

The Use of CONTAINER and PATH Image Schema in the Chinese Government White Paper “Fighting COVID-19: China in Action”

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Abstract—The paper explores the ideological representations of the CONTAINER and PATH image schemas within the Chinese government’s white paper, “Fighting COVID-19: China in Action”. This important political document provides a detailed account of the strategies and actions undertaken by the Chinese government. By integrating Johnson’s theory of image schemas with van Dijk’s theory of ideology, the study establishes a theoretical framework for analyzing the significance of these image schematic patterns concerning cognitive processes and ideological frameworks. The findings suggest that integrating the CONTAINER and PATH schemas effectively conveys ideologies in the white paper, thereby enhancing understanding of China’s actions and policies during the pandemic.

Index Terms—image schema, ideology, political discourse, Chinese government white paper

I. INTRODUCTION

Image schemas are essential abstract structures that profoundly influence our perception of the world. They are vital in various cognitive processes, serving as foundational elements for understanding and interpreting our experiences. Our biological makeup significantly shapes how we perceive the space around us. The domain of image schemas, often evident in the conceptual frameworks of human languages, highlights the fundamental and pervasive structures that underpin cognitive organization (Clausner & Croft, 1999).

Chinese government white papers serve as authoritative political documents, presenting policies and actions on specific issues to a global audience. Typically distinguished by their white covers, these documents outline government policies and express China’s perspectives on significant matters affecting the nation and the world. A prominent example is the comprehensive white paper titled “Fighting COVID-19: China in Action,” officially released during a press conference by the State Council Information Office in Beijing on June 7, 2020. This document outlines the strategies and measures China has adopted to combat the COVID-19 pandemic, detailing the challenges encountered and the successes achieved in managing this public health crisis. It addresses key aspects such as testing protocols, responses from the healthcare system, and community engagement efforts, providing an in-depth overview of the country’s actions during this unprecedented period. It offers valuable insights to other nations and articulates China’s stance in the worldwide response to the crisis.

Image schemas play a crucial role in political discourse due to their ideological implications. Hart (2019b, p. 90) highlights that “schematization is ideological” because image schemas “constrain and limit meaning, as well as patterns of inference in our reasoning” (Johnson, 1987, p. 42). Furthermore, Núñez Perucha (2011, p. 101) observes that “[i]mage schemas have been shown to organize key concepts in political discourse and significantly influence the conceptualization of power relations.” These schemas shape political discourse by clarifying specific roles within various initiatives. They effectively convey ideological implications and influence public perceptions of critical issues. This function aligns closely with the objectives of Chinese government white papers, which are designed to communicate the government’s attitudes, values, and ideologies to the public, ultimately fostering a deeper understanding of its policies. This paper aims to analyze the connotations of the CONTAINER and PATH schemas within the white paper, exploring their ideological functions in enhancing our comprehension of China’s strategies and actions. The research questions are designed to achieve this research objective: (1) What are the schematic structures of the CONTAINER and PATH schema in the white paper? (2) What are the ideological functions of these image schemas

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in the white paper?

II. LITERATURE REVIEW

A. *Studies on Schema Images in Political Discourse*

Research on image schemas in political discourse has garnered considerable interest from scholars examining their political functions (Hart, 2017, 2019a). In his work, Hart (2017) explores image schema analysis, with a particular focus on its application to political protests. He investigates how linguistic structures and metaphors can evoke specific conceptualizations that shape public understanding and perception. Furthermore, Hart analyzes the ideological implications of these conceptualizations, highlighting how they can legitimize specific political actions or movements. Some researchers focus on the CONTAINER, PATH, and FORCE schemas to illuminate their roles in political discourse. For example, Victoria (2023) highlights the persuasive impact of the CONTAINMENT and FORCE schemas in Brexit discussions, where these schemas were employed to invoke fear and prompt readers to take a defensive stance against the EU. Hampl (2021) conducts a detailed analysis of the metaphors rooted in the CONTAINER and FORCE image schemas that U.S. President Barack Obama utilized in his strategic communications during the campaign against ISIL. Furthermore, Salih et al. (2024) focus on the PATH, CONTAINER, and FORCE image schemas, examining their roles in metaphor formation and how they influence the relationship between source and target domains. Nonetheless, previous studies have overlooked significant Chinese political discourses, leaving a gap in understanding China's political strategies.

