

A Study on WAR Metaphors in the Reports on the Reform and Opening-Up Policy in China

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Abstract—Based on the BCC (Beijing Language and Culture University Corpus Center) corpus, an analysis on the WAR metaphors in the reports on the Reform and Opening-up Policy in China showed that the potential metaphor in the report is *THE IMPLEMENTATION OF REFORM AND OPENING-UP AS WAR*, which is supported by such sub-metaphors as *PLACES WHERE POLICIES ARE IMPLEMENTED AS BATTLEFIELDS*; *POLICIES OR THEORIES AS WEAPONS*; *IMPLEMENTATION OF POLICIES AS MILITARY ACTION*; *DIFFICULTIES AND RISKS AS ENEMIES*. War metaphors highlight the conflicts, risks and strategies in the process, and arouse the sense of emergency, alertness and strategy. The resonance distribution of the Source domain elements partially reflected the highlights of the reports. Battlefields highlight the universality of conflicts and arouse the sense of risk, alertness and emergency. Participants motivate the readers to learn from the developed areas to devote to the enterprise of Reform and Opening-up.

Index Terms—Reform and Opening-up Policy, reports, war, metaphors

I. INTRODUCTION

Metaphor plays a crucial role in politics. Thompson (1996) held that “politics without metaphor is like fish without water” (p. 185). War is an important topic in the human society. Yuan (2004) mentioned that “War permeates ancient and modern times, changes the development of human society, affects people’s thinking and consciousness, and manifests itself in human language expressions” (p. 38). “In peacetime, war terms express people’s understanding of the objective world and modern society through metaphor” (Jia, 2015, p. 148). In *Metaphors we live by*, the first conceptual metaphor analyzed by the author is ARGUMENT IS WAR (Lakoff, 1980, p. 4).

War activities run through the history of human development, while war metaphors pervade all fields of human society. In the field of politics, political activities are perceived as WAR activities and influenced by them (Lakoff, 2003; Huang & Hu, 2021; Sun & Sun, 2019). In the domain of economy, the combat between different economies is regarded as the war (Cai & Deignan, 2019; Chen & An, 2016). In diplomacy, the international conflicts and interactions are held to be the invisible war between countries (Yue, 2019; Fu & Yuan, 2016). In sports, the physical contests are usually carried out as wars in which war strategies are frequently applied (Hou & Lu, 2019; Lin, 2018). In health care and the pandemic illness report, the disease is often described as the enemy to human health and should be conquered in the form of war (Abdel-Qader & Al-Khanji, 2022; Hanne, 2022; Kazemian & Hatamzadeh, 2022).

The category of war is projected to all fields of social life through the categories of weapons, battlefields, strategies, the war process and combatants, showing their antagonism, contradiction and strategy. Yuan (2004) and Jia (2015) systematically analyzed the universality of war metaphor and found that the universality of war metaphor has its historical, cultural experiential and philosophical roots.

The Reform and Opening-up policy has laid a solid foundation for China’s unprecedented development from the planned economy to the market economy. There are contradictions and conflicts in the implementation process of this policy. For example, the ground-breaking reform may be confronted with differences and contradictions between the old systems and the new systems. With opening to the outside world, the process of “going-out and bringing-in” leads to differences and conflicts among diverse world cultures. War is one of the forms of conflicts resolution, and the expressions of war category are often used in the reports on reform and opening up.

(1) a. 天津在新一轮改革开放中争当领军者、排头兵。¹

Tianjin strives to be the Commander and vanguard in the new round of Reform and Opening up.

b. 官僚主义是当前改革开放的大敌。

Bureaucracy is the enemy of the current Reform and Opening up.

c. 在改革开放的主战场上，企业家担当着极其重要历史使命。

In the main battlefield of Reform and Opening-up, entrepreneurs play an extremely important historical mission.

¹ All the corpora in this study comes from the corpus of Beijing Language and Culture University Corpus Center (BCC), which has a total of about 15 billion words, including newspapers (2 billion), literature (3 billion), blog (3 billion), science and technology (3 billion), comprehensive (1 billion) and ancient Chinese (2 billion), etc. Newspapers include People’s Daily from 1946 to 2018. The corpus of this study was retrieved from <http://bcc.blcu.edu.cn/help#intro>, October 24, 2022.

