



Research on Text Structure Analysis and Optimization of Ecological Civilization Construction Slogans in Gansu Province

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Abstract: In order to help carry out the work of ecological civilization construction, the relevant departments of Gansu Province have focused on the design of a number of ecological civilization construction civilization propaganda. These slogans are a concrete reflection of the construction of ecological civilization in Gansu Province, including the concept of ecological civilization construction and the unique cultural characteristics of Gansu. Studying these slogans is conducive to promoting the development of ecological civilization construction in the province, and is also a supplement to the unique language and culture of Gansu. Based on the slogans of ecological civilization construction made by relevant departments, this paper uses qualitative research methods to analyze the text structure from two aspects of language characteristics and cultural characteristics, and gives suggestions on the existing problems. The results show that most of these slogans are short sentences with no loss of connotation; the grammatical structure is diversified, using some homophonic rhetoric; what has an important influence on it is historical culture, humanistic culture and industrial culture. The deficiency is that the form and content of some propaganda slogans are not focused enough, and they are often generalized and should be paid attention to.

Keywords: analysis of the text structure, ecological civilization construction, propaganda

1. Introduction

Ecological civilization slogan plays a vital role in the construction of ecological civilization. A good slogan can effectively promote the popularization of the concept of ecological civilization construction and make the concept of ecological civilization deeply rooted in the hearts of the people. At the same time, it can create a good image of ecological civilization, and the image of ecological civilization is a crucial intangible asset and an important strategic resource in the creation of ecological civilization. It is an important element and a powerful supplement to the creation of ecological civilization, and ultimately promotes the comprehensive development of the creation of ecological civilization. As an important part of China's ecological civilization construction, the propaganda slogans of ecological civilization construction in Gansu Province are rich and colorful, with distinctive characteristics. This paper will analyze the propaganda slogans of ecological civilization construction in Gansu Province from the perspective of text structure, and put forward some optimization suggestions for the creation of propaganda slogans.

2. The linguistic text structure characteristics of the slogans of ecological civilization construction in Gansu Province

The presentation forms of ecological civilization construction slogans in Gansu Province are diverse and factual, such as seize opportunities and take multiple measures to promote the comprehensive acceleration of forestry ecological construction in Gansu Province to achieve leapfrog ; determined, such as efforts to build Gansu into an important national ecological security barrier ; there are also concise and comprehensive, such as the earth increases green, farmers increase income and so on. But more widely, it is still in the form of confrontation between the upper and lower sentences, such as returning the people to the blue water and blue sky, leaving the children and grandchildren a piece of fertile soil. ; for example, build beautiful mountains and rivers and new Gansu, and create a large industry of ecological civilization . Through this kind of propaganda language, the concept of ecological civilization has been rapidly promoted.

Through analysis, we find that, first of all, the sentences in the upper and lower sentences are readable and catchy. In the process of communication, it is easy for people to strengthen their memory and spread widely. Secondly, compared with other narrative slogans, the words in the upper and lower sentences are short and clear, which is conducive to saving space and improving visual comfort. Finally, the antithesis of the upper and lower sentences is a unique feature of Chinese and a special form of expression of Chinese language and culture (1). Therefore, the use of the upper and lower sentences as a

propaganda slogan for the construction of ecological civilization in Gansu Province is not only conducive to promoting the construction of ecological civilization, but also promoting cultural innovation and promoting the development of Chinese culture, thus promoting the construction of ecological civilization at the cultural level.

The propaganda language of ecological civilization construction in Gansu Province is not only in various forms, but also the directivity of many slogans is particularly clear. For example, Gansu, innovation-driven, development and prosperity. We will unswervingly follow the path of scientific development and build a happy and beautiful new Gansu. These two slogans are at the beginning of the direct name of Gansu, there is a strong directivity, this form of expression is not only simple and clear, but also strong directivity, easy to accurately identify in a variety of slogans, strengthen the propaganda accuracy of slogans, let people form a more profound impression.

3. The cultural characteristics of ecological civilization construction propaganda language in Gansu province

Language is an important part of culture. As a form of expression of language, propaganda language itself also contains great cultural elements. The propaganda slogans of ecological civilization construction in Gansu Province are deeply influenced by the local culture of Gansu Province, so they are closely related to the local culture of Gansu Province, and also highlight the cultural characteristics of Gansu Province from one level.

3.1 History and culture

Since ancient times, Gansu Province has played a dazzling role in Chinese culture with its unique historical culture. As an area where farming civilization and nomadic civilization collide and exchange, the ecological problems of Gansu Province in history are very serious. It can be said that the background is fragile, the industrial structure is biased, the characteristics of two high and one low are obvious, the environmental infrastructure is short, the environmental risk prevention and control situation is severe, and the structural, root and trend pressures of ecological and environmental protection work have not been fundamentally alleviated (2). In order to consolidate hard-won achievements, solve long-standing outstanding problems, and promote high-quality economic and social development, it is necessary to put the construction of beautiful Gansu in a more important position.

In response to such historical issues, Gansu Province has focused on solving historical issues, especially the contradiction between industry and ecological protection, when creating slogans for ecological civilization construction. For example, correctly handle the relationship between economic construction, resource utilization and environmental protection, and strive to find a path of ecological civilization development with Gansu characteristics. This slogan is a good link between economic construction, industrial upgrading and ecological protection. It instantly shows the determination and goal of Gansu Province to find a sustainable development road that is harmonious with history and economic development while carrying out the construction of ecological civilization.

3.2 Humanistic culture

Human is the core of a society. Human culture, in simple terms, is the culture about people or the spiritual world. Adding humanistic color to the propaganda language of ecological civilization construction can shorten the distance between ordinary people and ecological civilization construction, and make ecological civilization construction play a multiplier effect.

