

Appendix 2

In Section 2 of *Multimodal News Analysis across Cultures* we report the frequency and range of expressions that refer to the national day in the China Day corpus (reproduced here again in Table 1). As we state in that Section, *huadan* (华诞), *shengri* (生日) and *huangjinzhou* (黄金周) were identified through close reading of the texts rather than being present among the top 200 most frequent items. The other node words in Table 1 occur respectively at rank 7 (*guoqing*/国庆), 158 (*zhounian*/周年) and 182 (*shiyi*/十一) of the frequency list.

Table 1 The investigated expressions referring to the national day with their frequency and range

Node words	Pinyin	English translation	Frequency	Range
国庆	guoqing	national celebration	458	191
黄金周	huangjinzhou	golden week	160	180
十一	shiyi	October 1	24	23
周年	zhounian	anniversary	45	39
生日/华诞	shengri/huadan	birthday	25	22

Here we provide further explanation for how the frequency counts for each node word were calculated: First, irrelevant instances were in general not included in the frequency count, i.e. occurrences where the node words do not refer to the national day. For instance, there are several examples where *Guoqing* is a person's name, and *huangjin* refers literally to gold. Second, to avoid inflating frequencies, occurrences of *guoqing huangjinzhou* (国庆黄金周 – 84 instances) and of *shiyi huangjinzhou* (十一黄金周 – 47 instances), were included under the counts for the headword *huangjinzhou* (黄金周) and removed from the counts for *guoqing* (国庆) and *shiyi* (十一). This means that *guoqing huangjinzhou* (国庆黄金周) and *shiyi huangjinzhou* (十一黄金周) were counted only once rather than twice.