- d. 各族人民团结和睦，正在改革开放的大进军中走向富裕和文明。
People of all ethnic groups are united in harmony, and are moving towards prosperity and civilization in the great March of Reform and Opening up.
- e. 我国的改革开放和现代化建设战胜各种困难和风险，取得巨大成就。
China's Reform and Opening up and modernization has overcome various difficulties and risks and made great achievements.

In these examples above, war categories, such as commander, enemy, battlefield, march and victory, are used respectively to conceptualize the leading areas, obstacles, fields, processes and results of Reform and Opening up. War and policy belong to different conceptual domains. In these reports, the war category is projected onto the policy category. Studying these reports is conducive to deepening readers' understanding of this policy and promoting its popularization and implementation.

At present, there are relatively few researches on the Reform and Opening up policy report from the perspective of cognitive linguistics. Wang and Yang (2012), Wang and Huang (2012) and Zhang (2018) used contexts examples of "Reform and Opening up" when studying the metaphor phenomenon in political discourse, but systematic studies on the metaphors related to Reform and Opening up, especially war metaphors, are relatively limited.

In this study, *People's Daily* is selected as the data source (extracted from BCC corpus), and the sentences containing "Reform and Opening up" are selected as the research object, and the metaphorical phenomenon in the report is analyzed to reveal the distribution tendency of war metaphors in the reports on the Reform and Opening up policy, as well as the values and ideology advocated in them.

II. THEORETICAL FRAMEWORK

Lakoff (1980) held that "the conceptual system on which we think and act is metaphorical in nature, and the essence of metaphor is to understand and experience a certain kind of thing through another kind of thing" (Lakoff & Johnson, 1980, p. 5). Kövecses (2010) pointed out that "a conceptual metaphor consists of two conceptual domains, in which one domain is understood in terms of another; the conceptual domain from which we draw metaphorical expressions to understand another conceptual domain is called source domain, while the conceptual domain that is understood this way is the target domain" (p. 4).

In the reports, Reform and Opening up is the Target domain, and the concept of war used to understand this policy is the Source domain. The concept of policy is abstract, while the concept of war is relatively familiar and concrete. Lakoff (1980) pointed out that "the primary function of metaphor is to partially understand one experience with another" (p. 154). In the report, the experience of war is used to understand the experience of policy implementation, which constitutes a metaphor of war, that is, "to compare non-war behaviors or events with real war. As a discourse phenomenon, war metaphor describes various non-war categories in terms of war, giving other categories strong antagonism, urgency and rhetorical cognitive tension" (Yang & Dong, 2017, p. 2).

III. RESEARCH DESIGN

A. Research Questions

This paper studies the war metaphors in the report on Reform and Opening up policy, and answers the following questions:

- 1) Which aspects of the war category are mapped to the policy category?
- 2) What is the distribution tendency of these mappings?
- 3) What role does war metaphor play in the report on Reform and Opening up policy?

B. Research Corpora

In this study, BCC corpus (the sub-database of newspapers and periodicals) is selected as the corpora source, which contains all issues of *People's Daily* from 1946 to 2018, with a total word count of about 1.26 billion, and the retrieval key word in Chinese characters are 改革开放 (gaige kaifang, Reform and Opening up in English).

War metaphor is embodied by war expressions, and a semantic classification dictionary can provide great help for the identification of war categories. This study selects *Dictionary of Modern Chinese Classification - Cihai* (Dong, 2007) as the source of war categories. The dictionary details the war-related categories into three categories: military, war and weapon, involving 119 sub-categories, with a total of 1513 words and explanations of military categories, involving all aspects of war, such as participants, weapons, sites, processes and results, providing an effective reference for the confirmation of war metaphors.