B. *Studies on the Chinese Government White Paper*

The primary objective of research on white papers is to analyze their characteristics, functions, and translation strategies (e.g., Zhang, 2021; Xin & Yan, 2022; Xiong & Zhou, 2023). While most scholars focus on these areas, only a tiny fraction investigates the connection between white papers and national image (Chen & Wang, 2020; Deng & Pang, 2020; Ma & Zhan, 2021; Zhang & Jamal, 2025). For instance, Deng and Pang (2020) explore the textual features of white papers and propose translation strategies to improve China's national image. Ma and Zhan (2021) create a corpus titled "Energy in China's New Era" to examine the meanings conveyed in the text and the underlying ideologies, thereby demonstrating how these factors lead to the construction of China's national image.

The white paper "Fighting COVID-19: China in Action" has drawn considerable interest from researchers, particularly in metaphorical translation, ecological translation, and conceptual metaphors. Li and Zhang (2020) examine the metaphors utilized in this document to enhance the understanding of China's actions in addressing the COVID-19 epidemic. Wang (2021) argues that the translation of this white paper could be more effectively adapted for an international audience, which would facilitate the construction of a positive national image and provide a linguistic foundation for information exchange during a global public health crisis. Feng and Liu (2022) explore the characteristics of war metaphors in the Chinese version while analyzing the translation strategies implemented in the English version. Meanwhile, Xin and Yan (2022) analyze the metaphors found in the Chinese version of the white paper, subsequently discussing translation methods suited to each distinct category of metaphor. Notably, Liu and Liu (2021) take a distinctive approach by examining China's national image through the lens of Systemic Functional Linguistics, explicitly analyzing the white paper "Fighting COVID-19: China in Action." Zhang and Jamal (2025) conduct an ideological exploration of the white paper "Fighting COVID-19: China in Action," employing a theoretical framework of conceptual blending theory and van Dijk's theory of ideology to explore the ideological functions of blended space in metaphorical structure.

Research on Chinese government white papers encompasses a diverse range of topics and themes. Chinese scholars often underscore the functions of these documents, particularly their significance in shaping national narratives and supporting government policies. Additionally, they emphasize effective translation strategies, leading to a multitude of publications that analyze specific white papers and their implications. Conversely, researchers from other countries frequently regard these white papers as essential for gaining insights into the Chinese government's policies and strategic priorities, particularly in critical areas such as military defense, human rights, and climate change. Nevertheless, there is a need for more in-depth studies that analyze China's ideologies in political discourse related to health crises. Addressing this gap could yield valuable insights into China's actions and policies during health emergencies and their potential implications for global cooperation and communication.

III. THEORETICAL FRAMEWORK

A. *Johnson's Theory of Image Schemas*

The term "image schema" first appeared in *The Body in the Mind* (Johnson, 1987) and *Women, Fire, and Dangerous Things* (Lakoff, 1987). Johnson (1987, pp. xiv, xvi) states, "an image schema is a recurring dynamic pattern of our perceptual interactions and motor programs that gives coherence and structure to our experience." Johnson (1987, p. 29) stressed that "image schemas are dynamic patterns rather than fixed and static images." Image schemas are "structures of an activity by which we organize our experience in ways that we can comprehend, and they are flexible in that they can take on any number of specific instantiations in varying contexts" (Johnson, 1987, pp. 29-30). That is, image

schemas represent the recurrent patterns derived from our sensory-motor experiences. They serve as a valuable tool for comprehending and deliberating upon such experiences, as well as assisting in organizing abstract concepts and drawing inferences within the realm of abstract thinking.

The concept of CONTAINER is widely referenced in literature as a fundamental image schema. It is a crucial element in metaphorical structuring, allowing authors to convey complex ideas and emotions effectively. This schema also plays a vital role in inferential reasoning, drawing upon our everyday experiences of physical and abstract boundaries. According to Johnson (1987), specific experiences are characterized by a common structural element referred to as “spatial boundedness,” which is primarily related to “being limited or held within some three-dimensional enclosure, such as a womb, a crib, or a room” (pp. 21-22) (see Figure 1). The CONTAINER schema holds significant importance within political discourse as a conceptual framework, where the fundamental structure of the schema, delineating an inside versus outside, “operates as a principle of division” (Chilton, 1996, p. 147). It represents an image schema that embodies a fundamental aspect of ideologies: the polarization between “Us” and “Them” (van Dijk, 1998).

