

Critical Discourse Analysis in the Field of Public Health Safety

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ABSTRACT. *Public health plays an important role in China's social development. With the popularization of internet and the development of information openness, people pay more and more attention to public health. Critical discourse scientists have a unique understanding of the concept of critical discourse, and reveal various social phenomena of social discrimination and social inequality through discourse analysis of social problems and social ideology. From the perspective of critical discourse theory, this paper analyzes and studies the discourse of public health reports in China since the founding of New China. Taking year as a time node, this paper sorts out the relevant literature of critical discourse analysis in the field of public health in China during this period, trying to present the research status and characteristics of critical discourse analysis in China, and providing a profile of the domestic research status of critical discourse analysis.*

KEYWORDS: *Public health safety; Critical discourse analysis; Research status*

1. Introduction

Critical discourse analysis, also known as critical discourse analysis, originates from critical linguistics and is an independent branch of discourse analysis. Fairclough, a British social linguist, has made an indelible contribution to critical discourse analysis, defining discourse as "language use as social practice" [1]. Critical Discourse Analysis (CDA) reflects the linguistic turn in the study of social problems. It reveals the social significance expressed by language and how language establishes and maintains the power relations among social organizations by analyzing the language structure. In the past 30 years of its development, CDA has formed its own research perspective and method, which embodies the cultural turn of linguistic research and the linguistic turn of sociological research in recent years, and is one of the most active interdisciplinary research fields in linguistics [2]. In order to accurately describe the changing process of public health reports in China, it needs the support of academic theory, and it is also necessary to combine news

texts with the historical background of social changes, so it is necessary to introduce critical discourse analysis as a theoretical tool.

From the perspective of critical discourse theory, this paper analyzes and studies the discourse of public health reports in China since the founding of New China. This paper attempts to present the research status and characteristics of critical discourse analysis in the field of public health in China, and provide a profile of the domestic research status of critical discourse analysis.

2. Research Status of Critical Discourse Analysis

2.1 Theoretical basis

Critical Discourse Analysis (CDA) is closely related to Systemic Functional Linguistics (SFL), which provides theoretical basis and analytical methods for CDA and is the linguistic cornerstone of CDA. Therefore, we should explore the basic context of integrated risk management in the context of social risk culture. The cultural context of social risk has active reaction, which is manifested in both positive and negative aspects [3]. The cultural context of social risk is the external environment of integrated risk management. From discourse practice to social practice, this paper explains the construction of German national identity. The producers of news discourse must also have their own aesthetic standards when collecting and writing news. Nowadays, the aesthetic function of news has been paid more and more attention, and the content of scenes and atmosphere perceived by discourse makers has also increased [4]. On this basis, the difference between critical discourse analysis and western rhetoric is that the former emphasizes that language analysis can reveal the ideology in discourse, construct the listener's thinking through language, and guide the listener to participate in the construction of social reality. Criticism is to reveal the power relations and ideology which are used to in social life. The purpose of criticism is to uncover the veil covering the relationship between ideology and power structure, break through the ideological shackles, and promote the process of social change.

Marx's dialectical materialism has a profound influence on critical discourse analysis, especially the dialectical discourse view practiced by Marx in economic, political and historical analysis has methodological guiding significance for critical discourse analysis [5-6]. Discourse description mainly analyzes vocabulary, grammar, semantics and discourse organization. Discourse practice is the link between text and social practice, focusing on the production process and interpretation process of text. The manifestation or sign of the social characteristics of the speaker and the specific characteristics of the social culture in the speaking occasion. Rhetoric research should study the ways in which actors use language according to their own intentions in certain interpersonal framework and context conditions, and also study the mechanism by which other actors interpret discourse

meanings and make relevant responses through certain media. In the view of critical discourse analysis scholars, criticism takes a clear political stand as the starting point, analyzes the meaning of discourse in a certain social context, and takes actions to transform society by reflecting on many social problems [7]. In the context of risk culture, integrated risk management includes three branches: risk management, public health management and emergency management. From risk management to public health management, from public health management to emergency management, the fresh air and risk sources derived from public health management and emergency management will return to the starting point of risk management, which is a circular process.

2.2 Hot topic

Critical Discourse Analysis (CDA) is an effective tool for discourse analysis, and how to use it is also a question that scholars need to think about. Ideology, power, identity construction and discourse strategy are hot topics in critical discourse analysis, among which ideology and power are the core concepts. In the context of social risk culture, to identify whether the public health ranking perceived by the public is rational, we can usually divide it into four pairs of relationships with public health by using two dimensions, namely, those with strong perception of great harm, weak perception of little harm, weak perception of great harm and strong perception of little harm. It emphasizes the important linguistic view and methodological significance of systemic functional linguistics to critical discourse analysis and even eco-critical discourse analysis. Discourse analysis based on functional linguistics can provide linguistic description and explanation for media discourse research, and communication analysis methods such as public opinion analysis also provide some enlightenment for discourse analysis. Critical linguistics, based on systemic functional linguistics, puts forward that language is a kind of social practice, and language intervenes in social order and economic order through the reproduction of ideology. The text department analyzes the different levels of discourse structure; The context part analyzes the cognitive and social factors of the production of these text structures, thus analyzing their economic, cultural and historical roots.

