

# The Discourse of War in Chinese Media on Fighting against COVID-19

大國戰「疫」，看不見硝煙的戰爭  
——疫情下中國輿論中的戰爭話語



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In 2020, COVID-19 swept the world. While China is actively curbing the spread of the novel coronavirus, the field of public opinion in Chinese public discourse is gradually filled with various

forms of discourse, among which the war discourse is the most obvious, since medical problems are gradually becoming more warlike in the public discourse. The discourse of war implies a strong sense of antagonism and urgency, which also makes people start to unconsciously view and understand the original non-war epidemic management and control issues from the martial and hostile perspective.

The epidemic war seems to have increasingly become a carnival jointly celebrated by government officials, media, nationalists, and the Internet Water Army, winning people's recognition and support and becoming the key to collective mobilization. The epidemic control issues, which used to be dominated by medical science, have gradually carried too much war imagination in China. Moreover, the war mentality emphasizes victory and defeat and rejects compromise or other intermediate outcomes. This is not only an irrational way of thinking but also a tendency to simplify the way of thinking in general.

Therefore, this research will focus on discussing the discourse of war in mainland China during the COVID-19 crisis from three perspectives of official, media, and public discourse, and select representative media, leaders' speeches, government announcements, Internet public opinions, and public events since December 30, 2019. How has China responded to and fought the epidemic since the outbreak of COVID-19 in late December 2019? What are the characteristics of the popular war discourse of fighting the virus in China and its relationship with the elements of war? How is the discourse of epidemic war constructed in China and the images of war elements in Chinese public opinion under the pandemic situation? How do factors of war involve the development of this narrative construction? Has the war discourse changed, and if so, how has it changed?

2020 年新冠病毒席捲全球，在中國積極遏制新型冠狀病毒傳播的同時，中國公共話語輿論場中也逐漸充斥著各種話語形式，其中戰爭話語最為明顯，醫療問題在公共話語中逐漸呈現得戰爭化。戰爭話語暗含著一種強烈的對抗性和緊迫感，使人們在不知不覺中開始以「敵我」理解非戰爭的流行病問題。

戰疫似乎愈發成為了一種政府官方話語、媒體話語、民族主義者和水軍共同參與製造的狂歡，博取人們認同和支持，成為集體動員的關鍵。本是醫學話語主導的疫情管控問題，卻在中國承載著過多的戰爭想像。戰爭思維強調勝負，拒絕妥協或其他中間結果。值得警惕的是，這不僅是一種非理性的思維方式，更是一種趨向簡單化的思維方式。

因此，本研究也著力討論新冠危機下中國內地的戰疫話語，將從官方話語、媒體話語和公眾話語三個角度出發，對新冠肺炎危機下中國內地的戰疫話語進行研究，選取 2019 年 12 月 30 日以後的代表性媒體、領導人講話、政府公告和互聯網輿情和公眾事件。探求新冠疫情自 2019 年 12 月底爆發以來大國如何戰疫，大國戰疫話語特徵以及與戰爭元素的關係，戰疫話語是如何在中國被包裝和構建的；研究疫情下戰爭元素在中國輿論中呈現的樣態，戰爭因素在敘事建構中的介入又是如何發展，以及上述戰爭論述發生怎樣的變化。