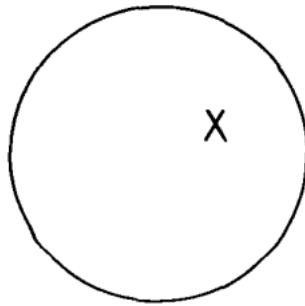


Figure 1. CONTAINER Schema (Johnson, 1987, p. 23)

The PATH schema is a fundamental framework in our understanding of motion (Lakoff & Johnson, 1999). Johnson (1987, p. 113) indicates that a PATH possesses a “definite internal structure.” This structure includes three essential components: “(1) a source or starting point, (2) a goal or endpoint, and (3) a sequence of contiguous locations that connect the source to the goal” (see Figure 2). Essentially, paths function as routes for navigating from one point to another (Johnson, 1987, p. 113). Political discourse is vital for clarifying the various elements involved in shaping a political agenda, and politicians “frequently speak and write of looking toward the future, taking rapid steps, moving on, coming to a crossroads, going in the right direction” (Chilton, 2006, p. 623). In the realm of political discourse, there is often a clarification of elements related to the political agenda. As a result, the path schema can foster a positive perception of the “Us” (the entity) while presenting a negative view of “Them” (the obstacles along the path), as discussed by van Dijk (2000).



Figure 2. SOURCE-PATH-GOAL Schema (Johnson, 1987, p. 114)

B. van Dijk's Theory of Ideology

Ideologies are socially shared representations that define a group's identity and shape social cognition. They are not just systems of ideas but also frameworks with internal structures and cognitive functions (van Dijk, 2017). van Dijk (2017) summarizes the functions of ideologies in the social and cognitive dimensions: 1) ideologies help shape the shared beliefs of a group; 2) ideologies form the basis for the discussions and social activities of group members; 3) ideologies guide group members to coordinate their actions based on the group's goals and interests; 4) ideologies play a significant role in the way different groups engage in social structures, discourses, and other social practices.

Ideological discourse is “generally organized by a general strategy of positive self-presentation (boasting) and negative other-presentation(derogation)” (van Dijk, 2013, p. 126). This strategy entails emphasizing our positive attributes and downplaying our negative ones, while doing the opposite for others, thereby enhancing their negative traits and minimizing, concealing, or overlooking their positive ones (van Dijk, 2013). Ideologies serve a social function by either sustaining or challenging the existing status quo. They promote cohesion and cooperation within in-groups while influencing interactions with out-groups. Additionally, their cognitive function facilitates the classification of concepts, the organization of individuals, the characterization of personalities, the elucidation of emotions, and the demonstration of actions. In summary, ideologies can be expressed and reinforced through linguistic representations that portray members of the in-group in a positive light and their actions favorably, while simultaneously portraying out-group members and their actions in a negative light.

IV. DATA AND METHODOLOGY

This study selects the white paper “Fighting COVID-19: China in Action,” published by the Chinese government, as the target for analysis. The Chinese white paper, an official document released by the government on significant issues related to the economy, politics, and military affairs, represents China's stance and image, and disseminates China's voice to the world. The white paper “Fighting COVID-19: China in Action” contains 24311 words, with detailed descriptions of China's attitude, strategies, and actions towards the epidemic.

The selection of the white paper “Fighting COVID-19: China in Action” for CDA follows a typical case sampling strategy, since it depends on the characteristics of the white paper: 1) being authoritative and rich in ideology; 2) being relevant to China's self-portrayal and global communication; 3) being embedded in context related with global health emergency. This white paper offers a valuable platform for researchers to examine how the Chinese government employs language to project a positive national image in the context of the COVID-19 pandemic.

The qualitative approach is suitable for analyzing the white paper's language expressions, identifying its ideologies, and exploring the relationship between discourse and ideology. Given language's constructive power and close relationship with context, this study employs a qualitative research design—a case study, specifically the critical discourse analytic approach—to examine how language is ideologically used in the image schemas presented in the white paper released by the Chinese government.

V. DISCUSSION

A. CONTAINER Schema in the White Paper

The CONTAINER schema conceptualizes enclosed spaces, defining a container as a “bounded space” (Charteris-Black, 2006, p. 575) that protects the objects within. This schema also reflects “physical in-out orientations” and encompasses separation, differentiation, and enclosure, indicating restriction and limitation (Johnson, 1987, p. 22). Semino (2008, p. 95) observes that “groups, institutions, and particularly nation-states are conventionally constructed as containers.” When a state, group, or organization is perceived as a container, it can serve multiple functions and “have implications for the concepts of international relations discourse” (Chilton, 1996, p. 51). The following examples illustrate how the CONTAINER schema articulates China's strategies for addressing the health crisis in conjunction with its values and ideologies. The following examples in Table 1 illustrate the application of the CONTAINER schema.

