

Li Xin
Heihe Institute
Heihe, China
ilia9980@mail.ru

Natalya S. Starodubtseva
Amur State University
Blagoveschensk, Russian Federation
nstarodubceva@yandex.ru

Slogans on the works of masters of China's intangible cultural heritage as a means of combating the epidemic of coronavirus infection (COVID-19)

Abstract

This study aims to identify the content and lexical patterns of slogans in the works of intangible cultural heritage masters devoted to one of the most popular topics – "Fighting the epidemic" (COVID-19). Continuous sampling method was used to select 538 slogans containing various appeals. Their analysis was performed using descriptive method, classification and systematization techniques. The study enabled to determine the frequency of the ways to raise people's spirit during the epidemic and the particular means to fight it. Slogans containing calls on people for prevention and control, particular measure of hygiene and mode of social activity turned out the most frequent. They were followed by the appeals to unite efforts in the fight. The least frequent were slogans with political, emotional and value-culture content. All these patterns were manifested by the corresponding verbs (mostly in Imperative), nouns, adjectives and word groups.

Keywords: COVID-19, slogan, appeal, frequency, Imperative, lexical patterns.

© Li Xin, Starodubtseva N. S. 2021

For citation: Li Xin, Starodubtseva, N. S. Lozungi na rabotakh masterov nematerial'nogo kul'turnogo naslediya Kitaya kak sredstvo bor'by s epidemiyey koronavirusnoy infektsii (COVID-19) [Slogans on the works of masters of China's intangible cultural heritage as a means of combating the epidemic of coronavirus infection (COVID-19)]. *Teoreticheskaya i prikladnaya lingvistika* [Theoretical and Applied Linguistics], 7 (3), 116–130. doi: 10.22250/2410-7190_2021_7_3_116_130.