Research on the Image Construction of the CPC from the Perspective of Conceptual Metaphor

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Abstract: In the historical period of the centenary of the founding of the Communist Party of China (CPC), news media carry out multidimensional reports to the outside world, which is an important window for Chinese media to build the "centennial party image of the CPC". Based on a self-built small corpus, this paper selects 264 reports on the theme of "the centenary of the Founding of the Party" in China Daily in 2021 as the corpus, uses MIP metaphor recognition mechanism and conceptual metaphor theory to analyze the centenary party image of the Communist Party of China constructed by metaphor in the reports. The study found that the newspaper mainly used war metaphor, journey metaphor and architecture metaphor: the country is a building. These three metaphors construct a series of positive political images of the Communist Party of China, such as "hard struggle, dare to struggle". By analyzing the image of the centennial Party constructed by the report, it will not only promote the centennial spirit of the Party internally, but also strengthen the dissemination of red culture externally, highlighting the international vision of the Centennial Party and spreading the glorious image of the Centennial Party.

Keywords: centennial party image, conceptual metaphor, media discourse

1. Introduction

A good political party image is one of the important results to measure the CPC's governance. At present, as China enters the "new stage of development" and its status in the international community continues to rise, in the context of all media, with the powerful impact, timeliness and communication of media discourse, it is of great significance to actively build the persuasive and attractive image of the century-old party of the Communist Party of China to further spread Chinese wisdom culture abroad.

As our country increasingly approaches the international stage, the research concerning media discourse based on external communication deeply concerns. Media discourse is an important medium for media communication. The academic circles specialize in using media discourse to focus on the construction of national image and analyze the building and dissemination of national image through media discourse. Critical discourse analysis believes that discourse not only serves society but also reflects society, and is committed to revealing the ideological significance and power relations behind language [1], while conceptual metaphor theory can interpret the potential opaque ideology in discourse[2], which is frequently used in media discourse. The integration of the two concepts conceptualizes and completes the self-construction of the world selectively constructed by the author according to different ideologies, which further promotes a broad development prospect for both sides. There is a rich metaphor in the relevant report on the centenary of the founding of the party, and it is very important to explore the implied ideology, to explain the image of the political party constructed by the media writers and the operation mechanism of public opinion guidance, so as to enhance the soft power and international influence of the country.

2. Literature Review

Conceptual Metaphor Theory (CMT) is an important theoretical cornerstone of cognitive linguistics. Metaphor is ubiquitous in human's daily language, and has become an important tool for people to understand and describe the world. At present, the models of conceptual metaphor research mainly fall into the following categories: 1) Speculative research at the theoretical level[3]; 2) Empirical research, often combined with corpus research, appears in translation studies of literary works[4]; 3) Conceptual metaphor is increasingly applied to politics because of its function of revealing or constructing ideology[5], diplomacy[6], advertising[7] and other fields, and become an effective entry point for

relevant research on national image building; 4) In recent years, conceptual metaphors often appear in epidemic prevention and control reports[8].

For the Chinese people, the Party's image concerns the future and destiny of the country as a whole. Therefore, it is very important and necessary to study the image of the Party. Most of the previous studies on the image of Chinese political parties were purely theoretical analysis of the image of political parties in the dynamic evolution process, or in the context of the national image, the image of Chinese political parties was only explained as a part, or from the perspective of the framework of the report on the centennial of the founding of the Party[9]. Few studies have made in-depth analysis of the image of political parties from the perspective of linguistic research, and the existing research results have not focused on the study of the discourse reported by China Daily, an English newspaper with the nature of the Party newspaper, on the centenary of the founding of the Party. In view of this, this study intends to start from the perspective of conceptual metaphor, collect relevant reports about the centenary of the founding of the Party in China Daily within a specific period of time and try to analyze the effect of constructing the image of Chinese political parties under the background of the centenary of the Party.

3. Research Design

3.1 Selection of media and research period

China Daily (CD) has a history of more than 40 years. As the most authoritative and influential English newspaper in China, it is not only an important medium for China to interact with the world, but also an effective communication platform for entering the international mainstream circle. Use your browser to access CD's official website, and enter "centenary" and "100th" in the search box. In order to ensure the timeliness of news, the selection time of corpus takes July 1 as the basis point, and extends it forward to June 24 and then to July 7, totaling 14 days. Then through manual retrieval, delete videos and pictures, as well as their introduction text and irrelevant articles, a total of 264 valid samples, the number of tokens is 155, 377.