TABLE 1
EXAMPLES OF CONTAINER SCHEMA (1)

	Examples
CONTAINER Schema (1)	(1) The situation became most pressing with the rapid increase in newly confirmed cases <i>in</i> China. (2) He emphasized that this epidemic, given the speed and scope of its spread, represented the most challenging public health emergency <i>in</i> China since the founding of the People's Republic, and that it was both a serious crisis and a major test. (3) With the epidemic putting people's lives and safety <i>in</i> danger, CPC members have acted as the vanguard. (4) The baseless accusation that China concealed epidemic information and death figures is a calculated slur on the 1.4 billion Chinese people, <i>including</i> those killed by the virus, and on millions of Chinese medical workers. (5) This <i>includes</i> sending the most urgent medical supplies, conducting cooperation on medical technologies, and dispatching more medical expert teams and task forces. (6) This shows how much <i>we</i> Chinese at home and abroad are committed to each other and demonstrates the unity and cohesion of the Chinese nation in times of difficulty. (7) In the face of this serious crisis humanity once again stands at a crossroads. Which route shall <i>we</i> take?

Adopted from http://english.scio.gov.cn/node_8018767.html

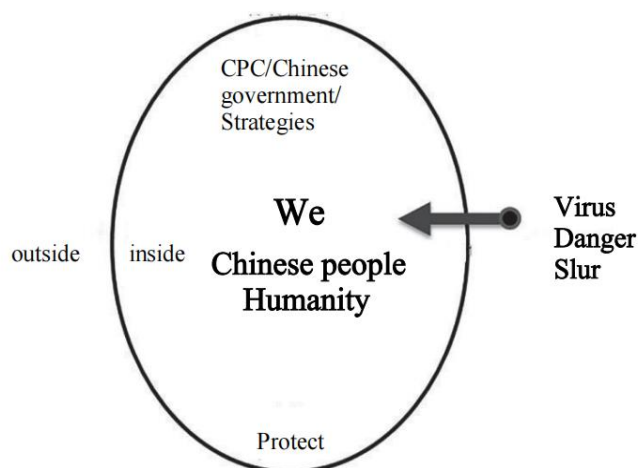


Figure 3. CONTAINER Schema (1)

The CONTAINER schema is most effectively illustrated through the spatial prepositions “in” and “include,” which are commonly employed to describe the spatial connection between the Trajector (TR) and the Landmark (LM). In this framework (see Figure 3), China and its people are metaphorically depicted as a container, with the Chinese government, the Communist Party of China (CPC), and their related strategies serving as the defining boundaries of that container. Within this context, the virus and the subsequent public health emergency are characterized as threats or risks to the integrity of this container.

Examples 1 and 2 underscore the significant crisis triggered by the swift rise in newly confirmed COVID-19 cases, which poses a considerable public health emergency for the Chinese population. These examples highlight the urgency and challenges faced by healthcare systems in managing the outbreak. In Example 3, the Communist Party of China (CPC) is portrayed as a vital entity in ensuring the health and well-being of the people during this epidemic. The CPC is characterized as a foundational source of support and leadership, taking proactive measures to enforce public health policies and ensure community safety in the face of this ongoing threat.

In Example 4, an unfounded accusation suggests that the term “TR” has developed into a derogatory slur directed at Chinese individuals. This claim is particularly sensitive, as it affects not only those who tragically lost their lives to the virus but also the dedicated medical professionals who fought tirelessly on the front lines of the pandemic. Such a characterization of “TR” risks perpetuating stigma and fostering misunderstandings related to the crisis.

Example 5 examines the strategies implemented by the Chinese government, referred to as “LM”. These strategies are depicted favorably, implying that they intend to support and protect Chinese citizens as they navigate the challenges posed by the disease. Figure 3 illustrates the relationship between “TR” and “LM”, emphasizing how these terms are used in public discourse and their broader implications. This visual representation enhances our understanding of how these concepts interrelate and influence societal perceptions during the pandemic.

