corporate image of China Mobile is pragmatic, collaborative, and positive. Vodafone's corporate image is enterprising and sustainable.

4.1.1.2 High-frequency Nouns

Compared with verbs, nouns mainly indicate the things companies concerned about. Therefore, taking the same process as previous step, some controversial words with double part of speech were excluded, such as *control*, *approach*, *work* etc., and the rest top 20 high-frequency nouns were selected because they present the central point of two companies, which can be more representative.

The same top 20 high-frequency nouns are selected out, and the rest high-frequency nouns of China Mobile and Vodafone are compared with the corresponding words in China Mobile or Vodafone. See the details on Table 3.

No.	High-frequency Nouns	China Mobile Raw Freq.	Normalized Freq.	Vodafone Raw Freq.	Normalized Freq.	Log-likelihood Ratio	P
1	China	2522	86.47	20	0.47	4353.67	0.000***
2	Company	962	32.98	38	0.88	1458.21	0.000***
3	markets	26	0.89	1092	25.42	931.82	0.000***
4	system	894	30.65	160	3.72	886.95	0.000***
5	Mobile	2174	74.54	1165	27.12	824.72	0.000***
6	development	967	33.15	292	6.8	689.82	0.000***
7	women	12	0.41	681	15.85	606.36	0.000***
8	poverty	456	15.63	39	0.91	593.06	0.000***
9	platform	497	17.04	106	2.47	449.05	0.000***
10	management	1308	44.85	761	17.72	435.18	0.000***
11	countries	81	2.78	670	15.6	327.34	0.000***
12	emissions	222	7.61	1050	24.44	312.31	0.000***
13	consumption	506	17.35	248	5.77	218.06	0.000***
14	people	286	9.81	996	23.19	189.14	0.000***
15	information	1118	38.33	905	21.07	180.28	0.000***
16	safety	287	9.84	974	22.67	176.41	0.000***
17	suppliers	396	13.58	1189	27.68	167.23	0.000***
18	health	214	7.34	727	16.92	131.92	0.000***
19	level	445	15.26	297	6.91	114.65	0.000***
20	network	712	24.41	619	14.41	92.08	0.000***
21	Group	384	13.17	964	22.44	83.54	0.000***
22	business	490	16.8	1142	26.58	76.24	0.000***
23	areas	451	15.46	372	8.66	68.83	0.000***
24	industry	446	15.29	382	8.89	60.57	0.000***
25	technology	286	9.81	710	16.53	59.32	0.000***
26	data	566	19.41	1077	25.07	24.94	0.000***
27	service	866	29.69	1035	24.09	20.41	0.000***
28	employees	1037	35.55	1283	29.87	17.29	0.000***
29	customers	577	19.78	1050	24.44	16.98	0.000***
30	energy	691	23.69	985	22.93	0.43	0.51
31	Vodafone	0	0	3491	81.27	###	###

Table 3: High-frequency Noun Comparison

From Table 3, we can know that *employees*, *service(s)*, *energy*, *data*, *information*, *business*, *customers* and *management* appear in these two CSR reports. Among these words, only one word *energy* in two companies' CSR reports lacks significance (p>0.05). Other words, like *employees*, *data*, *information*, etc., reach the statistical significance (p<0.001). However, though *employees*, *service(s)*, *customers*, *work*, and *data* have statistical significance, their log-likelihood ratios are quite low, which indicates that China Mobile and Vodafone tend to use these words in their CSR reports. Therefore, we can draw the conclusion that both two companies attach importance to employees, services, business and so on, which is similar to the result of the research on Huawei company's image (Hu and Sheng,

2020). This is because CSR report emphasizes a company's progress of social responsibility obtained during a year. The differences are as follows.

Though the two companies have the same high frequent nouns, *employees*, *information*, *management*, and *energy* in China Mobile CSR reports are used more frequent than the words in Vodafone, which can be seen from the normalized frequency, vice versa. Furthermore, we find that "employees" highly collocates with *encourage*, *protect*, and *help*; "information" is in line with *security*; "management" is presented with, *environmental* and *system*; and "energy" highly appears with *saving*, *conservation*, *reduce* and *consumption* (see details from No. 9 to 11). Depending on this, we can know that China Mobile

pays close attention to the development of employees, information safety, and environmental sustainability.

