

Small Slogans, Big Effect: the Mobilization Function of Epidemic Prevention Slogans

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Abstract: *As a political communication vehicle, slogans played a unique mobilizing role in the early practice of the Chinese Communist Party. In the prevention and control of this new coronary pneumonia epidemic, a large number of epidemic prevention slogans emerged, mobilizing the general public to participate in the prevention and control of the epidemic through its simplicity, vividness and warning characteristics, which had a positive effect on the control of the epidemic. The mobilizing function of the anti-epidemic slogans of orientation, unity, promotion and identification is exercised.*

Keywords: *Anti-epidemic slogans; Publicity and mobilization; Functional realization*

1. Introduction

Slogans and mobilization are not a product of modern society, but have long played an important role in ancient Chinese society. From Hong Xiuquan's "peasant kingdom" to Sun Yat-sen's "democratic republic", the use of slogans for mobilization has been a way to achieve success and has been emulated by the world. The Chinese Communist Party has always attached importance to propaganda work, and slogans are a powerful weapon to gain public opinion support and win propaganda positions. During this period, the main political function of slogans and slogans was to import the political ideas and political propositions of the main mobilizing body into rural society, to play its guiding, mobilizing and motivating functions, and to mobilize the masses of peasants to participate in the revolutionary movement led by the political body, which was an effective way of mobilization^[1]. The sudden outbreak of the new crown epidemic in 2020 was effectively controlled through the joint efforts of the whole country. This time, as an important propaganda medium for the epidemic prevention and control work, the epidemic prevention slogans, with their large scale, groundedness and local flavor, played their unique mobilization function in promoting the victory of Wuhan and Hubei in the defense of the epidemic.

2. Reason for mobilization: the need for mobilization with vaccination slogans

2.1 The sudden outbreak of the epidemic requires the maintenance of social order as soon as possible

Since the founding of New China, the new crown epidemic has been the most widely affected, fastest spreading, and least easily controlled major public health emergencies. During an epidemic, there is widespread fear, panic, anxiety and other negative emotions, which are detrimental to both the control of the epidemic and physical and psychological health, as well as the exploitation of mass public opinion and attempts to create conflicts by the adversaries. Under such circumstances, immediate public transparency and hierarchical communication of information is the key to effectively alleviating collective anxiety, maintaining social order, and safeguarding the normal life of the masses. As a communication carrier and propaganda medium in this special period, slogans have a certain influence on the mood, psychology and behavior of the masses, which in turn affect the social order. After the outbreak of the new crown epidemic, the mass society was filled with negative emotions such as panic, worry, anxiety, and sadness. This group negative emotion comes from both their own survival instinct and fearful worry about the unknown virus, and the lack of information about the source of the virus, transmission channels, scientific protection knowledge, etc^[2]. If these negative emotions are not effectively channeled and alleviated, they may trigger people's negative behaviors and disrupt the normal social order. Therefore, it is necessary to maintain social order by disseminating information about the virus, transmission routes, prevention and control knowledge, and prevention and control

measures through epidemic prevention slogans to ease people's negative emotions.

2.2 Uniting the people to fight the epidemic through epidemic prevention banners

During the New Crown epidemic, many distinctive anti-epidemic "hardcore slogans" emerged around the world, characterized by their large scale, groundedness, vernacular flavor, etc., some playing euphemisms with language and some with fierce wording. These slogans were a highlight of the mobilization during the epidemic and an effective means of guiding the public to actively respond to the epidemic. The "alternative media" of epidemic prevention and control slogans, through hanging banners, loudspeaker shouting, WeChat group forwarding, etc., timely release of the latest epidemic prevention and control dynamics, prevention and control policy measures, mobilization of the whole population to prevent and resist the epidemic, to promote the victory of the sniper war of epidemic prevention and control.

3. Scope of mobilization: breadth and depth of mobilization by anti-epidemic banners

3.1 Breadth of mobilization covering urban and rural areas

During the epidemic prevention and control, grass-roots cadres went deep into communities and towns, posting epidemic prevention banners in prominent locations such as community streets, district walls, and major traffic roads, and carrying out mobilization campaigns to block the virus transmission channels and prevent the further spread of the epidemic. For example, Xingzhuang, Henan Province, pulled up a big banner at the village entrance layout point: "Return to your hometown with disease, unfilial children and grandchildren", and advised the EA car to return. Although the words are sharp, but to a certain extent to play the epidemic blocking effect. For example, the government of Hubei Jiuji posted sharp slogans such as "If you go to the door this year, go to the grave next year" and "Those who come out to party are shameless, and those who play mahjong together are desperate". These slogans were simple, concise, easy to understand, attractive, and powerful, and penetrated into all corners of the country, mobilizing people to fight against the epidemic and promoting effective progress of epidemic prevention work.