The term “we” delineates a clear distinction between “Us” and “Them.” In Example 6, “we” refers explicitly to Chinese individuals, encompassing both those living in China and those residing abroad. This usage conveys an internal perspective that emphasizes the collective identity and shared experiences of the Chinese community. Conversely, Example 7 expands the definition of “we” to include not only Chinese individuals but also all of humanity. This broader interpretation underscores the importance of viewing everyone as part of a global community, emphasizing that collaboration and mutual development are essential for progress. It encourages acknowledgment of our shared responsibilities and interconnection across diverse backgrounds.

In conclusion, the white paper frequently depicts China as the “Us,” symbolizing a united and positive force committed to combating the virus through various initiatives and efforts. This portrayal bolsters China’s image as a proactive and responsible player on the global stage. In contrast, COVID-19 is characterized as “Them,” representing a menacing entity that poses a significant threat to public health and safety. This clear distinction between “Us” and “Them” effectively enables China to cultivate public empathy, positioning itself as a protector against the adversary that the virus embodies while garnering support for its actions.

The following examples in Table 2 illustrate the application of the CONTAINER schema (2) as described in the white paper.

TABLE 2
EXAMPLES OF CONTAINER SCHEMA (2)

CONTAINER Schema (2)	Examples
	(8) He pointed out that the solemn pledge to lift all rural people living below current poverty line out of poverty by 2020 had been made by the CPC Central Committee to the whole nation, and it must be fulfilled on schedule.
	(9) Immediate, science-based and targeted measures must be taken to stamp out the virus. Adopted from http://english.scio.gov.cn/node_8018767.html

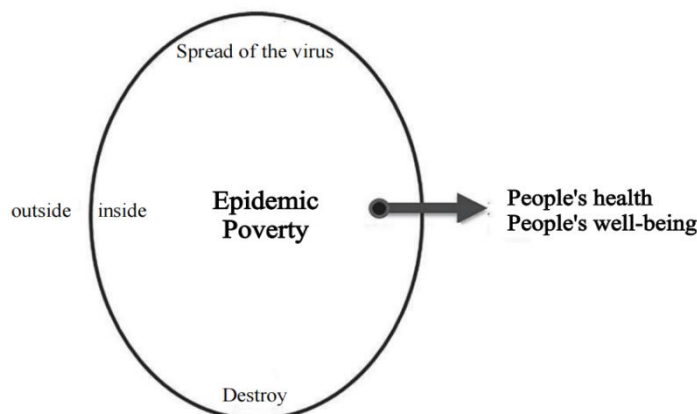


Figure 4. CONTAINER Schema (2)

It is essential to recognize that, due to the speaker's varying perspectives, the term "container" may carry negative connotations, particularly when examining non-spatial interpretations of the word "out" (see Figure 4). For instance, in the context of poverty in China, as illustrated in Example 8, this situation is characterized as a container that confines individuals, suggesting that those living in rural areas and below the poverty line are trapped in their circumstances. This characterization suggests that these individuals have endured prolonged hardship, which has significantly hindered their potential for personal and economic development. The characterization of poverty as a container suggests that rural residents cannot improve their circumstances without external assistance. In this narrative, the Chinese government, represented by the Communist Party of China (CPC), is portrayed as a pivotal force committed to providing the support and resources necessary for individuals to overcome the constraints of poverty. The CPC's efforts are crucial in empowering people to overcome their challenging conditions and realize their full potential, to foster a more equitable society.

In Example 9, the virus circulating in China is metaphorically represented as a container, symbolizing the various challenges and threats it poses. In response, China has adopted comprehensive, evidence-based strategies to control and manage the spread of the virus, effectively preventing it from leaving the country. This proactive approach not only addresses immediate public health concerns but also aims to enhance the overall well-being of its citizens. These two examples distinctly contrast "Us" and "Them." "Us" underscores the significance of health and well-being, emphasizing collective safety and social responsibility. Conversely, "Them" pertains to broader issues, such as poverty and the virus, which are often perceived as external threats that demand attention. Together, these concepts frame the discourse on public health, highlighting the various challenges faced by different groups.

In conclusion, perceptions of China and the virus as either the "container" or the "contained" vary based on the speaker's viewpoints. In Figure 3, China and humanity are depicted as positive entities strategically positioned at the periphery of the discourse space. This placement conveys a sense of inclusion and hope associated with these subjects. Conversely, COVID-19 is portrayed as an intruder, emphasizing its substantial threat to public health and safety. This visual representation highlights the disruptive nature of the virus and its detrimental effects on society.

