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The study of postcard texts congratulating on the National Day of the People's Republic of China

Abstract

This study aims to analyze congratulations on the National Day of the People's Republic of China. The material for the study – 128 non-repeating examples – was obtained through linguistic interviews of Chinese citizens from 55 cities represented mainly by Chinese youth aged 16 to 35. The use of a set of methods (induction, description, classification and systematization), firstly, enabled to identify: 1) congratulation clichéd phrases of and other linguistic phenomena that help judge about modern Chinese norms; 2) congratulation phrases reflecting social and cultural specificity; 3) groups of wishes (to people: good fate, good health, success in business, miracles; to the country: prosperity and well-being). Secondly, the comparison of the congratulation texts showed that oral wishes were more laconic, and cliché phrases were used more often there. Written congratulations displayed greater variability and creativity. Thirdly, in addition to the title wish (the name of the holiday and the wish to spend it happily) and accompanying wishes, the texts referred to the results of the development of the country, expressed gratitude to the country, demonstrated the awareness of the relationship between people's well-being and well-being of the state, emphasized the strength of people's unity. Fourthly, the congratulation written texts and oral congratulations on the National Day revealed personal values of the Chinese people, demonstrated the attitude of Chinese citizens towards their state as a great power, the aspirations of the people regarding their lives and the future development of the country.

Keywords: congratulating text, congratulating verbal patterns, cliches, social and cultural specifics verbalization, personification, epithet, metaphor

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