

An Analysis of the Popular Identity and Contemporary Implications of the Patriotic Health Movement at the Early Stage of the Founding of New China

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Abstract: In the early years of the founding of New China, the patriotic health movement was launched nationwide to consolidate the new regime, improve national health, improve medical and health care, and respond to American germ warfare. The patriotic health movement achieved the purpose of universal participation in the patriotic health movement by realizing the political identity, national and ethnic identity, master identity, and new moral identity of the people. The Organization's leadership, effective mobilization and propaganda, the central position of the people, and the popularization of scientific health knowledge were fully reflected in this process. The patriotic health movement in the early days of the founding of the nation has brought profound inspiration to the contemporary patriotic health movement and the popular identity of a healthy China, namely, the need to take national emotions as an opportunity, combine national and popular interests, scientific guidance and the power of exemplary role models to achieve popular identity, to internalize it in the heart and externalize it in practice.

1. Background and Development of the patriotic health movement at the Early Stage of Processing in New China

The people's health is a fundamental issue for the country. At the beginning of the establishment of New China, it was necessary to solve not only the problems of political stability, economic growth, and national defense and security but also the people's health care because the people's health is directly related to the people's health and the strength of the nation. The patriotic health movement ended in the requirements of the times and the real needs of the early years of the founding of New China and showed a trend of phased development. In the early days of the founding of New China, various problems needed to be solved. The overall health situation was poor, so there was an urgent need to carry out patriotic sanitation campaigns to solve the issues. The patriotic sanitation campaign had two main stages of development, the first from 1949 to 1954 and the second from 1955 to 1959. The first stage was centered on eliminating germ vectors, i.e., all kinds of germ-carrying insects. In contrast, the second was centered on the "four pests" campaign.

1.1 Background of the patriotic health movement in the early days of the nation

1.1.1 The requirements of the times

The early years of the founding of New China were when the country was in the midst of a hundred years of reconstruction. On the one hand, the bad habits, bad culture, and powerful forces of the old China still existed at the beginning of the new China, which restricted the construction of contemporary China, mainly due to the impact of natural disasters and diseases in the past, many people were displaced, and the country and society were in a state of poverty and weakness for a long time, which needed to be transformed. The patriotic health movement in the early days of the founding of the country was launched against this background, aiming to promote top-to-bottom and universal participation, build a stable and harmonious social atmosphere, strengthen medical and health care investment, promote universal health care, strengthen the mind and body, and thoroughly shake off the label of "Sick Man of East Asia." On the other hand, in the intertwining of multiple problems, disease transmission control has become the primary difficulty to solve, which is the requirement of the people's health quality improvement and the construction of the new China. In the early years of New China, natural disasters and poor medical and health conditions still existed. Various infectious diseases were prevalent, such as smallpox and dysentery, which not only posed a serious threat to the people's health but also restricted the construction and development of the new Chinese economy.

1.1.2 Realistic needs

In the early days of the founding of China, the overall health condition was poor, the medical standard was low, and the United States launched germ warfare against China during the war between the United States and Korea. All these realities need to be solved. On the one hand, the poor medical and health conditions in China at the early stage of the founding of New China and the dirty and disorderly environment seriously threatened people's health. At that time, the public generally needed more knowledge and awareness of sanitation and epidemic prevention. They could see littering, urinating and defecating, and spitting everywhere in their lives, and flies, rats, garbage, and weeds everywhere in their production areas.

On the other hand, in the 1950s, the U.S. launched a war of aggression against Korea. It initiated germ warfare, spreading a large number of insects with bacterial germs, such as plague and cholera, on the battlefield and the border, and even spreading germs in the northeast of China, such as Dandong, Fushun and Fengcheng, and Qingdao in Shandong Province, which was also affected by flies, spiders, ants and other insects with germs. The epidemic spread to Shanghai, Anhui, and Jiangsu at one time, and the germ warfare waged by the United States seriously impacted the lives, health, and safety of our people. Against this background, the Central Committee of the Communist Organization of China and the Central Military Commission made a joint deployment, requiring all parts of the country at all levels to preach hygiene, eliminate the four pests, and actively carry out sanitation and epidemic prevention work. Hygiene and epidemic prevention propaganda and eradication activities in all regions must be combined with anti-American germ warfare [1]. The call for a "patriotic epidemic prevention and hygiene campaign" was also published in the People's Daily on May 11, 1952, encouraging the whole country to participate in the anti-bacterial warfare and patriotic epidemic prevention and hygiene campaign.