Figure 4 examines the complex relationship between the epidemic and poverty, highlighting how both have a profoundly negative impact on individual health and overall well-being. This depiction highlights their interconnection, suggesting that poverty intensifies the epidemic's impact, further endangering people's health. By employing the CONTAINER schema in these visuals, the public can gain a deeper understanding of the underlying power dynamics and ideologies that the imagery conveys. This contextualization encourages the public to reflect on how social, economic, and health-related factors are interconnected, ultimately shaping public perception and influencing policy responses.

B. PATH Schema in the White Paper

This analysis will examine the PATH schema outlined in the government white paper, highlighting the key elements that reveal the motivations behind China's actions, the obstacles it encounters, and the strategies employed to overcome these challenges. This exploration will serve as a foundation for understanding China's values and ideologies. By doing so, the goal is to enhance the reader's understanding of how these factors influence China's international conduct and

interactions. The following examples in Table 3 illustrate the application of the PATH schema (1) as described in the white paper.

TABLE 3
EXAMPLES OF PATH SCHEMA (1)

PATH Schema (1)	Examples
	<p>(1) The strong <i>leadership</i> of the CPC has been fundamental to China’s rapid containment of the virus.</p> <p>(2) General Secretary Xi Jinping has taken personal command, planned the response, overseen the general situation and acted decisively, <i>pointing</i> the way <i>forward</i> in the fight against the epidemic.</p> <p>(3) In doing so we will see that the spirit of solidarity, cooperation, responsibility and dedication <i>leads</i> people around the world <i>towards</i> victory in our fight against the pandemic.</p> <p>(4) TCM has played its part in the entire <i>process</i> of Covid-19 response, <i>from</i> early intervention <i>to</i> administering case-specific treatment.</p> <p style="text-align: right;">Adopted from http://english.scio.gov.cn/node_8018767.html</p>

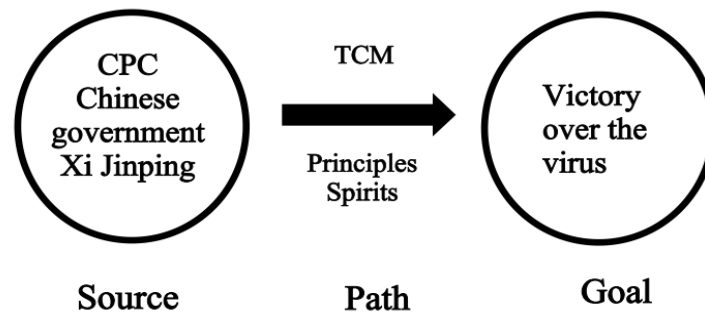


Figure 5. PATH Schema (1)

According to Figure 5, the phrase “leadership of the CPC” highlights the crucial role that the Communist Party of China (CPC) plays in shaping the nation’s response to the epidemic. This leadership encompasses strategic planning, resource mobilization, and cross-sector coordination to tackle the outbreak effectively. By launching initiatives and setting objectives, the CPC aims to enhance public health responses, foster community involvement, and ensure the effective allocation of vital resources to achieve optimal outcomes in crisis management.

Goatly (1997) asserts that the phrase “moving forward” encapsulates a sense of “purposeful activity” (p. 44). This sense implies that such intentionality can yield positive outcomes across various contexts (Cameron, 2010; Gibbs, 2017). This concept is especially significant in discussions about progress and advancement, as it establishes a motivational framework for both individuals and communities. In this regard, the phrase “pointing...forward” in Example 2 is pivotal in emphasizing the positive direction ahead. By employing this imagery, the expression aims to foster an atmosphere of optimism and hope, suggesting that concerted efforts to combat the epidemic are likely to yield successful and beneficial results. Forward-pointing imagery reinforces a sense of trajectory, encouraging individuals to envision a future where challenges are addressed and overcome. Ultimately, this fosters a collective spirit of resilience and determination in the face of adversity.

Example 3 underscores that the primary objective of the journey is to achieve victory by embracing essential principles such as solidarity, cooperation, responsibility, and dedication. By prioritizing these values, we can enhance public confidence and underscore the importance of nurturing a collective spirit in the pursuit of success. Similarly, Example 4 employs the structure “from...to...” to effectively illustrate the multifaceted role of Traditional Chinese Medicine (TCM) throughout various stages of health and wellness. This phrasing effectively conveys how TCM can influence different phases, from preventive care to treatment, emphasizing its significance within holistic healthcare practices.

