

Critical Linguistic Analysis of Media Discourse in Public Health Emergencies

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ABSTRACT. *Public health emergencies are not individual accidental phenomena, because of the different social environment, different influence scope and different severity. Critical linguistics and critical discourse analysis aim to analyze the relationship between language, rights and ideology, and the role of language in social and cultural evolution. Media discourse of public health emergencies not only has the same communication effect and influence as traditional news discourse, but also has the characteristics of intensiveness, intertextuality and evaluation. From the perspective of critical discourse analysis, this paper deeply analyzes the verbal communication strategies and discourse features of public health emergencies, so as to deepen the linguistic understanding of this new discourse.*

KEYWORDS: *Public health emergencies; Media discourse; Critical linguistics; Discourse analysis.*

1. Introduction

The response to public health emergencies is a complex systematic project, which requires the participation of all social departments. Its effective response strategies should be considered before, during and after the occurrence of public health emergencies. On the number of emergencies, or the number of deaths and economic losses caused by disasters, the rising trend of public emergencies worldwide is obvious [1]. In the public relations handling of public health emergencies, the government needs to use modern media to convey authoritative information in time, so as to avoid unnecessary and irrational behaviors of the masses caused by information confusion. In the research of media reports, it is often limited to the objective analysis of a certain phenomenon, lacking the comprehensive analysis of media reports, the historical grasp of media reports and the deep exploration of the causes of problems.

Under the background of the rapid development of new media, with the increasing innovation of information dissemination methods, the advantages of new media dissemination have become increasingly prominent and become an important carrier

of information dissemination in modern society. The main reason for the formation of critical linguistics is the criticism of western mainstream linguistics and early sociolinguistics. Language spreads all kinds of world views, and it is a kind of intervention force [2]. This undoubtedly shows that language may be mixed with people's unfair judgments. Public health emergencies are a social phenomenon, in which the interaction between authors and readers forms a relatively concentrated speech community, which constitutes a virtual contextual discourse and language space. This paper attempts to analyze the media discourse of public health emergencies from the perspective of critical linguistics, and dig deep into the power relations and discourse manipulation strategies behind the discourse.

2. Critical Linguistics

Critical linguistics studies social problems such as inequality and racial discrimination from the perspective of language, and tries to reveal the social meaning expressed by language by analyzing language structure. And through the use of language to establish and maintain the power relations among social organizations. It examines the ideological meaning behind the language structure by analyzing the linguistic features of discourse and the social and historical background of its formation. It then reveals the complex relationship between language, power and ideology, and reflects on the lexical and grammatical level to achieve a deep analysis of discourse [3-4]. Conceptual function reflects various human experiences, and transitivity system is a semantic system to express conceptual function. The purpose of CDA (Critical Discourse Analysis) is to analyze the value system contained in discourse and explain the social, political and economic consciousness in discourse, so as to expose people's prejudice and distortion of facts hidden in discourse.

Critical linguists believe that linguistics is not a transparent medium for people to exchange ideas as claimed by traditional linguists, nor is it just a reflection of a stable social structure; Language spreads various world views, so it is an uninterrupted intervention force in the social process. The purpose of analysis is to investigate the value system or ideology contained in these discourses. Some scholars believe that critical discourse analysis originates from critical linguistics. To a great extent, it depends on his ideas and ideology. Interpersonal function expresses the author's identity, position and attitude, which is reflected by mood and modality. This is because the language structure and process in the text are the result of the speaker's choice from the whole language system; In its analysis, it focuses on discovering and analyzing the ideas that people are used to and often neglected in discourse, so that people can re-examine them.

The classification system of discourse refers to the naming and description of characters and events in discourse. Mainly through the choice of vocabulary. Although its original intention is to study the constructive role of discourse in society, it ignores that the relationship between discourse and society is a dialectical and dynamic one. The timely release of news information has become a manifestation of

the government's responsibility to the public. Accelerating the establishment and improvement of the spokesperson system is an important measure to increase the transparency of the government's prevention and control work. The classification system of discourse often best reflects the speaker's world outlook, and therefore has the most ideological significance. A careful study of the descriptions of the main processes and key figures in the discourse will help us clearly understand the speaker's attitude and position towards related events.