1.2 The development of patriotic health movement in the early days of the founding of the country

1.2.1 Phase I: 1949-1954

At this stage, the main principles of the patriotic health and epidemic prevention campaign were "oriented towards workers, peasants, and soldiers," "prevention first," and "uniting Chinese and Western medicine," with emphasis on the prevention and treatment of virulent infectious diseases. On March 13, 1952, the State Council of the Central People's Government and the People's Revolutionary Military Commission jointly issued a directive: "The people of China are requested to vigorously carry out epidemic prevention work, conduct extensive sanitation and cleaning campaigns, and carry out the extermination of flies, mosquitoes, lice, fleas, and filth. The People's Revolutionary Military Committee and the State Council jointly issued a directive: "The people of the country are required to vigorously carry out epidemic prevention work, conduct extensive sanitation and cleaning campaigns, and carry out fly, mosquito, lice, flea, and filth extermination, with emphasis on cities and major transportation routes [2]. In 1953, to further implement the patriotic sanitation campaign, the State Council of the Central People's Government issued a directive to continue the patriotic sanitation campaign 1953. The instruction required: "In cities, rural areas, factories, mines, transportation lines, troops, institutions, and schools, the masses should be mobilized more generally and intensively to remove the garbage, dredge ditches, fill depressions, improve drinking water, reasonably dispose of excrement, trap rats, exterminate flies, mosquitoes, fleas, lice, and bedbugs. In addition, cities should focus on the improvement of the food industry, sanitation industry such as bathrooms, barber stores, etc., public places sanitation, factories, and mines should focus on the improvement of sanitation and safety facilities, and areas with endemic epidemics should focus on the prevention of endemic epidemics." [3] During this period, all parts of the country developed targeted sanitation and epidemic prevention methods through the central government's instructions and local realities, achieving good results and accumulating experience, and laying the foundation for developing patriotic health campaigns. For example, North China, such as Beijing in March 1953, began to implement large-scale sanitation and vector raids and published a series of prevention and control measures and rewards and punishments; Northeast China, such as Shenyang City, removed garbage and feces, dredged the sewage ditch, rectified the water source, built toilets, filled in the puddles, and renovated animal pens and poultry houses. By May, many people were mobilized to catch and exterminate a large number of flies and various insects, widely mobilizing the masses, and the patriotic health campaign reached a climax. In addition, East China and South Central China were also in full swing.

1.2.2 Second phase: 1955-1959

In February 1955, the Patriotic Health Campaign Committee issued the following instructions for the spring patriotic health campaign. "The spring patriotic sanitation campaign in cities should be coordinated with industrial production and national economic construction, and in rural areas should be combined with spring fertilization and prevention of animal diseases to improve environmental sanitation and personal hygiene." [4] In 1956, the Ministry of Health formulated a twelve-year plan for health, "The plan determined that the 'four pests' and the most serious diseases endangering the people, such as schistosomiasis, smallpox, plague, malaria, black fever, hookworm, blood fluke, neonatal tetanus, and venereal diseases, etc." [5] After the completion of the socialist transformation, the Organization and the government issued a call for the "elimination of the four pests and hygiene" campaign, which brought the patriotic health campaign since the founding of the People's Republic of China to a new climax. In 1957, the Third Plenary Session of the Eighth Central Committee of the