C. Research Process

1. The establishment of the Target domain text database.

Select newspapers and periodicals from BCC corpus self-defined retrieval, and then select *People's Daily*, with Reform and Opening up as the retrieval key word, and set the context to 30 Chinese characters on both sides. 81573 index lines containing Reform and Opening up were obtained from BCC corpus and imported them into the minor

closed Target domain corpus text database.

2. The establishment of the category text database of the Source domain.

Three categories, war, military and weapons, as well as the subordinate categories and interpretations, are derived from the *Dictionary of Modern Chinese Classification-Cihai* (Dong, 2007), which consists of three categories, 119 subcategories and 1513 entries, and all of them are stored in the corpus text database of the Source domain.

3. Identification of WAR metaphors in the reports on Reform and Opening up.

The Source domain is war, and the Target domain is Reform and Opening up. The identification of the mapping relationship between them determines whether the war metaphor exists or not. Charteris-Black (2004) put forward the stages of metaphor identification: first, carefully read the target text to identify whether there is semantic conflict caused by cross-domain transformation in language, pragmatics and cognition, and then further qualitatively analyze the context containing relevant keywords to determine whether the relevant usage is original or metaphorical (p. 35). With reference to the entries in the Source domain text database, read through the index lines in the target domain text database, identify the co-occurrences and semantic conflicts between the Source domain keywords and the Target domain keywords in the combination with the context of the index lines, and determine whether the source domain keywords are original or metaphorical.

4. Analysis of WAR metaphor resonance values² and the distribution tendency.

Mark, classify and count the keywords in the Source domain of potential metaphor expressions. Based on the data of Types and Tokens³, the resonance values of relevant metaphorical expressions are calculated and ranked, and the distribution tendencies are described and interpreted cognitively.

5. Analysis of WAR metaphor.

IV. RESULTS AND DISCUSSION

A. Distribution Analysis

Based on the identification, annotation and count of war metaphors, this paper obtains 91 Types and 2169 Tokens of war metaphors. These tokens are classified into combatants, battlefield, weapons and equipment, the war process, war state, tactical strategy, the war outcome and so on. Different aspects of the war concepts have different resonance values (productivity) in the Reform and Opening-up reports. The larger the resonance value, the bigger Types and Tokens of the keywords; the greater the degree of occurrence and the greater the productivity. Based on the statistics, calculation and the percentage sorting of relevant Token and Type, the resonance value sorting of different aspects of war concepts in Reform and Opening-up reports is as follows. The resonance value and its percentage in the total resonance value reflect the different productivity of different aspects in the report.

TABLE 1
WAR METAPHOR DISTRIBUTION

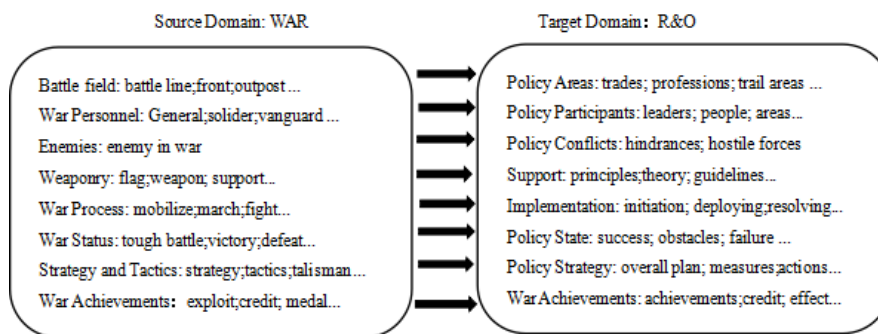
Source	Type	Token	Resonance	Percentage
Battle Field	783	18	14094	46.04%
War Personnel	346	25	8650	28.25%
Weaponry	195	11	2145	7.01%
War Process	88	22	1936	6.33%
War Stage	384	5	1920	6.27%
Strategy and Tactics	364	5	1820	5.94%
War Achievements	10	5	50	0.16%
Total	2170	91	30615	100%