(9) To improve career development mechanism and **encourage employees'** development; To **care for** employees' health and take various measures to **help** employees achieve work-life balance. (China Mobile, 2011)

(10) To enhance consumption transparency, protect **information security** and customer privacy and foster a healthy consumption environment; (China Mobile, 2011)

(11) we have implemented an overarching Green Action Plan which focuses on energy conservation and emissions reduction to improve our performance in **environmental management, energy** conservation and emissions reduction from the perspective of our company, supply chain and the society. (China Mobile, 2012)

As for Vodafone, the rate of *business, data, and customers* is higher than these words in China Mobile CSR reports. Through retrieving, it shows that "business" collocates with *sustainable*, *strategy*, *performance*, etc.; "data" comes with *customer*, *protection*, etc.; "customers" presents with *female*, *privacy*, *information*, etc. (see details from No. 12 to 15). The results disclose that Vodafone emphasizes on the development of the company, female rights or equality and privacy of data and customers.

(12) We aim to grow our **business** in a **sustainable** way. (Vodafone, 2012)

(13) …to the business on the rights and interests of Vodafone Germany's customers regarding privacy and **data protection**. (Vodafone, 2014)

(14) By tailoring our services for women, we aim to attract more **female customers** at the same time as bringing the benefits of better access to telecommunications to them and their families. (Vodafone, 2011)

(15) In realising this ambition, safeguarding **customers' privacy** and security, and protecting younger users from inappropriate content and contact online, is increasingly important. (Vodafone, 2011)

Also, "poverty" specially performs as high-frequent nouns in China Mobile CSR reports. Through analyzing the concordance lines that contained these nouns, the finding is that "poverty" tends to group with *alleviation, relief, reduction, elimination, stricken areas*, etc. This underscores that China Mobile prioritizes doing its part in solving the social problem. And "emissions" and "women" particularly show in Vodafone CSR reports. Also, retrieving "emissions" and "women" respectively, we can see that "emissions" collocates with *carbon, gas, reduce*, etc.; "women" is in line with *empower, ensure, enable, connect, inspire*, etc. Thus, Vodafone is responsible for the development of women and environment.

According to the analysis above, the corporate image of China Mobile is responsible for people, society and surroundings. Vodafone's corporate image is putting high value on equality, customers and privacy. Both China Mobile and Vodafone take environmental sustainability seriously.

4.1.2 Focal Features Presented in Keywords

Keywords are important words. Scott and Tribble (2006) explained keyness as quality words that may have in a given text or set of texts, demonstrating that they are important, and they reflect what the text is really about. While Scott and Bondi (2010) explained the words with keyness are prominent in some way in a text, and their prominence may lead people to perceive the aboutness of the whole text or of certain parts of it, and it may assist people to perceive something about the style of the text which is different from styles of other texts.

According to the instructions in AntConc, keywords of China Mobile's CSR reports should take Vodafone's CSR reports for reference, vice versa, then compared with Vodafone's CSR reports, words appear more frequently in China Mobile's CSR reports are keywords of the CSR reports, and relatively, the frequency of the keyword is keyness. The specific situation of this keyword list is shown in Table 4.

	China Mobile CSR		Vodafone CSR	
	Keywords	Keyness	Keywords	Keyness
1	China	4353.67	Vodafone	3617.98
2	Mobile	3842.64	markets	931.82
3	Company	1458.21	women	626.07
4	system	886.95	UK	491.00
5	Limited	748.02	working	418.27
6	Management	700.38	India	407.29
7	development	689.82	see	351.74
8	poverty	593.06	countries	327.34
9	Number	560.55	privacy	317.01
10	CSR	556.08	emissions	312.31
11	alleviation	487.08	Code	308.80
12	service	458.19	Africa	298.96
13	yuan	458.11	tax	298.24
14	Indicators	452.68	section	286.86
15	platform	449.05	global	275.56
16	management	435.18	emerging	274.48
17	provincial	425.52	country	243.18
18	communication	419.46	contractors	226.32
19	construction	415.79	example	213.90
20	Internet	413.31	Tanzania	213.49

Table 4: Keywords Comparison

Table 4 exposes that, the highest keyness of keywords are the names of the two companies, China Mobile and Vodafone, indicating that corporate image is highly respected by these two companies.