Organization clarified the task of the patriotic sanitation campaign, which was to "eliminate the four pests, promote hygiene, eradicate diseases, invigorate the spirit, change customs, and transform the country [6]. In the same year, Mao Zedong also made various instructions on the "four pests" campaign. Under the call of the Organization Central Committee and Comrade Mao Zedong, people all over China actively participated in the patriotic sanitation campaign of "eliminating the four pests and promoting hygiene." On February 2, 1958, the CPC Central Committee and the State Council issued the "Instruction on the Elimination of the Four Pests and Hygiene," pointing out that "the climax of a patriotic hygiene campaign centered on the elimination of the four pests has been formed in the country. The urgent task of the Organization and the government at present is to resolutely lead this campaign and develop it in the spring and summer of this year to all parts of the country where socialist ownership has been transformed to the extent that it is known to every household and done by everyone." [7] During this phase, the patriotic sanitation campaign was carried out throughout the country, taking into account the instructions and policies of the central government and local realities, reaching a climax of full recognition and participation, achieving good results, and significantly improving the appearance of the new China.

2. Forms and characteristics of popular identity of the patriotic health movement in the early years of the founding of New China

"Identity" is a psychological concept first proposed by Freud; identity is a process of individual or group psychological emotions, values, attitudes, and awareness transfer, "identity" in ideological and political education refers to the recognition of specific values and moral concepts. In the patriotic health movement in the early days of the country's founding, the people recognized the overall national values, national and political values, and new social morality through ideological and political education and mobilization. In the process of participation, national identity and political identity are strengthened, and the people's moral cognition and health concept are reshaped.

2.1 Forms of popular identity in the Patriotic Health Movement

2.1.1 Political identity

The patriotic health movement in the early days of the country's founding gained broad popular participation. Eventually, it achieved good results mainly because the people had a great sense of identification with the new Chinese regime. On the one hand, contemporary China led the Chinese people to stand up and overthrow the three great mountains weighing down the people. At the same time, epidemics were rampant before the country's founding, medical and health conditions were deplorable, and the people suffered greatly from them. Hence, they naturally had expectations for the patriotic health movement in the new China.

On the other hand, "patriotic" was the keyword in the patriotic health movement, and the action itself contained patriotic values that made people realize that it was not only about their own health and living environment but also about the image of the whole country and the stability of the regime. The anti-bacterial war was one of the essential backgrounds of the patriotic health movement. The strength of national power required the support of national defense and economic construction, which is what the patriotic health movement was about. The patriotic health movement in the early days of the country's founding deeply reflected the fit between national political interests and personal interests so that the public could quickly identify with the federal regime and thus externalize it in patriotic health actions.

2.1.2 National Identity

The new China is a unique and different system, a "clean" contemporary China. It is necessary to essentially remove all the "garbage" left behind by the old China, to remove the old system, the old ideas, the old culture, and other social tumors, to strengthen the new China's environmental remediation, and to build contemporary China from the inside out. From an internal point of view, the feudal system of exploitation was abolished entirely in modern China. The people became the masters of their own houses. They had the opportunity to participate in constructing and maintaining the new China. The state organized the patriotic sanitation movement. Still, the sanitation movement was also a process of spontaneous participation by the people. Externally, the patriotic sanitation movement in the early days of the founding of New China was a nationwide environmental cleanup campaign to improve the sanitation of homes, eliminate pests and rodents, and love the environment and hygiene from production to living.

Moreover, the patriotic sanitation movement was a realistic requirement for national defense construction, an essential measure against germ warfare, and a way to mobilize people to establish their determination to crush the war intentions of U.S. imperialism, to love the new China starting from themselves, to combine personal life and health with the future fate of the country, and to raise the patriotic sentiment of the people. The popular identity in the patriotic health movement was vividly reflected in the identification with the new China. The connection between the people and the country was tightened from the inside out and the top down.