B. War Metaphor Mapping in the Report on Reform and Opening-Up

Reform should solve the old and new contradictions, while Opening-up will introduce external contradictions and conflicts. The process of resolving these contradictions and conflicts is just like the war process, which is full of antagonism and urgency. The war concept can be used in the understanding of the implementation process of the Reform and Opening-up policy. In the report on Reform and Opening-up, the relatively concrete and intuitive concept of war is mapped onto the relatively abstract implementation process of Reform and Opening-up. The non-war implementation process of Reform and Opening-up is conceptualized by war categories, and the policy category is described by war terms, which endows Reform and Opening-up with strong antagonism, urgency and strategy. The potential conceptual metaphor is *IMPLEMENTATION OF REFORM&OPENING-UP AS WAR*, as demonstrated in the figure below:

² The resonance is an indication of the extent to which metaphor source domains are found in a particular corpus and therefore is a measure of their productivity. Resonance value shows the degree of origin domain appearing in specific corpus, which is a method to measure the productivity of origin domain. The calculation method is to multiply the Token number from the same origin domain by its corresponding Type number (Charteris-Black, 2004, p. 89).

³ Types are separate linguistic forms while tokens are the number of times each form occurs (Charteris-Black, 2004, p. 89).

Figure 1. War-R&O⁴ Mappings

As shown in Figure 1, *IMPLEMENTATION OF REFORM & OPENING-UP AS WAR* is a kind of structure metaphor, in which the conceptual elements from the Policy and these from War correspond to each other closely. The reports of the implementation of Reform and Opening-up policy constructed a systematic mapping from the domain of WAR to the domain of POLICY. In the process of policy implementation, different aspects are embodied in WAR concept.

Kövecses (2010) pointed out that “politics is war, American society is composed of different political hostile groups, and the leaders of political groups are military generals” (p. 68). The places or areas to implement the policy are the battlefields, on which the government leaders and the people are the commanders and soldiers who applied scientific theories and guidelines as weapons to conquer the conflicts and hindrances like the enemies on the battlefield. Different areas play different roles in the process, some places like Guangzhou and Shenzhen are the battle fields and outposts where the policy is first implemented, while other places will cooperate and learn from them. The process of implementation is the process of WAR, in which the policy is initialized and deployed to resolve the conflicts and hindrances in the way the soldiers are mobilized to march and fight against the enemies. The policy plan or measures are the strategy and tactics, which guides the implementation process through different stages like tough battle, victory or defeat.

However, in the report on Reform and Opening-up, hostile forces are not necessarily political groups, but also people or events that hinder the implementation of the Reform and Opening-up policy. Generals are not necessarily political leaders, but people or areas that take the lead in the implementation process of the reform and opening up policy. Conflict is not a conflict between political groups, but a contradiction and conflict between the Reform and Opening-up policy and the factors that hinder the development of the policy. Other concepts in the category of war are projected to all levels of the implementation of the Reform and Opening-up.

C. Analysis of WAR Metaphor in the Reports on Reform and Opening-Up Policy

The elements of war concept, such as battlefield, participants, equipment, process, state and outcome, is mapped to the process of policy implementation, and the direct or indirect war experience accumulated by human beings is used to construct abstract experience of the policy implementation; Items in the Source domain structure, such as generals, warriors, hostile relations and their roles in war events, are projected to the participants in the implementation of the Reform and Opening-up policy.

Secondly, the relationship between various parts in the concept of war, such as the relationship between the commander in chief and the soldier, is projected onto the policy concept, which forms the relationship between leaders or regions, participants in reform and opening up and regions, and thus produces a series of projection relationships.

(2) a. 天津充分利用滨海新区平台，在新一轮改革开放中争当领军者。

Tianjin makes full use of Binhai New Area platform and strives to be a Commander in the new round of Reform and Opening-up.

b. 深圳是中国改革开放的闯将。

Shenzhen is a pioneer in China's Reform and Opening-up.

c. 厦门经济特区勇敢肩负起改革开放“排头兵”的历史使命。

Xiamen Special Economic Zone bravely shoulders the historical mission of “vanguard” of Reform and Opening-up.

d. 工人阶级和劳动群众是改革开放和现代化建设的主力军!