3.2 Depth of mobilization for all

With a large number of epidemic prevention signs posted and hung in various street offices and townships, a universal penetration of public space in urban and rural areas has been formed, and a tight prevention and control system with universal participation has been built. Young people obtain information about epidemic prevention and interdiction channels through the Internet and TV media, while educating and supervising minors. As for some of the older groups with lower education level, the news channels are closed and they cannot get the real and useful information in time. In this regard, grass-roots cadres will use easy-to-understand, intuitive and easy to identify slogans to popularize and exhort, or even directly through the loudspeaker to mobilize in the form of shouting in dialect. Thus, a parallel pattern of online and offline mobilization was formed to ensure that every citizen would pay attention to the epidemic and cooperate with the government in taking preventive and control measures to cut off the source of infection and minimize the spread of the epidemic.

4. Mobilization methods: the important vehicle for mobilization is the anti-epidemic slogan

4.1 Quickly convey epidemic prevention information by relying on the simplicity of epidemic prevention slogans

The subject of public power conveys a certain meaning to the public through the slogan, and then the public understands and analyzes it and understands the message it conveys^[3]. Constrained by factors such as transportation and information technology, people in some areas have limited ability to access and receive various types of public information, and there is a gap in being informed of the severity of the epidemic, its progress, and virus awareness. Especially for farmers, they are not highly educated and have limited ability to understand complex textual content such as policies and notices. The slogans can turn long theories and complicated policies into concise expressions that can be better understood and absorbed by the public. Therefore, through the concise wording, common and straightforward, humorous and thunderous characteristics of the epidemic prevention slogans, they can

quickly attract public attention, improve public acceptance and convey epidemic-related information, thus achieving a good propaganda effect and an important mobilizing effect in promoting mass action.

4.2 Increase attractiveness with vividness of prevention slogans

Epidemic prevention slogans are refreshing because of their distinctive local color, vivid expression, sharp wording and strong infectious power, and they are widely spread both online and offline, loved by the general public and even become the talk of the day after tea. On the one hand, it can promote the danger and contagiousness of the epidemic, and on the other hand, it can bring pleasure to the boring life of isolation. For example, vivid and flexible epidemic prevention slogans such as "Mask equals to save life" and "Mask or respirator, you old man look at the second choice" can not only promote the importance of wearing a mask, but also enhance the watchability and visual impact of epidemic prevention slogans. Some of the slogans use exaggeration, parallels and metaphors in their rhetoric, trying to achieve the effect of "words that are not surprising" in online language. Through dramatic narrative techniques, serious epidemic prevention measures and policies are interpreted to the fullest extent, adding to the storytelling of epidemic prevention slogans and incorporating the entertainment of online language, weakening and softening the compulsion and urgency of epidemic prevention measures, and helping to alleviate the social emotions such as anxiety and panic brought about by the rampant epidemic.

4.3 Enhance the mobilization effect with the warning of disease prevention slogans

As a super-contagious virus, it is not enough to prevent the epidemic by merely publicizing the danger of the virus and mobilizing residents to isolate themselves at home; the warning nature of the epidemic prevention slogans needs to be brought into play to enhance the mobilization effect. The more eager, mean-spirited and impersonal the slogan is, the more it reflects the political responsibility and political determination of the government to prevent and control the epidemic^[4]. The first is the ban on party behavior, because the virus has an incubation period, so any form of gathering, large or small, may lead to the risk of infection, and the epidemic prevention slogans give full play to the warning function. For example, "Be generous, wear a good mask, for the sake of the country and the family, do not gather the best" and "The meal you are invited to eat now is a Hongmen banquet" are the anti-epidemic slogans that can effectively prevent the gathering among blood relatives, friends and acquaintances. The second is to prohibit emotional contact behaviors. As the outbreak coincided with the Chinese New Year, the mobilized guests hung slogans such as "To pay respect to others is to do harm, to gather is to send death" and "When the epidemic is in progress, weibo pay respect to others" to promote a healthy and standardized special way to spend the New Year. Finally, we advocate healthy eating. As we all know, human security and biosecurity affect each other and are closely related to each other. The use of popular language to promote a scientific, healthy and civilized way of life not only warns the public not to eat game, but also spreads healthy eating habits, enhancing the mobilization effect and effectively curbing the rising momentum of the epidemic.

5. Mobilization effect: the mobilization function of anti-epidemic slogans is realized

5.1 Guiding function: mobilizing the general public to fight the epidemic

Slogans are a product of the times, a time-sensitive form of propaganda, and the strongest voice of the times crying out^[5]. During the revolution, the orientation function was an important mobilization function of slogans, and slogans as a political tool for ideological indoctrination were very applicable in China at that time. After the founding of the country, rural China was even the main site of ideological indoctrination using slogans of slogans, guiding the masses with political discourse they were familiar with. After the founding of the country, slogans and slogans mainly played the role of guiding people's thinking and behavior in order to achieve long-term security of the country.