2.1.3 Ownership identity

Ownership identity is also a form of popular identity in the patriotic health movement. Before the founding of New China, people needed a sense of ownership and a stronger sense of cohesion. Although many "clean" activities emerged in modern times to save the country, trying to break the deep-rooted feudal system, eliminate social tumors, and change the face of society, such as the anti-smoking and new culture movements, which "cleaned" the country to a certain extent, the process never reached the state of the whole people. The people's consciousness was strong, and they needed a better understanding of their ownership status, so they did not participate in the movement consciously. In the early stage of the founding of New China, the U.S. launched a war of aggression against Korea and carried out germ warfare against China. In this context, New China organized and carried out a patriotic health campaign for all people to win this endless anti-germ war and build a new China, in which the overall national concept of the people was shaped. The people gradually established a sense of national integrity and ownership. During the comprehensive clean-up campaign, the people's behavior constituted the state's. The people's clean-up and sanitation actions were nationalized. The people truly realized their identity as masters of the form. They began to participate in the state's public affairs as masters of the document.

2.1.4 New moral identity

The public's recognition of the new morality is the recognition of the new socialist character of contemporary China. China has long been labeled as the "sick man of East Asia," a metaphor with political denigration, and in the context of the "sick man of East Asia" metaphor, China has long been discriminated against and considered as the source and transmitter of infectious diseases, suffering from both political and moral We were supposed to be the source and transmitter of contagious diseases and suffered from political and moral injustice. The United States' germ warfare demonstrated that the originators of infectious diseases are generally the detractors. During its resistance to germ warfare, the new China presented a different face to the world, removing the "Sick Man of East Asia" label and building a new socialist morality. China was not a source of infectious

diseases, nor was it weak. Contemporary China was a country with a new character of cleanliness, science, and strong collectivism. The patriotic sanitation campaign in the early days of the country's founding, as a public health campaign, reflected the concern for public health and hygiene and the importance of public utility construction. After the mobilization of the whole country to reach widespread recognition and consensus on the new moral ethos, externalized into conscious behavior, and constantly moving toward continuity, the patriotic sanitation campaign showed a normalization trend. During the nationwide patriotic sanitation campaign, people's awareness of scientific sanitation has increased, good sanitation habits have been gradually developed, and old customs and backward cultures and ideas have been continuously transformed until they are removed. The general public respects the new morality expressed in "personal and public sanitation"[8].

2.2 Characteristics of popular identity in the patriotic health movement

2.2.1 Adhere to the leadership of the Organization

The key to the success of the patriotic health movement in the early years of the founding of the country and the achievement of widespread recognition lay in the leadership of the Communist Organization of China. First of all, under the supervision of the Organization, the Patriotic Health Movement Committee was established. The National Patriotic Health Movement Committee was "the leading body of the State Council for coordinating patriotic health and disease prevention work nationwide, responsible for high-level coordination and unified leadership of health and disease prevention work involving all sectors of society [9]. Patriotic health campaign committees have also been established at all levels, from the central to the local and grassroots levels. The committees have led other departments to always adhere to and implement the important instructions of the Organization and the State, using them to formulate measures, strengthen the division of labor and collaboration, and mobilize the masses and various social groups to carry out patriotic health campaigns. Secondly, organization organizations and leaders at all levels attach great importance to the patriotic health campaign, earnestly implement and convey the instructions of the Organization Central Committee, penetrate the work of the patriotic health campaign into all fields of political, economic, and cultural construction, unify leadership and planning arrangements. In contrast, organization and government leaders at all levels go down to the grassroots level by level to promote the patriotic health campaign for the whole nation, with the organization committee as the leading center for in-depth implementation of the patriotic health campaign work. In this process, leaders at all levels constantly innovate working methods, propaganda, and mobilization of the masses to participate in developing and implementing the plan's planning. The leaders set an example to mobilize the public to act consciously. "In nineteen cities and counties, including Changchun, Jilin, Siping, Tonghua, and Yongji, organization and government leaders attached great importance to the campaign and took the lead in snow removal and raids to eliminate the four pests." [10] Finally, organization committees at all levels attached importance to setting long-term goals in the context of local realities to deploy the normalization of the patriotic sanitation campaign and thus drive the people to practice it continuously. It was under the leadership of the Communist Organization of China that the patriotic sanitation movement was widely and deeply carried out, mobilizing all positive factors and creating a psychological identity among the people to participate in the activity actively.