The working class and working people are the main forces of Reform and Opening-up and modernization!

e. 干部队伍是推动改革开放不断发展壮大着的一支生机勃勃的队伍。

The cadre team is a vigorous troop that promotes the continuous development of Reform and Opening-up.

f. 官僚主义是当前改革开放的大敌。

Bureaucracy is the enemy of the current Reform and Opening-up.

In (2)a, (2)b and (2)c, the first places to implement the policy of Reform and Opening-up have played a leading and

⁴ In this table, R&O stand for Reports on Reform and Opening-up

exemplary role, and they are the commander, pioneer and vanguard in the implementation process of the reform and opening up. In these examples, the conceptual metaphor of *GOVERNMENT AS PEOPLE* and the conceptual metonymy of *LOCATION FOR GOVERNMENT* is both present in that the local government is the promoter of policy, government behavior is the human behavior, and the region or place under the government jurisdiction refers to the government. In (2)d, the working class and working people are the main participants and promoters of the implementation of the Reform and Opening-up policy, and they are the main force. Without the participation and the support of the people, the policy can merely be empty talk. The cadre team, which is leading the development of Reform and Opening-up, promotes this war (2)e, and the enemies it confronts are the factors that hinder the development of Reform and Opening-up, such as bureaucracy (2)f.

Battlefield is the place where conflicts occur and are resolved. In the conceptual metaphor of *IMPLEMENTATION OF R&O AS WAR*, the area or field of Reform and Opening-up is a battlefield. Corpus analysis shows that different areas, fields or groups play different roles in the Reform and Opening-up war.

(3) a. 在改革开放的主战场上，企业家担当着极其重要历史使命。

In the main battlefield of Reform and Opening-up, entrepreneurs play an extremely important historical mission.

b. 我要到广州、深圳，到中国改革开放的最前沿阵地去取经。

I will go to Guangzhou and Shenzhen to learn from the forefront of China's Reform and Opening-up.

c. 五大经济特区是改革开放的前哨。

The five special economic zones are the outposts of Reform and Opening-up.

d. 广州是“一带一路”国家战略中的关键一环，是改革开放的桥头堡。

Guangzhou is a key link in the national strategy of “the belt and road initiative” and the fortification of Reform and Opening-up.

e. 自贸试验区凭借得天独厚的地缘优势，形成各具特色的改革开放高地。

The Pilot Free Trade Zone has formed a highland of Reform and Opening-up with its unique geographical advantages

f. 在改革开放和现代化建设的各条战线，活跃着许许多多优秀青年。

Many outstanding young people are active in all fronts of Reform and Opening-up and modernization.

The economic foundation determines the infrastructure. In (3)a, economic reform is the main battlefield of Reform and Opening-up. The first places to implement Reform and Opening-up are the frontier (3)b, outposts (3)c and fortification (3)d. The first places to implement Reform and Opening-up are the first places to confront and experience conflicts and contradictions. They can observe and monitor conflicts and have their own advantages. They stand on the highland and look far, which is the highland of Reform and Opening-up. The fields and industries that implement Reform and Opening-up are the front lines (3)e. Reform and Opening-up involve politics, economy, education, transportation, industry, agriculture and other industries. Different industries have different problems to be improved. In (3)f, the potential metaphor of these reports is *PLACES WHERE POLICIES ARE IMPLEMENTED AS BATTLEFIELDS*.

Kövecses (2010) pointed out that the policies and views of political groups are weapons (p. 68). In the reports on Reform and Opening-up, policies and ideas are weapons and flags. The underlying metaphor is *POLICIES OR THEORIES AS WEAPONS*.

(4) a. 继续高举改革开放伟大旗帜，坚持改革正确方向。

Continue to uphold the great banner of reform and opening up and adhere to the correct direction of Reform.

b. 邓小平同志 1992 年视察南方的讲话中国改革开放“第二次动员令”。

Comrade Deng Xiaoping's speech on inspecting the south in 1992, “The Second Mobilization Order” of China's Reform and Opening-up.

c. 会议确立了社会主义建设的正确路线，吹响了改革开放的进军号。

The meeting established the correct line of socialist construction and sounded the March of Reform and Opening-up.

d. 有中国特色的社会主义的理论是我国改革开放必备的理论武器。

The theory of socialism with Chinese characteristics is a crucial theoretical weapon for China's Reform and Opening-up.

e. 军队将永远置于党的绝对领导之下，永远做改革开放的坚强后盾。

The army will always be under the absolute leadership of the Party and will always be the strong backing for Reform and Opening-up.