In addition, "criticism" in critical discourse analysis is different from what we usually understand as criticism. Social practice and ideology are the core contents of classical Marxism. By discussing the influence of social practice of language and ideology of language on critical discourse analysis, the two scholars systematically expounded the philosophical origin between critical discourse analysis and Marxist philosophy and methodology from two aspects of critical methodology and dialectical methodology. Each discourse sample is unique in structure. Among them, montage-style parallel narrative method is not available in the first two groups of discourse samples. Some reports draw lessons from montage's lens narrative technique, depicting one lens after another with words, switching one picture after another with words, getting rid of the traditional straightforward narration, and

making the lens picture and plot naturally excessive and unobtrusive. Pragmatics is one of the earliest attempts to link language and context in linguistics, and to use language as action, not just to reflect the behavior of a country and the affairs of the world. At least pragmatics is a constructivist discourse method that is in harmony with criticism and society in principle [8].

2.3 Hot spot method

Critical Discourse Analysis (CDA) and Cognitive Linguistics (Cognitive Linguistics) are also converging, and the application of corpus linguistics and cognitive linguistics in CDA has become a striking highlight [9]. Critical discourse analyzes language and reveals society. After this research method was introduced to China, scholars first made a deeper understanding and interpretation of this research paradigm, and then the academic circles launched a dynamic development introduction in this field in various journals for decades, thus popularizing this introduced research paradigm. Theoretically, around these factors, there are many aspects related to the concepts of culture, knowledge and language criticism in postmodernism. The role of critical discourse analysis in the social changes of postmodernism and its contribution to the study of social criticism are systematically discussed. Therefore, public health management is a very complex management activity. First of all, we should try our best to find out what exists in society. This paper combs and analyzes the research of genre intertextuality from the perspective of critical discourse analysis from two aspects of social and cultural changes and critical genre analysis, points out the existing problems in the research of genre intertextuality at present, and puts forward that the future research should pay attention to both intra-linguistic and extra-linguistic studies and re-contextualization of China.

3. Macro-trend of Discourse Changes in Public Health Reports

3.1 The fading out of political discourse and the infiltration of mass discourse

In the early public health reports, political discourse mainly reflected the priority and effectiveness of politics in disease treatment, and politics replaced medicine. Interpreting the generative process is a medium for describing texts and explaining social practice, focusing on analyzing the generative process of discourse and the influence of common sense assumptions on discourse. Different parameter estimation methods can be selected according to the characteristics of input data, and sometimes the data should be processed according to actual needs to meet the requirements of parameter estimation methods. Fairclough's three-dimensional analysis model is widely used as a classic model of critical discourse analysis. These scholars are not satisfied with using the existing analytical framework for critical

discourse analysis, and have tried to introduce a variety of analytical frameworks as possible tools for critical discourse analysis in the future. In the discourse samples of SARS group, the logic closely related to medicine and politics is hidden in the media, but it has not completely disappeared. Through intertextuality analysis, it can be found that the discourse samples of SARS group bid farewell to the situation of mechanically copying government discourse, and medical discourse appeared. Under the condition of fully considering the development of the times and the existing ability, there is a pair relationship of public health in the governance with priority and time. Below we will select several representative relationships to understand the specific operation mode of public health management.

Ideology exists in language symbols and other symbol systems. The research object of critical discourse analysis in China is mainly single language modal discourse, ignoring the multimodal nature of discourse; China has its own national conditions, is at a different stage of civilization development from western society, and has its own way of criticizing society. The research paradigm of critical discourse analysis may not be completely feasible in China. As an objective existence, human beings are also one of the sources of risks. Man's natural attribute determines that man is an individual who pursues interests. Under the condition of market economy in China, the individual's profit-seeking nature has been released to a great extent. Because of the powerful social influence of SARS, the theme of reporting on SARS is not limited to the medical field, but breaks the structural arrangement that public health events take "medicine" and "disease" as the main body, and begins to meet the needs of economy, legal system and the public. Although it is difficult for the disadvantaged groups to resist the control of the hearing process by the strong power, they can deconstruct the discourse hegemony of the strong groups and promote the social democratic process. However, the classic three-dimensional model also has defects, which only focuses on the interpretation of language and social phenomena, but does not reflect the ultimate goal of critical discourse analysis, that is, to transform society and promote social change.