3. Critical Analysis Method of Media Discourse in Public Health Emergencies

In China, in the absence of specific news laws, the government mainly controls the news media through news policies. The news policy can be issued or modified according to different situations. Critical discourse analysis focuses on social problems, and holds that discourse is the place where social power relations are generated and reappeared, which constitutes society and culture, engages in ideological work and is historical. And the text structure is not only described, but also paid more attention to explanation. Guide readers to a specific direction, that is, look at an event from a specific angle. Language, as the intermediary of TV newspapers, also serves ideology, so we can study the relationship between language and ideology from the perspective of linguistic analysis.

The methodology of critical discourse analysis is mainly based on systemic functional linguistics represented by Halliday. However, it does not exclude other concepts and methods related to language occupation theory. The following is a brief introduction to several methods commonly used in critical discourse analysis of news discourse.

3.1 Mood

Modal system expresses interpersonal meaning. Our research on the modality of news discourse focuses on the choice of tense and reported speech form. Tenses in English have other functions besides expressing the concept of time. Only when the relationship between text and society comes into being through intermediary and the dialectical relationship between discourse and society, critical discourse analysis develops and even revises the understanding of critical linguistics. The interaction between mass discourse and ideology is most obvious. Moreover, for such a discourse, ordinary people usually only passively accept it, and rarely react directly to the discourse producer. Inspired by critical social theory, CDA holds that language, as an intermediary of ideological industries such as television and newspapers, also serves ideology, so these tools can be criticized from the perspective of linguistic analysis [6]. Through this analysis, we can find that in the same discourse, the participants are equal and independent on the surface, and the relevant transitive system can reveal that one participant is absolutely active and controls another participant, while the other participant is completely passive and controlled.

3.2 Classification

In terms of content, CDA extends the scope of text analysis to the scope of article structure, rhetoric means, style, narrative and so on. The classification system of discourse refers to the naming and description of characters and events in discourse. Mainly through the choice of vocabulary. Everyone's cognitive schema contains the social and cultural context of personal discourse category constructed by others, and at the same time, everyone is providing others with the meaning premise of language thought expression. Voice is usually divided into active voice and passive voice. The former is unmarked, which is the choice when there is no special reason to use passive voice. The ideal discourse analysis should be carried out in an interdisciplinary sense, involving not only the generation, dissemination and acceptance of discourse, but also the social cognitive process of creating idioms and interpreting discourse, social practice in various institutions, the relationship between social practice and power relations, and hegemonic relations at the social level. The overall structure of language in discourse is the inclined direction of the speaker's ideology, and the specific language expressions describing modality and rhetoric are the best tools to spy out the speaker's ideological expression direction.

3.3 Conversion

The word "transformation" comes from the grammar of transformation generation, but its meaning is different here. In transformational generative grammar, it only refers to the changing relationship between two grammatical structures, but in critical linguistics, this relationship must be understood from the aspects of discourse nature, context and purpose. Critical discourse analysis has a deeper understanding of discourse and a more complete and comprehensive framework of discourse analysis, which makes critical discourse analysis pay more attention to the role of discourse in social change. When analyzing the semantic function of syntactic transformation in discourse. Special attention should be paid to nominalization. There is no doubt about the importance of verbal reporting in news reports. The words quoted, the words not quoted, the reasons for quoting these words, and the ways of quoting all play a vital role in news discourse. In a language environment with complete grammatical functions and a closed and independent English discourse structure, the audience and authority of news texts all depend on the adjustment of internal variables of the discourse itself and the distribution of various modes in the stylistic structure. For this reason, it is possible to reveal social reality through discourse analysis and participate in the construction of social reality.