The following examples in Table 4 illustrate the application of the PATH schema (2) as described in the white paper.

TABLE 4
EXAMPLES OF PATH SCHEMA (2)

PATH Schema (2)	Examples
	<p>(5) <i>Following</i> the principles of safety, effectiveness and availability, China has <i>accelerated</i> the R&D and application of medicines, vaccines, and new test kits.</p> <p>(6) Even while under the tremendous pressure of coronavirus control, China has <i>moved quickly to</i> provide as much assistance to the international community as it can.</p> <p>(7) He said that this work must be taken as a major and pressing task and <i>proceed</i> as <i>speedily</i> as possible, while abiding by the rules of science and ensuring safety, so as to provide strong scientific and technological support for overcoming the epidemic.</p> <p style="text-align: right;">Adopted from http://english.scio.gov.cn/node_8018767.html</p>

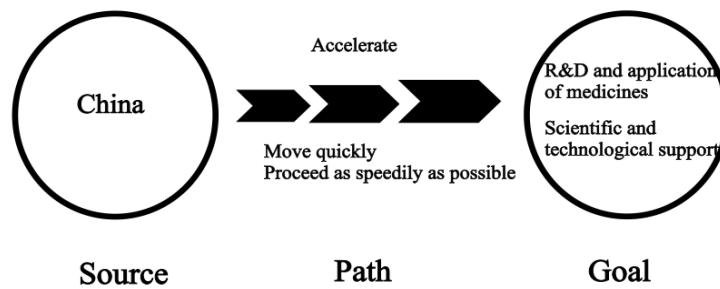


Figure 6. PATH Schema (2)

According to Figure 6, the terms “move” and “proceed” signify intentional actions taken along a strategic path, underscoring China’s strong commitment to advancing its various initiatives and developmental processes. Expressions such as “accelerate,” “move quickly,” and “proceed speedily” not only convey different speeds of action but also imply a progressive increase in momentum. This distinction highlights the dynamic nature of China’s efforts as it navigates the various stages toward its overarching objectives. Additionally, these phrases play a vital role in clarifying China’s intentions and enhancing the overall impact of its communication, effectively conveying its aspirations and strategic plans. By articulating its objectives in such compelling language, China communicates a sense of urgency and purpose, reflecting its determination to achieve its goals promptly.

Vehicles on the path serve as essential tools for individuals and organizations to achieve their specific goals and objectives. Metaphorically speaking, these operational vehicles represent key principles such as safety, effectiveness, availability, and adherence to scientific guidelines, similar to navigating a “vehicle on a path” toward success. For instance, discussions about increasing a vehicle’s speed can symbolize China’s concerted efforts to enhance its scientific and technological capabilities in response to public health challenges. By making substantial investments in research and development, expanding healthcare resources, and adopting innovative technologies, China is addressing immediate health concerns while also strengthening its global reputation. These proactive initiatives reflect a commitment to leadership in science and technology, solidifying China’s position as a significant player in international efforts to manage health crises.

Example 6 underscores China’s vital role in supporting the international community during global challenges, reaffirming its commitment to providing ongoing assistance in the future. This support encompasses the delivery of medical supplies, financial aid, and sharing critical information regarding public health strategies. Furthermore, Example 7 emphasizes China’s proactive efforts in addressing the virus. The country has implemented comprehensive measures, including extensive testing, contact tracing, and vaccination campaigns, all of which contribute to a growing sense of optimism that these initiatives could ultimately lead to the global eradication of the virus.

The following examples in Table 5 illustrate the application of the PATH schema (3) as described in the white paper.

TABLE 5
EXAMPLES OF PATH SCHEMA (3)

PATH Schema (3)	Examples
	(8) He pointed out that while significant progress had been made in containing the epidemic, the <i>turning point</i> had not yet <i>arrived</i> at the national level. Adopted from http://english.scio.gov.cn/node_8018767.html

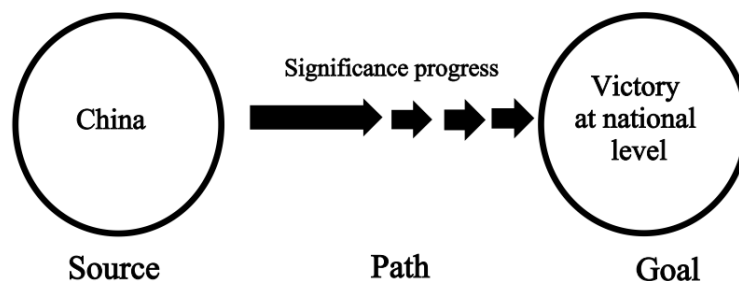


Figure 7. PATH Schema (3)

As illustrated in Figure 7, a “turning point” signifies a pivotal moment when significant change takes place, particularly when that change leads to improved conditions. In the realm of virus control, this concept signifies that China is taking substantial and strategic measures to confront the ongoing epidemic. This shift reflects a serious commitment from authorities to address the public health crisis effectively.