3.2 Desalination of official documents

In the mode of "discourse-cognition-society", social cognition is the intermediate medium to regulate the relationship between discourse and society, and discourse reflects social cognition through thinking model. If the theoretical foundation is not solid enough, it will directly affect the authenticity and practical significance of the subsequent conclusions and reduce the credibility of the research. In H7N9 discourse samples, loose sentences and jumping strokes are frequently used, which makes the articles free and full of changes. The development of events is carried out, developed and deepened with each loose sentence. At present, ecological discourse analysis mainly focuses on critical discourse analysis of ecological environment-related discourse, which belongs to the research category of ecological critical discourse analysis, also known as critical ecological linguistics. For example, in the

catering industry, there are some individual operators who use inferior raw materials to save costs and endanger people's physical and mental health [10]. In addition, with the accumulation of reform and opening up for decades, the individual's profit-seeking has gradually evolved into the group's profit-seeking, that is, in order to maintain and maximize the interests of this specific group, vested interest groups are bound to threaten the public interests of society. The analysis objects are mainly news discourses of traditional media, while the research on new media discourses such as Weibo and WeChat has just started, while the research on other types of discourses needs to be improved. Therefore, when studying critical discourse analysis, Chinese people should uphold the attitude of critical inheritance, clarify concepts, master methods, and make use of them according to national conditions.

3.3 From blind optimism to reflection

As far as health communication research is concerned, the more serious epidemics, such as SARS and H1N1, the more extensive public discussion can be triggered. Social network analysis can show the huge network composed of all users participating in public discussion and its internal structure through big data mining. In SARS reports, although the subjective color of articles has faded, most articles are full of positive and good atmosphere, and most of the articles end with discussion language of outlook, thinking or longing. General discourse is characterized by linguistic diversity, and public health institution discourse is no exception. From the public government information, it involves both general discourse and public health terminology (such as chronic diseases, tuberculosis, food-borne diseases, etc.). For example, in the middle of the epidemic, "wearing a multi-layer mask to prevent the virus" can easily aggravate the public's panic, anxiety and depression about the lack of masks; "Eating Radix Isatidis and smoked vinegar can prevent coronavirus" will cause irrational behaviors such as public snapping up and drug abuse; "Virus infection is mostly among the elderly" will make some young audiences relax their vigilance and guard against the disease at the early stage of the epidemic. The centralized reporting and attention to a specific event in the forum has played a role in fueling information dissemination and is a concentrated expression of the amplification effect of social risks.

4. Discourse Change and Social Transformation of Public Health Report

4.1 Changes in the ideological environment

For a long time, for events such as public health that may have a negative impact on society, our government has adopted the management idea of sealing, delaying and concealing, which is beneficial to social stability. In the Internet age, almost everyone can express their opinions and viewpoints in a hot social event. When the

poster's remarks are browsed, commented and forwarded, they will have certain influence, and the poster may even become an opinion leader. Form written information on the recent work and its progress, and report it to the public on the Internet. "Providing emergency Emergency measure" mainly involves explaining Sudden illness or accident handling methods before being handled by professional medical staff. If some Twitter users get more replies than other users and more mentions in other users' speeches, we think that these users have stronger ability to attract attention and have more potential listeners. However, we should also understand that not all risk problems are suitable to be solved in the early warning period before an emergency occurs. This is mainly because the objective risk itself is uncertain, which will cause the emergency to develop to the next stage.

4.2 The promotion of media marketization

In 1944, lazarsfeld put forward the famous theory of "opinion leader" in the book *People's Choice*. On this basis, people put forward the concept of "opinion leader" in the Internet age. At the beginning of 1990s, China began the process of marketization, and the marketization of media also started from this moment. Before this, the production of news discourse almost completely followed the principle of "politics first", and the opening of the marketization process of media had a great impact on news discourse. These nodes may not attract much attention in absolute number, but they play an important role in information transmission among those groups that exert influence. If you leave these nodes, those groups will be isolated and scattered groups and cannot see or hear each other. As the expansion and supplement of general discourse, public health institution discourse will be enriched and developed with the progress of its own professional field, and will also promote the common growth of general discourse and other related professional discourse, and enrich the diversity of language ecosystem. Specific to the public health report, it means that the public discourse guided by market logic actively seeks the way of harmony with the political discourse dominated by ideology.

5. Conclusion

Critical Discourse Analysis (CDA) is based on Systemic Functional Linguistics. Ideology and power are the core concepts of critical discourse analysis. Identity construction and discourse strategy are the hot research topics. As a specific discourse, public health institutions are mainly responsible for disease control, supervision, emergency management and health promotion from the perspective of social functions reflected in the discourse. As a platform for disseminating information, media has become the darling of the times. The baptism of market economy, the expansion of material desires, and the needs of individual survival and development make self-awareness rise day by day. Public health emergencies are bound to attract wide attention from the government and the public. If the new

government media can't deeply study the discourse of public opinion response and make accurate and appropriate response, it may lead to the loss of control of public opinion and negative social impact.

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