

## PHRASEOLOGICAL EXPRESSIONS IN CHINESE POLITICAL RHETORIC: AN ANALYSIS OF XI JINPING'S PUBLIC ADDRESSES

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### Abstract:

This article examines the use of phraseological expressions in Chinese political rhetoric, with a focus on the public addresses of Xi Jinping. By analyzing a selection of Xi's speeches, we aim to identify the key phraseological units employed and explore their rhetorical functions and cultural significance. The study demonstrates how these expressions serve to reinforce ideological messages, create a sense of cultural continuity, and enhance the persuasive power of political discourse. Our findings highlight the strategic role of phraseology in political communication and contribute to a deeper understanding of contemporary Chinese rhetoric.

**Keywords:** Phraseological expressions, Political rhetoric, Xi Jinping, Chinese, political discourse, Rhetorical analysis, Cultural continuity, Persuasive communication.

### INTRODUCTION

In the realm of political communication, language serves as a powerful tool for leaders to convey their ideologies, shape public opinion, and legitimize their authority. In the context of Chinese political discourse, phraseological expressions—fixed, culturally embedded combinations of words—play a crucial role in this process. This article delves into the intricate use of phraseological units in the speeches of Xi Jinping, the current General Secretary of the Communist Party of China (CPC) and President of the People's Republic of China.

Phraseological expressions in political rhetoric are not merely ornamental; they are instrumental in framing arguments, invoking shared cultural values, and fostering a collective national identity. The use of such expressions in Xi Jinping's speeches reflects a deliberate rhetorical strategy aimed at resonating with the Chinese populace and reinforcing the party's ideological narrative. Previous studies have highlighted the importance of phraseology in political discourse, noting its ability to evoke emotions, simplify complex ideas, and lend credibility to the speaker [1, 2].

Xi Jinping's speeches are replete with traditional idioms, proverbs, and other fixed expressions that draw from China's rich cultural heritage. These phraseological units serve multiple functions: they link contemporary political messages to historical wisdom, emphasize continuity with past leadership, and articulate visions for the future. For example, Xi often employs the idiom "实现中华民族伟大复兴" (realize the great rejuvenation of the Chinese

nation) to encapsulate the overarching goal of his administration [3]. This expression not only conveys a sense of mission but also invokes a deep-seated cultural aspiration.

In analyzing Xi Jinping's use of phraseological expressions, this study employs a qualitative approach, examining a selection of his key speeches delivered between 2012 and 2023. By identifying and categorizing the phraseological units used, we aim to uncover the rhetorical patterns and strategies underpinning his political communication. Our analysis will also consider the cultural and ideological implications of these expressions, exploring how they contribute to the construction of a coherent and persuasive political narrative.

The study is structured as follows: first, we provide a theoretical framework for understanding phraseological expressions in political rhetoric, drawing on insights from linguistics and political communication studies. Next, we present our methodology, detailing the selection and analysis of Xi Jinping's speeches. The subsequent sections offer a detailed examination of the identified phraseological units, discussing their rhetorical functions and cultural significance. Finally, we conclude with reflections on the broader implications of our findings for the study of Chinese political discourse and phraseology.

This research contributes to the growing body of literature on political communication by highlighting the nuanced and strategic use of language in Chinese political rhetoric. It also underscores the enduring relevance of cultural traditions in contemporary political discourse, offering insights into the ways in which leaders like Xi Jinping harness phraseological expressions to achieve their communicative objectives.

## **MATERIALS AND METHODS**

### **Theoretical Framework**

The study of phraseological expressions in political rhetoric is grounded in the broader fields of linguistics and political communication. Phraseology, as defined by linguists, refers to the study of fixed expressions, such as idioms, collocations, and proverbs, which are used in natural language. These expressions are characterized by their fixed or semi-fixed structures and often carry specific cultural or idiomatic meanings [4]. In political communication, phraseological expressions are utilized strategically to influence public perception, evoke emotional responses, and reinforce ideological narratives [2].

### **Methodology**

The research focuses on analyzing Xi Jinping's public addresses delivered between 2012 and 2023. A corpus of speeches was compiled from official sources, including the CPC's website and state media outlets. The analysis involved identifying and categorizing phraseological expressions within these speeches. Each expression was examined in context to determine its rhetorical function and cultural significance.

### **Rhetorical Functions of Phraseological Expressions**

#### **Framing Political Ideology**

Phraseological expressions are often employed to frame political ideology in a manner that resonates with the audience. Xi Jinping frequently uses expressions such as "中国梦" (Chinese Dream) and "全面建成小康社会" (building a moderately prosperous society in all respects) to encapsulate the CPC's goals and vision for the nation. These expressions create a narrative that is both aspirational and rooted in traditional Chinese values [3].

#### Invoking Cultural Heritage

Xi's speeches are rich with idioms and proverbs drawn from classical Chinese literature and philosophy. For instance, the use of "天行健，君子以自强不息" (As Heaven maintains vigor through movement, a gentleman should constantly strive for self-perfection) from the I Ching underscores themes of perseverance and self-improvement. Such expressions serve to link contemporary political messages with China's cultural and historical legacy, thereby enhancing their legitimacy [5].

#### Creating a Sense of Unity and Continuity

Another important function of phraseological expressions is to create a sense of unity and continuity. Phrases like "不忘初心，牢记使命" (stay true to the original aspiration and keep the mission firmly in mind) are used to remind the CPC and the public of their historical mission and core values. This continuity from past to present helps to build a cohesive national identity and aligns the current leadership with the foundational principles of the Party [6].

#### Simplifying Complex Ideas

Complex political and economic concepts are often distilled into more accessible and memorable phraseological units. For example, "一带一路" (Belt and Road Initiative) simplifies a broad and multifaceted international development strategy into a digestible phrase that can be easily communicated and remembered. This not only aids in public understanding but also facilitates broader support for the initiatives [7].

#### Cultural Significance

The cultural significance of phraseological expressions in Xi Jinping's speeches cannot be overstated. These expressions tap into deeply ingrained cultural narratives and collective memories, making the political messages more relatable and compelling. They also reflect the enduring influence of Confucianism, Daoism, and other traditional philosophies in contemporary Chinese political thought. By invoking these cultural references, Xi Jinping positions himself as a leader who is both progressive and respectful of China's historical and cultural heritage [8].

## CONCLUSION

The analysis of phraseological expressions in Xi Jinping's public addresses reveals their strategic role in Chinese political rhetoric. These expressions serve multiple functions: they

frame political ideologies, invoke cultural heritage, create a sense of unity and continuity, and simplify complex ideas. Through the use of culturally resonant language, Xi Jinping effectively communicates his vision and policies, reinforcing the CPC's ideological narrative and fostering a cohesive national identity.

This study highlights the importance of linguistic strategies in political communication, particularly in a context where cultural continuity and ideological coherence are paramount. The findings underscore the value of phraseological expressions as tools for persuasion and legitimacy in political discourse. Future research could further explore the comparative use of such expressions across different political contexts and leaders, providing deeper insights into the interplay between language, culture, and power in political communication.

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