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**HEALTHY MOBILIZATION OF “EPIDEMIC PREVENTION” SLOGANS  
AND ADVERTISEMENTS**

Master's Thesis

**ABSTRACT**

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## ABSTRACT

The master's thesis "Healthy Mobilization of Epidemic Prevention Slogans and Advertisements" explores the external presentation of rural slogans and the cultural values behind them from discourse analysis and cultural framing, in order to understand how slogans as a discourse are framed by mobilizers for social mobilization in a specific locale.

The study found that the textual features and framing choices of the slogans were deeply rooted in the local culture of rural areas and fit the rural scenario. Villagers can better understand the slogans and identify with the values behind the slogans: the value of life above all, the humane and ritualistic rule of local society, and the collectivism of family and nation, and finally transform them into actions from attracting people's attention to invading people's psychology is a subtle cognitive process.

The mobilizer mobilizes through language, emotion and behavior, thus realizing the function of guidance and persuasion, and finally achieving good mobilization effect.

*Keywords: COVID-19, epidemic prevention slogans, discourse analysis, framing analysis, healthy mobilization.*