By posting a pair of slogans, you are actually guiding the mobilization objects on what they should and should not do. In the epidemic prevention and control war, the mobilization effect of the slogans was very significant. The slogans gave full play to the mobilization guidance function, and the mobilization targets included grassroots party organizations, medical and nursing staff groups, enterprises, the public and other governance communities, and the mobilization was further extended in terms of the breadth and depth of mobilization. For example, through slogans such as "Don't go to appointments during the epidemic, everyone comes to drive away the disease" and "Take the

intersection, take the temperature, and don't let the virus enter our village", we create a social atmosphere with everyone's participation in a pompous way, convey the potential hazards of human mobility, and provide guidelines for the management of human mobility. The slogans create a social atmosphere in which everyone participates, communicate the potential hazards of human mobility, provide management guidelines for human mobility, and effectively regulate people's travel behavior and discourage them, thus blocking the path of virus transmission.

5.2 Solidarity function: rallying social resources to help win the epidemic sniper war

The mobilization and governance model developed by the Chinese Communist Party during the revolutionary period was once again vividly demonstrated in the epidemic prevention and control. The outbreak of the epidemic was so sudden that there was a huge shortage of living materials and medical protection materials for the residents, and the power of the government alone was not enough. In this case, it is necessary to mobilize all parties, integrate all resources, break through the traditional section operation mechanism, break the compartmentalized organizational structure and operating procedures according to the rules, and replace them with a more efficient way to integrate resources and allocate materials, fully mobilize the enthusiasm of all parties, integrate all kinds of social resources, and resolutely win the epidemic sniper war.

In the epidemic prevention and control, there were donations of materials from all over the world, such as "We work together, the epidemic can be prevented", "True love warms you and me, great righteousness watches over each other", "The mountains and rivers are different, the wind and the moon are the same as the sky The heart-warming slogans such as "We can work together to prevent the epidemic", "True love warms you and me, great charity helps each other" and "The mountains and rivers are different, but the moon and the sky are the same. Another example is the sporadic outbreak of the epidemic in Shanghai in 2022, when the whole country scrambled to donate materials. The slogans such as "We are in the same boat, we are here to help" and "Hope and love, we never leave, we keep Shanghai with one heart, let's go for Shanghai" were used to fully mobilize the strength and resources inside and outside the system, which were then deployed by the government to provide solid protection and support for the fight against the epidemic. The government will then deploy the resources to provide solid protection and support for the fight against the epidemic.

5.3 Facilitating function: Improving the efficiency of anti-epidemic policy implementation

Under the centralized and unified leadership of the Communist Party of China, the coordination and dispatching role of the common prevention and control mechanism was given full play, forming to achieve cross-regional integration of personnel and materials. To prevent further spread of the epidemic, the government has issued several policy notices, including the Notice on Strict Prevention of Pneumonia from Novel Coronavirus Infections Transmitted through Transportation. While the process of policy implementation requires the joint participation of multiple actors, the epidemic prevention slogan fully mobilizes multiple actors such as the government, enterprises and the public to participate in the fight against the epidemic, giving full play to the subjective initiative of each actor to facilitate the policy implementation process, improve the efficiency of policy implementation and ensure the achievement of policy goals.

5.4 Support function: Support the leadership of the Communist Party of China

General Secretary Xi Jinping personally hosted several meetings during the epidemic, emphasizing the importance of people's life safety and health. With a firmer will and more decisive action, we must rely closely on the people to win the war of prevention and control of the epidemic. The Party Central Committee took the overall picture, coordinated all parties and promoted the orderly implementation of epidemic prevention and control. The formation of a government-led, socially-assisted, nationwide participation in the common governance pattern.

In the process of leading the people to fight the epidemic, the CPC has always put the lives and health of the people in the first place, which proves that the CPC is a political party without its own special interests, which is also the original intention of the CPC and the cornerstone of its governance. Once again, the reality proves that without the Communist Party, there would be no new China, and the CPC is the party that leads the Chinese people to happiness. With the Communist Party of China, the prevention and control of the epidemic can be carried out in an orderly manner, the safety and health of the people can be guaranteed, and the economy and society can quickly return to normal after the crisis.

6. Conclusions

Based on the special background of the epidemic, this paper studies the epidemic prevention slogans in the process of fighting the epidemic, and regards them as an important propaganda and mobilization tool. In the epidemic prevention and control, the mobilization breadth and depth of epidemic prevention slogans have been further extended, and they have played their mobilization functions of orientation, unity, promotion and identity, making important contributions to winning the epidemic battle as soon as possible. Of course, there are also shortcomings in the epidemic prevention slogans, including inappropriate content of slogans that can easily cause ambiguity, a single form of publicity and improper location of hanging. In the future mobilization work, the improvement of research slogans still needs to be deepened.

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