The rational use of language can not only express the information content contained in news, but also indirectly express the ways adopted by relevant organizations and institutions when facing the news expressed by news and their later treatment attitude. Discourse is not only a product of power, but also a component of power. Discourse is always concrete and historical. The so-called "core" or "absolute truth" of thought or meaning hidden in the deep layer of discourse actually does not

exist, and the meaning changes enough with the change of time, place and environment. It can be seen that the determination of discourse meaning is essentially the product of negotiation between discourses, which is produced by the differences between the participants in the dialogue, that is to say, "the other" is the key to the generation of discourse [7]. In other words, solving problems depends on analyzing the "genes" of problems. On the basis of understanding them, we can extend and explore their development, new features and new connections.

4. Discourse Analysis of Media Discourse in Public Health Emergencies

4.1 Intensive nature of media discourse in public health emergencies

Headlines are the most important content in news discourse, and they are an indispensable part of news. It can be said that news headlines are the eyes of news discourse, which not only indicate the main content of news facts, but also are the starting point of news discourse development. In public health emergencies, the government, as the main body of public relations function, directly acts on media organizations, while for the public and society, it needs to act indirectly through intermediaries like media. Therefore, news writers can achieve the expected results through these seemingly objective data. Language is an important means to realize social control and power relations, and directly participates in the social reality and the formation of social relations. Analyze the foothold of the news reported in the news report from some messy and abstract tone words, and use questionnaires and interviews to further confirm the ideology contained in the text, obtain objective and true news content, and improve the news in a targeted manner. The audience's sensitivity to critical analysis.

Systemic Functional Grammar (SFG) claims that the language forms people choose when using language are determined by the social functions they realize. It not only describes the language structure of discourse, but also tries to explain why such a structure appears, and reveals the reasons from the social and communicative functions completed by discourse. The purpose is to reveal the relationship between discourse structure and social power, that is, discourse provides a useful explanatory bridge between discourse practice and social system. However, according to the essence of the above problems, the problems represent some known and unknown "crystallization" when knowledge and situation develop to a certain stage [8]. It can be said that the problems have some universal properties, so we can make useful methodological research on them. Therefore, the real understanding is not to overcome the limitations of history, but to correctly comment on and adapt to this historicity. Two-way peer-to-peer communication mode holds that the operation of public relations is a negotiation of two-way communication. Its starting point is to respect the rights and interests of the public and establish a long-term and stable relationship with the public, which not only conforms to the moral standards of public

relations, but also has the most remarkable effect in dealing with crises. Many rumors and rumors after public health emergencies are caused by informal communication becoming the main communication mode.

Language belongs to the whole people, treats society equally and serves the whole society. Language should not only express ideology, but also reflect all realities; What it wants to express is not only the thoughts of the ruling class, but also the thoughts of the whole people. And often quoting different text features to reflect different ideologies of different groups aiming at a certain phenomenon can profoundly reveal the hidden conflicting power relations in the discourse. In the critical analysis, these verb nouns should be expanded when necessary to show the implicit power relations.

4.2 Intertextuality of media discourse in public health emergencies

In the process of dealing with public health emergencies, although the media is not the main role, if the media can give full play to its role in the above four stages, it will have a multiplier effect on the handling of emergencies. It is precisely because all discourses are inevitably intertextual and exist in the relationship network of mutual reference and mutual response, so all discourses have the possibility of containing other discourses to varying degrees. Different descriptions of things or people in popular discourse can often reflect their ideological background. It is not produced to meet the needs of a certain class, so the role of rulers' power cannot be overemphasized. Whether collecting other relevant information texts or absorbing and transforming messages, some speakers and interviewers' own subjective consciousness will be mixed more or less. By analyzing language analysis, we can show the characteristics of language use, that is, what characteristics are reflected in language use under what circumstances, so we should choose what form of language according to what circumstances when using language; Analyzing the relationship between discourse and power can help us understand how power works in society. It is especially helpful to analyze how Chinese netizens express their views and negotiate discourse power in this paper.