In (4)a, the Reform and Opening-up guides the development direction, just like the banner which guides the marching direction. In (4)b, Deng Xiaoping's southern tour speech once again called on the people of the whole country to deepen Reform and Opening-up, which was a mobilization order to mobilize the people to solve contradictions. The Third Plenary Session of the Eleventh Central Committee declared the beginning of Reform and Opening-up, sounded the March (4)c, and began to March into various contradictions. In (4)d, the theory of socialism with Chinese characteristics is a weapon to overcome contradictions and conflicts in the implementation of Reform and Opening-up,

and provides theoretical support and tools for conflicts resolution. In (4)e, the People's Army provides a stable social environment for the implementation of the Reform and Opening-up policy, and is the strong backing guarantee for the implementation of the Reform and Opening-up.

There are contradictions and conflicts in the implementation process of Reform and Opening-up. Domestic reform may face the contradiction between the old and the new systems and concepts, while opening to the outside world may face the conflicts of diverse world cultures, values and interests. The implementation process of Reform and Opening-up is like war, and various internal and external conflicts and contradictions should be constantly confronted and resolved. The expression of the concept of war, such as conflict, challenge, mobilization, march, struggle, defense and victory, is used in the report on Reform and Opening-up. The underlying conceptual metaphor is *THE IMPLEMENTATION OF POLICIES AS MILITARY ACTION*.

- (5) a. 改革开放是一场革命，不仅会遇到利益冲突，也会遇到旧观念的挑战。

Reform and Opening-up are a revolution, which will not only encounter conflicts of interest, but also confront the challenges of old ideas.

- b. 总书记今天的讲话，号召动员广大青年继续投身改革开放伟大事业。

In his speech today, the General Secretary called for mobilizing young people to continue to join the great cause of Reform and Opening-up.

- c. 我国改革开放不断向广度和深度进军。

China's Reform and Opening-up is constantly advancing in breadth and depth.

- d. 改革开放中的两种方向（社会主义和资本主义）的斗争将长期存在。

The struggle between two directions (socialism and capitalism) in the Reform and Opening-up will exist for a long time.

- e. 经过改革开放 20 年洗礼的中华民族，奋起保卫改革开放成果。

After 20 years of reform and opening up, the Chinese nation stood up to defend the achievements of Reform and Opening-up.

- f. 我国的改革开放和现代化建设战胜各种困难和风险，取得巨大成就。

China's Reform and Opening-up and modernization has overcome various difficulties and risks and made great achievements.

In (5)a, there are contradictions and obstacles (conflicts and challenges) in the process of policy implementation. The speech of the General Secretary of Communist Party of China encouraged the people to join in the cause of Reform and Opening-up. Solving contradictions and conflicts from multiple fields and levels is to march into contradictions (5)b. There are different ideas about the direction of social development. Most people support socialism, while a small number tends to capitalism. There are contradictions and conflicts between them, and they constantly compete and struggle (5)c. Protecting the achievements of Reform and Opening-up from destruction means safeguarding the achievements of reform (5)d. To solve difficulties and overcome risks is to defeat the enemy (5)e, and its potential conceptual metaphor is *DIFFICULTIES AND RISKS AS ENEMIES*. In (5)f, the purpose of Reform and Opening-up is to successfully solve difficulties, realize socialism, overcome (eliminate) difficulties and risks (enemies), and the war will be won and the goal will be achieved.

There are different stages in the process of war, such as protracted war, defeat and victory, etc. The implementation of Reform and Opening-up is not always smooth, and there will be persistent difficulties and failures. Victory is our goal.