The expression implies that the situation in China remains complex and poses numerous challenges. The ongoing epidemic underscores that, despite various efforts, the virus continues to represent a significant threat to public health and safety. This reality validates China's decision to uphold strict public health measures necessary for controlling the virus and protecting its population. Moreover, this context highlights the importance of understanding and support from the international community. Collaborative efforts and shared knowledge are crucial for effectively managing the complexities of virus control. Acknowledging the ongoing challenges faced by China can foster a more supportive global response to public health crises.

In conclusion, the PATH schema presented in the white paper provides a comprehensive overview of China's approach to addressing the epidemic. The assessment of the current process highlights both the progress achieved and the ongoing challenges that remain. The leading role of the Communist Party of China (CPC) is underscored, illustrating its essential function in coordinating nationwide efforts and efficiently mobilizing resources. Additionally, the discourse addresses the various difficulties encountered during this process, including logistical challenges, public compliance issues, and international relations. Collectively, these insights contribute to a unified narrative of a resolute and cohesive "Us" dedicated to overcoming this public health emergency.

C. Ideologies Embedded in the White Paper

(a). Collectivism

Through the analysis of the cognitive process of schematization, it is found that this ideology of collectivism is a foundational principle underpinning the policies articulated in the white paper concerning China's response to the COVID-19 pandemic. The CONTAINER schema posits that the Chinese population, in conjunction with humanity, constitutes an in-group unified by shared interests and destinies. The document underscores that individual and communal fates are intricately interconnected, particularly during health crises, which are typically perceived as threats emanating from "out-groups." This interconnectedness underscores the imperative of mutual support and collaboration in overcoming health challenges and fostering community resilience.

(b). Self-Reliance

Maoism advocates that individuals are encouraged to confront and challenge oppressive systems through engagement in revolutionary struggle, fostering a sense of agency and solidarity among the masses, even in the most challenging circumstances (Lu, 2017). In the PATH schema, China's metaphorical "route" symbolizes its strategic methods for addressing the epidemic, specifically tailored to align with its unique social, cultural, and political context. Notably, the integration of Traditional Chinese Medicine (TCM) alongside modern medical practices throughout the healing process underscores China's commitment to a holistic approach to healthcare. This combination reflects a deep respect for its rich cultural heritage and aims to leverage the strengths of both conventional and alternative medical strategies to provide effective treatment options. These elements showcase China's perspective on health and wellness, highlighting its unique approach to effectively combat the crisis and support its population during these unprecedented times.

(c). Centered Leadership of CPC

Marxism posits that the party-state actively guides all sectors of society—including healthcare, the economy, and public policy—toward achieving a unified goal that serves the collective interest (Jiang, 2014). The Communist Party of China (CPC)'s leadership structure and the top-down command system are fully implemented in the white paper. In the cognitive process of schematization, the PATH schema illustrates that the "strong leadership" of the Communist Party of China (CPC) is vital to the nation's strategic actions and policies. President Xi Jinping's directives outline clear pathways for addressing a wide array of domestic and international challenges, underscoring his pivotal role in shaping the country's decision-making processes. Phrases such as "move quickly to" and "proceed as speedily as possible" highlight the government's emphasis on efficiency and responsiveness in executing critical initiatives, particularly during times of crisis.

VI. CONCLUSION

The CONTAINER and PATH image schemas offer a valuable framework for analyzing and interpreting ideologies in the white paper, providing deeper insights into the fundamental concepts of governance and policy-making. When effectively utilized, these frameworks provide a nuanced understanding of China's strategies for managing the COVID-19 pandemic, while acknowledging the severe repercussions of the outbreak. The crisis, characterized by its aggressive and unpredictable nature, is often metaphorically described as a powerful and threatening force. Additionally, this focus has significantly enhanced the conceptual development and legitimacy of China's policies and actions in its ongoing fight against the virus, reinforcing the narrative of a proactive and responsive government during times of crisis.

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