The construction of beautiful Gansu is an urgent need to meet the aspirations of the people of all ethnic groups in the province to live a better life. A good ecological environment is the most equitable public product and the most inclusive well-being of the peoples livelihood (3). With the economic and social development and the improvement of people s living standards, the broad masses of the people eagerly look forward to a good production and living environment. We must adhere to the people-centered development thought, take the ecological environment protection as a major livelihood project and popular project, focus on solving the strong ecological environment problems reflected by the masses, continuously improve the quality of the ecological environment, enhance the service function of the ecosystem, provide more high-quality ecological products, and constantly enhance the people s sense of gain, happiness and security.

For example, to strive for the construction of ecological Gansu which is suitable for living, industry and tourism. This slogan is an attempt to solve the contradiction between economic development and people s eagerness for environmental protection. By vigorously developing the tourism industry, Gansu s unique ecological landforms and geological landscapes are presented to everyone. Tourism is used to promote economic upgrading, economic upgrading is used to force environmental protection, and the achievements of ecological civilization construction are used to develop tourism. We have successfully combined ecological civilization construction with the humanistic development of Gansu Province, and contributed a little

to the creation of ecological civilization.

3.3 Industrial culture

The influence of industrial culture on the propaganda of ecological civilization construction is reflected in many aspects. First of all, there is an internal tension between industrial culture and ecological civilization. Industrial culture emphasizes efficiency, growth and material production, while ecological civilization advocates sustainability, ecological balance and natural protection. This tension requires the slogan to skillfully balance the needs of industrial development and the goals of environmental protection when conveying the concept of ecological civilization. Secondly, the influence of industrial culture on the content of slogans is mainly reflected in how to combine industrial practice with ecological protection. Propaganda shows how industrial activities can achieve economic benefits while reducing environmental impacts. For example, the slogan "Green Industry, Beautiful Gansu" not only shows the modernity of industry, but also emphasizes the importance of ecological civilization. Finally, the influence of industrial culture on the form of propaganda language is reflected in the language style and expression. Industrial culture tends to prefer direct, concise and functional expression, which requires the design of slogans to be simple and clear, easy to understand and remember. At the same time, slogans should also use infectious language to stimulate the public's awareness of environmental protection and encourage them to participate in the construction of ecological civilization. In this way, slogans not only convey the information of ecological civilization, but also reflect the characteristics of industrial culture.

4. Problems and suggestions of Gansu Province ecological civilization construction propaganda

The slogans of ecological civilization construction are mostly upper and lower sentence structures, with various grammatical structures, and are short and easy to remember. They greatly reflect the cultural characteristics of Gansu Province in the advertising language. However, some slogans are too general, which leads to the lack of uniqueness and innovation of propaganda slogans. In the long run, it will have a negative impact on the construction of ecological civilization in Gansu Province (4). For example, it advocates a green lifestyle that is economical, healthy, civilized and scientific, and forms a social fashion that respects nature and treats the environment well. This simple preaching, directivity is not clear, can be Gansu Province, can also be the rest of the country, the lack of distinct subject, it is difficult to resonate in the audience, the formation of emotional resonance, so as to achieve the effect of popular feeling.

In view of the above problems, the design of the propaganda language of the concept of ecological civilization in Gansu Province should be continuously improved and kept pace with the times, so as to play a positive and positive role in promoting the construction of ecological civilization in Gansu Province. Specifically, the content of the propaganda slogan should be closely related to the culture and era of the city of Gansu Province, combined with local characteristics, such as world-renowned industrial culture, historical culture, humanistic culture, etc., in the form of active innovation, get rid of vulgarity, unique style. Improving the attractiveness and dissemination of slogans is another focus of the optimization strategy. It is achieved by using vivid metaphors, rhymes or storytelling expressions. For example, slogans such as let every drop of water be clear and let every piece of green be alive enhance the appeal of the language and make it easier for the public to resonate through specific image depictions. Strengthening the practicality and guidance of slogans is also an indispensable part. Propaganda should not only stay at the slogan level, but should provide specific action guidelines or suggestions. For example, slogans such as "energy conservation and emission reduction, starting from me" not only convey the concept of ecological civilization, but also encourage the public to participate in specific environmental protection actions, so as to enhance the actual effect of slogans. The innovation of slogans should reflect the concept of harmonious coexistence between industrial culture and ecological civilization, and emphasize the win-win strategy of industrial development and environmental protection. Through these optimization strategies, the slogan of ecological civilization construction in Gansu Province will be closer to the public and more effectively promote the popularization and practice of the concept of ecological civilization. In a word, the propaganda slogans of ecological civilization construction should have their own characteristics, so as to play an active guiding role of propaganda slogans and promote the development and prosperity of ecological civilization construction in Gansu Province.

5. Conclusion

This paper mainly discusses the language characteristics, cultural characteristics and existing problems of the propaganda slogans of ecological civilization construction in Gansu Province, and analyzes the content of the propaganda slogans. We find that the propaganda slogans of ecological civilization construction in Gansu Province are mostly upper and

lower sentence structures, and the whole is brief; the diverse grammatical structures and homophones use certain rhetorical devices to strengthen the expressive force; the historical and cultural culture of Gansu Province is reflected in the propaganda slogan. In addition to these advantages, there are also shortcomings such as some propaganda slogans are too general in content, similar in form, lack of clear directivity, and do not highlight the characteristics of Gansu Province . It is hoped that in the future, when making slogans, relevant departments can keep up with the pace of the times, highlight the cultural characteristics of Gansu, and promote the vigorous development of ecological civilization construction in Gansu.

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