3.2 Research methods and metaphor recognition

This paper first read the corpus carefully, combined with the word frequency table collected by AntConc3.2.4 software, and used the artificial metaphor recognition program MIP proposed by Pragglejaz Group for metaphor recognition to determine the key words of metaphor expression. It also uses its index function to conduct the final verification and statistics of metaphorical expressions in different contexts. The concept of "source domain Resonance" is also adopted here for statistics, and the formula is Resonance $=\sum$ type $*\sum$ token. The appearance of different candidate metaphor keywords is set as type, and the different forms of metaphor are set as token. The source-domain resonance value multiplied by the two can reflect the identification breadth and frequency of attitude. The higher the resonance value, the more realistic the frequency and importance of the metaphor. Finally, the paper explains the metaphors of statistical classification, analyzes the ideology and value orientation behind them, and then summarizes the internal logic of the paper choosing these metaphors to construct the image of Chinese political parties.

4. Metaphor interpretation and image analysis

After classifying the selected metaphors according to the above research methods in accordance with the conventional methods in the academic field, this paper uses the mapping from source domain to target domain as the basis for classification. After identification, the corpus contains a wealth of metaphors. This paper makes an in-depth analysis of the use of three kinds of metaphors with high resonance value, and discusses how CD conveys the Communist Party's understanding of its own role and its plan for construction to the public through metaphors.

4.1 War Metaphor

War metaphor appears most frequently in the corpus of this study. As shown in Table 1, the keywords of this metaphor mainly include 63 kinds, such as "fight", "success", "safeguard" and "struggle".

Table 1: Keywords and frequency of war metaphors

keywords	frequency	keywords	frequency	keywords	frequency	keywords	frequency
fight	118	forefront	9	attack	2	counter	1
success	109	defeat	8	target	2	security line	1
safeguard	50	goal	8	thwart	2	beset	1
struggle	38	succeed	8	tactics	2	security	1
win-win	31	aggression	6	danger	2	suppress	1
successful	28	vanguard	5	challenge	2	triumphant	1
two sides	26	front line	5	combat	2	villains	1
defend	21	bully	4	enemy	2	capitulate	1
victory	20	frontline	4	stand	1	protest	1
front	20	victorious	3	beat	1	confront	1
strategy	17	stance	3	turbulent	1	backpadal	1
strategic	17	ally	3	pioneer	1	higack	1
confrontation	16	rival	3	crack down	1		
overcome	15	sacrifice	3	dangerous	1		
win	12	war	3	resist	1		
battle	11	confrontational	3	conflict	1		
protect	11	die	2	guard	1	total	677
Resonance : 63 × 677 = 42651							

War metaphors are most common in political discourse. War metaphor is a typical structural metaphor. The concepts in the origin domain of war include the two sides of the war, the goal, the strategy, the stage and the result of the war. Such as:

Example (1): Since the pandemic broke out, the CPC has held online meetings with Nepal's major political parties on promoting China-Nepal cooperation under the framework of the Belt and Road Initiative, jointly ***fighting*** the pandemic and providing medical and material help through intra-party channels.(2021-06-30)

Example (2): "Putting people's safety and health first, the CPC and Chinese government has led an all-out fight against COVID-19 epidemic, marking a major strategic achievement in ***fighting*** the virus,"Zhang said.(2021-06-26)

From example (1), it can be seen that many countries had an "anti-globalization" attitude during the epidemic. However, at the beginning of the outbreak of the epidemic at home, the CPC actively responded by accelerating the research of countermeasures at home, vigorously supporting the foreign countries and providing scarce materials. In this special period, the CPC reflects the image of a major country with responsibility, unity and vision of the world pattern. During the epidemic, the CPC actively communicated with political parties around the world, and the image of our Party as a glorious political party was further established in front of the world. Quoting from the statement made by the Chinese Consul General in Los Angeles, the CPC and the Chinese government, as commanders, have led the whole country in the fight against diseases with the first purpose of the people's health and safety, and achieved remarkable results. The CPC not only cultivates the spirit of dedication among its members and cadres, but also demonstrates to us the excellent moral character and indomitable perseverance of serving the people.

4.2 Journey Metaphor

The classic metaphor of "national development is a journey" can be found everywhere in the corpus of this study. Table 2 shows the keywords and frequency of occurrence of this metaphor as well as the resonance value of the source domain.

As a typical spatial metaphor, the concept of journey metaphor contains three basic elements, namely guide, road and direction. That is, the traveler must follow a guide or a route map to get to the destination from the starting point and in the right direction. There will be many stumbling blocks along the way, and there may be some disorientation, such as:

Example (1): Vucic said he firmly believes that the CPC will continue leading the Chinese people to ***stride forward along*** the ***path*** of socialism with Chinese characteristics. (2021-06-24)

Example (2): With the strong leadership of the CPC, the Chinese nation will surely overcome ***risks*** and ***challenges*** on its way forward.(2021-07-02)

As can be seen from example (1), CD constructs the metaphor that "national development is a

journey", regards the direction of development as the direction of travel, the Party as the leader on the journey, and the people as the passengers on the journey. It regards the development goals that the country hopes to achieve, such as building a modern socialist country, as the end of the journey. The "demons and ghosts" facing the development of the country are regarded as the bumpy road conditions on the road of travel, after overcoming numerous difficulties, finally set foot on the road of socialism with Chinese characteristics. As can be seen from example (2), a series of sub-journey metaphors such as "risks" and "challenges" highlight the hardships the party has gone through, and the CPC is portrayed as a leader who will set China on the right path, demonstrating the party's purpose of serving the people wholeheartedly and the people's determination to follow the Party unwavering. It also expresses the people's enormous trust in the Party and presents us with the image of a responsible party that is not afraid of hardship or difficulties.