China Mobile's keywords are *China*, *Mobile*, *Company*, *alleviation*, *poverty*, *system*, *platform*, *communication*, *service*, etc. Hence, China Mobile focuses on social problems like the fight against poverty. Vodafone includes the keywords: *Vodafone*, *women*, *markets* and so on. This reveals that Vodafone assumes more responsibility of women. In particular, countries like *India*, *the UK*, *Africa*, *Tanzania* have high keyness. Thus, Vodafone focuses on its globalization strategy.

Above all, China Mobile is people foremost and responsible for social issues. And Vodafone is internationalized and pays attention to human rights.

4.2 Discursive Practice Analysis of China Mobile and Vodafone CSR Reports

As Fairclough (1992) put it, discursive practice involves processes of text production, distribution and consumption, and the nature of these steps varies between different types of discourse according to social factors. And since 2006, China Mobile has released Chinese and English version of CSR reports annually. While Vodafone published the CSR reports much earlier in 2000. The reports are prepared in accordance with the core option of the GRI (Global Reporting Initiative) standards, focusing on the information about its economic, social and environmental sustainability development.

4.2.1 Differences in Source of Information

Fairclough (1992) mentioned that texts have variable outcomes of an extra-discursive as well as a discursive sort. For example, some texts lead to war or to the destruction of nuclear weapons; others to people losing or gaining jobs; others change people's attitudes, beliefs or practices. Therefore, take the 2020 English version of China Mobile's CSR report as an instance, to increase the credibility of the CSR reports, China Mobile collected its data and information from various channels, such as the relevant internal data collection system and statistical reports of the company (The information comes from the page 62 of the 2020 China Mobile's CSR report). In the same way, take 2020 version of Vodafone's CSR report as an example, unlike China Mobile, Vodafone used an electronic collection process (The information comes from the page 29 of the 2020 Vodafone's CSR report). In addition, much data of the CSR reports is gathered through technology and suppliers, which is in accordance with the high-frequency nouns shown in the Table 3. Therefore, the applied strategies would influence the languages in CSR reports, then have an impact on the renderings of the corporate image.

4.2.2 Differences in Usage of the Cases, Pictures and Figures

In order to illustrate its work on society, economy and the environment more clearly and precisely, China Mobile wielded large numbers of cases, pictures and figures. For example, from page 4 to 11 in China Mobile's CSR report 2020, there are numerous figures, 5 cases and more than 10 pictures and graphics. This supporting information shows the concrete data in a direct way, which is easier for readers to get the information and understand the achievement that China Mobile has obtained, building an image of credible and responsible. Nevertheless, Vodafone Group applied much less cases and pictures in the 2020 report than China Mobile CSR report 2020 and its previous CSR reports like CSR report in 2014~2015. The reason may be that Vodafone breaks down the content and put the content in dedicated reports.

4.3 Social Practice Analysis of China Mobile and Vodafone CSR Reports

According to Fairclough's three-dimensional discourse analysis framework, social practice analysis under the perspective of critical discourse analysis aims to unveil the social practice factors influencing the production and interpretation of discourse or social culture factors including ideology (Hu and Sheng, 2020). Compared with Vodafone CSR reports during 2011 to 2020, China Mobile CSR reports are in the social practice of poverty eradication. Hence, the high frequent vocabularies are *poverty, alleviation and so on*. While Vodafone is under a social culture of human rights, individualism, equality as well as industrialization. Therewith, their reports have many words like *privacy*, *equality*, *women*, *technology*, etc.

5. Conclusion

Owing to the self-built corpora of China Mobile and Vodafone, and the appliance of the Fairclough's three-dimensional discourse analysis framework, this paper analyzes the corporate image represented in these two companies' CSR reports, finds out the similarities and differences among these reports, and reveals the implicit ideology factors to the differences. The findings manifest the similarities: two companies are all sustainable, positive, and human-centered. While the differences are that, as a state-owned enterprise, China Mobile pays more attention to its effort to solving the social problem, poverty; Vodafone tends to help women gain equality and has the ambition to expand its business. Additionally, through social practice analysis, the ideology and social culture have an impact on the difference between Chinese and foreign companies.

To sum up, it should be noted that this research, to some extent, develops the research of enterprises in telecommunication industry, and attributes to the external propaganda work of Chinese companies. However, some shortcomings should be pointed out: (1) the size of corpora is small, thus may lack the representativeness; (2) there already existed several studies on the vocabulary, hence future research can try to extend to the rhetoric or typical sentences.

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