- (6) a. 全面深化改革是攻坚战，也是持久战，越是爬坡过坎，越要保持定力。

Deepening the reform in an all-round way is a tough battle and a protracted war. The more you climb the hill, the more you must keep your strength.

- b. 改革开放还只是搞了十多年，有些干部在考验面前就已经打了败仗。

Reform and Opening up has only been carried out for more than ten years, and some cadres have already lost the battle before the test.

- c. 改革开放事业中取得了巨大的胜利。

Great victory has been achieved in the cause of Reform and Opening-up.

In (6)a, deepening the reform in an all-round way is confronted with various contradictions. It is difficult to implement and takes a long time. It is a tough battle and a protracted war. In (6)b some cadres can't stand the test and lose the battle. However, in (28)c, the Reform and Opening-up has been successfully implemented in various fields and won great victories.

Strategy and tactics are very important in the process of war implementation, and determine the success or failure of war. In the process of implementing Reform and Opening-up, we should also pay attention to ways, including comprehensive plans (strategies), specific skills (tricks), and effective measures or methods to ensure smooth implementation (magic weapon to win).

- (7) a. 这一战略安排是对改革开放“三步走”发展战略的深化和拓展。

This strategic arrangement is the deepening and expansion of the three-step development strategy of Reform and Opening-up.

- b. 不同地区也要有不同的改革开放招数。改革就怕一刀切。

Different regions should have different tactics of Reform and Opening-up. Reform is afraid of uniformity.

- c. 解放思想，实事求是，是我国改革开放事业的制胜法宝。

Emancipating the mind and seeking truth from facts is the magic weapon to win the cause of China's Reform and Opening-up.

The "three-step" development plan of Reform and Opening-up clarifies that the implementation of the overall planning is the development strategy of Reform and Opening-up (7)a, the way adopted by different regions are the trick of Reform and Opening-up (7)b, emancipating the mind and seeking truth from facts is the magic weapon to ensure the victory of Reform and Opening-up (7)c, which is an effective method and experience of Reform and Opening-up.

The achievements and contributions made by leaders and regions in the Reform and Opening-up will be remembered by everyone, just like the meritorious deeds and great contributions made in the war.

- (8) a. 邓小平同志为我国改革开放事业立下的功勋将永远铭记在人民心中。

Comrade Deng Xiaoping's meritorious service for China's Reform and Opening-up will always be remembered in the hearts of the people.

- b. 一些曾为改革开放立过汗马功劳的老工业基地已经开始衰落。

Some old industrial bases that have made great contributions to Reform and Opening-up have begun to decline.

Deng Xiaoping is the designer and promoter of Reform and Opening-up, and his contributions and dedication will be engraved in the hearts of the people like meritorious deeds (8)a, while some industrial bases have made great contributions to Reform and Opening-up and made great contributions (8)b.

D. Discussion

The war categories are mapped onto the implementation of Reform and Opening-up. The analysis shows unbalanced distribution in the mapping of these categories, such as the mapping of battle fields and war participants produces more metaphorical expression types and quantities, which partially reveals that the reports pay attention to the fields and regions involved in Reform and Opening-up.

Wars widely exist in various fields and regions, and different fields or regions play different roles in this war. The universality of war stimulates readers' sense of danger, hardship and tension. The participants revealed the leading, charging and exemplary role played by different groups and regions in the Reform and Opening-up war, and inspired people to learn from advanced groups and regions and actively participate in the Reform and Opening-up cause. Other aspects, such as weapons and equipment, the war process and stage, strategy and tactics, war results and achievements, are relatively low in productivity, but they also reveal the complexity and durability of the Reform and Opening-up war. To have theoretical and ideological weapons, we must also talk about methods and strategies, which can stimulate and remind people of the strategic awareness of implementing the Reform and Opening-up policy.