Table 2: Keywords and frequency of journey metaphor

keywords	frequency	keywords	frequency	keywords	frequency	keywords	frequency
goal	125	move with	9	along	3	trip	1
path	96	course	8	command	3	march	1
Belt and Road	76	step	7	march towards	2	steadfast	1
journey	66	setbacks	5	road map	2	move away	1
stage	37	difficulties	5	accelerate	2	prospects	1
toward	25	move toward	5	progress	2	adversity	1
strides	20	forward	5	advance toward	2	reach	1
direction	14	travel	5	danger	2	failures	1
move forward	13	aim	5	towards	2	move into	1
ahead	13	phase	5	bumpy	2	barrier	1
march toward	12	starting point	5	purpose	1	rugged	1
challenges	12	turning points	4	move ahead	1	speed	1
forge ahead	11	crossroads	4	push toward	1	blueprint	1
way	11	track	4	problem	1	trajectory	1
risks	10	orientation	3	move	1	juncture	1
road	9	routes	3	leap forward	1	total	676
Resonance: 63×675=42525							

4.3 Architecture Metaphor

From the *Table 3*, we can know that buildings are universal, which can not only point to entities, but also be represented by more abstract and complex theories, relationships, undertakings, societies, countries, etc.

Table 3: Keywords and frequency of architecture metaphor

keywords	frequency	keywords	frequency	keywords	frequency	keywords	frequency
build	236	foundation	27	window	5	co-build	2
cause	62	milestone	15	blueprint	5	basis	2
found	56	great wall of steel	9	bedrock	4	powerhouse	1
establish	50	pillar	9	rebuild	4	cornerstone	1
base	31	door	9	bridge	3		
construct	29	establishment	7	project	2	total	576
Resonance: 22 × 576 = 12672 routes 3 leap forward 1 total 676							

In the architectural metaphor corpus, the construction of the building requires the concerted efforts of the workers, namely the Chinese people and the Communist Party, which greatly highlights the strength of the unity of the Party and the harmonious coexistence of the party and the masses. The relationship between the Party and the masses can be further explained, with specific characteristics as follows:

Example (1): The Party unites and leads the Chinese people in endeavoring to **build** a stronger China with a spirit of self-reliance, achieving great success in the socialist revolution and construction.(2021-07-01)

Example (2): Under the CPC's leadership, China is marching towards the second centenary goal-to **build** China into a great modern socialist country that is prosperous, strong, democratic, culturally advanced, harmonious and beautiful by 2049, the centenary of the People's Republic of China.(2021-07-01)

These two examples emphasize two kinds of relations between "builders": the Party is the leader of the people, and the Party and the people are cooperative relations. "Leader" is a well-known concept, so it is easy to use this concept in people's minds to establish the metaphor of the source domain "leader" and the mapping domain "CPC". It can be understood that the working mechanism of this metaphor also endows the characteristics of the party leaders, namely, leading, commanding, planning and deployment. The CPC has led the people of all ethnic groups to climb mountains and overcome difficulties at a crucial juncture in history that bears on the direction of the country and the destiny of the nation, and achieved victory after victory in the great process of reform and opening up. The key to Party leadership is to make overall plans and point out the direction. Through the metaphor "the CPC is the leader", the CPC is constructed as the leader and planner of building a socialist country.

5. Conclusion

This study analyzes the conceptual metaphor features, types and cognitive mechanisms of news discourse in China Daily. The study found that, under the war metaphor, the CPC actively engaged in various campaigns, such as epidemic prevention and control and poverty alleviation, showing us the tenacious image of "advancing with the times, vigorous, not afraid of sacrifice, hard work and brave struggle". Under the journey metaphor, the century-old history of the political party is written as a journey of the past, the development of the country is written as a road of future development, and the CPC becomes the guide of the national development, showing us a magnificent image of "the old" should be strong, indomitable and brave in carrying out the historical mission". Under the architecture metaphor, the CPC actively engaged in the construction of the socialist country and became an architectural engineer, showing us the image of reform and opening up with "selflessness for the people, courage to pioneer and innovation" for the construction of the national cause.

With the deepening of the CPC's governance and the deepening of people's understanding of socialism with Chinese characteristics, the CPC's image as a "great, glorious and correct" political party has become fuller and more three-dimensional. The image of a reform and open political party in the new era will surely be displayed in a more three-dimensional way as the CPC leads the Chinese people in working together to cope with various risks and challenges.

Acknowledgemnet

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