Therefore, the problem has a source, and the network composed of ideas and situations forms the problem; and the problem itself has to promote and even decide the development of this network. That is to say, through the fusion of the present horizon of the comprehender and the past horizon of the comprehender, we can broaden and surpass their respective horizons and reach a new horizon. Prejudice is not necessarily unreasonable and wrong, it is the necessary premise and foundation of understanding, and only prejudice can form the "fusion of horizons" of understanding. And moving among interrelated problems, accurate problem analysis must be multidimensional and flowing, and must be from the comprehensive perspectives of composition, function, system, cognition, history and society.

CDA and traditional text analysis pay equal attention to the grammar, syntax and words of texts, but when analyzing texts on online media (such as social media), the former pays more attention to the dynamic discourse interaction process. In other

words, based on the social function of language, functional linguistics transforms language from a self-closed system to a system related to society, paving the way for its analysis of daily language use, but its analysis is still a formal analysis in the linguistic sense to a large extent; Anyone who has truly analyzed the sources of news reported by English news organizations will know that English news reports are lacking in objectivity and impartiality. It should try its best to impose specific words into the language, and interpret the same word differently to reflect its values and thoughts. It is by means of these necessary paraphrases that news discourse can provide us with more than one voice, so that all kinds of voices echo each other and engage in dialogue, forming an organic dialogue platform and opinion network. Media coverage of the epidemic situation will definitely bring some negative impacts on local politics, economy and social order. The function of language is to help form ideas in the formed ideology, but language can't decide ideas.

4.3 Evaluation of media discourse in public health emergencies

The primary feature of news discourse is objectivity, but subjectivity is inevitable. In functional linguistics, evaluation is an important research category, which is the way and means for the author to construct interpersonal meaning and realize certain speech acts in news discourse. The purpose of critical discourse analysis is to analyze some speech structures and processes that may have important social significance. In order to dig out the initial position and attitude of the text from the stable language expression of news reports, and fully and effectively grasp the correct intentions of news reporters and news publishers, it is necessary for news audiences to strengthen their in-depth understanding of ideology when reading. Language is a social phenomenon. No matter how people use language, the way they use language is determined by society, and using language also has social effects. Naturally, to analyze a problem, we must first analyze its object. To analyze the object of the problem, whether it is a material entity or a social phenomenon, it is naturally necessary to analyze its objective factors, structure, relationship, level, operation mode, etc. Therefore, objectivity is only a matter of degree, and no analyst can understand and explain the text without any "prejudice".

In the reporting of public health emergencies, the communication mode dominated by "communicator standard" is still obvious. For example, when we read a text, we may link it with concepts such as power and control at any time while ignoring other aspects. The hidden ideology in news discourse is closely related to the speaker's cultural background and educational form. Perhaps a casual mood particle in the text also bears some emotions and ideology of the speaker. This kind of situation is very common in evaluation. If there are more related news events, readers can feel the universality or seriousness of the phenomenon, which has played a self-evident effect. Critical discourse analysis must relate the discourse and the things it describes with the social life scenes in which they appear, so as to truly reveal the relationship among language, power and ideology and make a convincing evaluation of this relationship.

5. Conclusion

Critical linguistics is to evaluate the ideological content implied in the text. The main purpose of contemporary news discourse is to change people's values and attitudes towards objective reality and events. CDA has revised this, holding that the relationship between text structure and social structure is indirect and constructed through media, and various theories such as "discourse practice" and "social cognition" are developed. Through an in-depth analysis of the media discourse of public health emergencies, we can discover the discourse features of public health emergencies and better understand and acquire the discourse meaning behind the media discourse of public health emergencies.

Acknowledgement

This research was supported by A Study of the Critical Discourse Analysis of English News on Public Health Security (Grant no. 2020W115)

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