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The Expression and Articulation of Media Discourse A Case Study of " delegates' passage" in the 19th National Congress of the Communist Party of China

YUE Lu

Abstract The media discourse of Party members contributes to maintaining and reproducing the party identity the social order and the social trust. " Delegates' passage" was set up for the first time in the 19th National Congress of the CPC. Sixty Party delegates expressed their political ideas in their own words on live broadcast which elevated the personal feelings into collective emotions. It is an effective way to respond to national issues and tell China's stories in the meantime it delivers the confidence in the Party and the government. Moreover the different discourses of the Party members were linked to an unity through ' China dream' . In the interaction with the specific media discourse and various folk discourse they experienced the dynamic process of articulation and re-articulation. The formation of ' the unity among the differences' in the theory of articulation represented the possibility of connection between the Party discourse and the discourse of social individuals. Furthermore and it validated the powerful identification of the ruling party to achieve the great rejuvenation of the Chinese nation.

Key words Party member discourse Theory of articulation " delegates' passage" 19th National Congress of the Communist Party of China