The frequency of specific metaphorical keywords is also different in different items of the war concept, which reflects the focus of the report to a certain extent. The most frequent keywords in battlefield are the frontier (459), which is the closest to the enemy's threat on the battlefield, while the areas that first implement the Reform and Opening-up policy are also the first to face various risks, conflicts and changes, and they are at the forefront of Reform and Opening-up. Such metaphorical reports can stimulate people's sense of danger, urgency and fighting spirit. The vanguard (169) is the most frequent fighter, which highlights the exemplary role and leading role of the regions and fields that first implemented the Reform and Opening-up policy, inspiring other fields and regions to learn from them and join the great cause of Reform and Opening-up. Flag (140) is the most common weapon and equipment, which emphasizes the guiding role of ideology and socialist system. Struggle (13) appears most frequently in the course of war, which reveals the universality of contradictions and conflicts. Tactical strategy (282) appears most frequently, which highlights the importance of overall planning. Scientific and rational overall planning will determine the success or failure of this war. The most frequent stage of war is victory (379). Overcoming difficulties, resolving contradictions and promoting the Reform and Opening-up policy are victories, which arouses people's pride and willingness to join in this battle.

WAR metaphors in the reports on the implementation of the policy constructed a special cognitive context in which WAR metaphors play a crucial role in social management. WAR metaphors in the reports created a simulated WAR context, in which the implementation process of Reform and Opening-up is full of contradictions and risks. The policy designers, the government leaders are depicted as commanders and pioneers who will guide the whole nation in the great cause of Reform and Opening-up. Some regions and fields are the first to implement it, rushing to the forefront, confronting difficulties and risks, serving as the vanguard for the implementation of other regions and leading them forward. The conflicts, hindrances and hostile forces in the process of implementation are the enemies which should be diminished, so the people will follow the policy and try to dedicate themselves to protecting the great cause. Socialism is the banner, indicating us the way forward. Confronting contradictions and conflicts, we should pay attention to overall planning. Only in this way can we realize the socialist system, achieve final victory and build meritorious deeds.

V. CONCLUSION

Based on BCC corpus, this study systematically analyzed the phenomenon of war metaphor in the reports on the

Reform and Opening-up policy. After corpus collection, potential metaphor identification, metaphor classification and ranking, a total of 2169 index lines was collected, that is, 2169 tokens. Based on *Modern Chinese Classification Dictionary*, these tokens were classified into 91 Type. Based on the items of war events, these Types are grouped into seven items with different resonance values of war metaphor: battlefield: 14094(46.04%), participants: 8650(28.25%), weapons and equipment: 2145(7.01%), and the war process: 1936(6.33%). The different resonance values reveal the different emphases of the report, and the emphasis of the battle field highlights the universality of the conflict, arousing readers' sense of danger, anxiety and tension. Participants inspire people to learn from advanced groups and regions and actively participate in the great cause of reform and opening up. The different frequency of metaphorical keywords also reflects the ideology and values advocated by the report.

The underlying conceptual metaphor of the war category in the report is *THE IMPLEMENTATION OF REFORM AND OPENING-UP AS WAR*. Supporting this conceptual metaphor is *PLACES WHERE POLICIES ARE IMPLEMENTED AS BATTLEFIELDS*; *POLICIES OR THEORIES AS WEAPONS*; *IMPLEMENTATION OF POLICIES AS MILITARY ACTION*; *DIFFICULTIES AND RISKS AS ENEMIES*. War metaphor emphasizes conflict, danger and strategy in the process of policy implementation, which can stimulate people's sense of crisis, urgency, strategic awareness, honor and morale.

WAR metaphor plays an important role in the social management, in which a simulated WAR context is created and applied into the process of policy implementation. Through the conceptual frame of WAR concept, the abstract process of policy implementation is systematically reported and received by the general public. The personally-embodied or socially-inherited WAR experience can have a psychological effect upon the general cognition and realization of the policy, which may influence and guide the general public's dedication and action in the implementation process of the Reform and Opening-up policy.

In a word, this study uses BCC corpus to systematically analyze the reports on Reform and Opening-up policy from the perspective of cognitive linguistics, which can be used as a reference for the study of Reform and Opening-up policy and the political discourse analysis. In the report on Reform and Opening-up policy, war metaphor is widely used to show the implementation process of Reform and Opening-up and inspire readers to actively participate in this great cause, which requires leadership, dedication, patience, vigilance, cooperation and morale.

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