2.2.2 Combined with the mobilization and propaganda model

An effective mobilization and propaganda model becomes critical to achieve widespread recognition and active action of the Patriotic Health Movement. On the one hand, it is political

mobilization and propaganda. The march of the people in the process of political propaganda aroused the people's national emotions and psychological identity. In the early stage of the country's founding, the patriotic health movement manifested in the first stage of anti-bacterial warfare. The people were full of expectations for the new China. They wanted to build a contemporary clean China with a new look, while the bacteriological warfare was precisely to destroy the expectations of the people by despicable means, trying to endanger the lives and health of the Chinese people with viruses, bacteria, and diseases, and eventually to achieve the purpose of destroying the construction of the whole country. Strengthening political propaganda, exposing the ugly face of U.S. imperialism to the public, and analyzing the nature of germ warfare were robust conditions to arouse national sentiment among the people. Inspiring patriotic feelings among the crowd was a powerful force in promoting the patriotic movement. It pointed out that the real purpose of the U.S. expansion of "germ warfare" was "an attempt to sabotage the armistice negotiations in Korea, an attempt to prolong and expand the war of aggression against Korea and to further provoke a new war" and called on the people to "answer the madness and rampage with a heavier blow. And called on the people to "reply to the mad and rampaging U.S. invaders with a heavier blow [11]. The political mobilization propaganda in the "anti-bacterial war" was carried out using national emotions, which not only led to the final victory of the war but also promoted the national and state identity of the people, thus achieving the psychological integration of the Organization and the state into the society.

On the other hand, they have institutionalized mobilization and propaganda. When the "anti-bacterial war" was gradually won, it could not be limited to the dynamic mobilization mode to realize the people's identity. Still instead, it should form an institutionalized propaganda mode to normalize the patriotic health campaign and discover the long-term psychological essence of the people. The emotional mobilization propaganda approach in the germ warfare stage can achieve national and state identity through the patriotic sentiment and enthusiasm of the people to build socialism and thus mobilize the people's power to reach the victory stage. To maintain and realize the people's psychological identity in the subsequent step, it was necessary to transform the patriotic campaign into a long-term and lasting campaign and to guarantee the institutionalization and normalization of the movement with the help of strict institutional arrangements of the Organization and the state to realize the internalization of the people's behavior. In institutionalization and normalization, the people's identity was implicitly discovered. The people became patriotic and loved their families and hygiene from their hearts.

2.2.3 Respect the subject position of the people

The patriotic health campaign respects the subject position of the people, fully mobilizes the participation of all people, and attaches importance to the role of advanced individuals as exemplary leaders so that the people are always creative subjects in the campaign rather than passive objects taking action. The Organization and government departments across the country have developed different incentive mechanisms and competitive activities to respect people's subjectivity and stimulate their enthusiasm and creativity. On the one hand, health situation evaluation activities are vigorously carried out to mobilize the public's participation. For example, in 1958, when Jianning County, Fujian Province, set off the climax of the "Four Pests" and "Hygiene" campaign, Jianning County, Fujian Province, carried out regular county-wide inspections and competitions, "carrying out mobile red flag competition, village Cross-checking, team checking each other. Women and children in each township organized persuasion teams to check the sanitation system's implementation and help households that lacked labor to perform sanitation." [12] As a result, the sanitation situation in the county has been dramatically improved, the disease rate has been significantly reduced, and the patriotic sanitation campaign has achieved remarkable results under this evaluation activity. On the other hand, by setting up advanced sanitation individuals to drive the people, the power of exemplary models promoted the implementation of the patriotic sanitation campaign. It facilitated the

recognition and participation of more people in the campaign. For example, the rat-catching deeds of Liu Junying, a young girl 16 years old in Heilongjiang, also caused people in nearby tunnels to learn from her actively. A big rat-catching boom was set off [13]. The evaluation activities and the role model demonstration have a good mobilizing effect on the people, deepening their understanding of scientific knowledge of hygiene and their subject status, stimulating their enthusiasm, and transforming their psychological recognition into external hygiene behavior habits.

2.2.4 Popularize scientific health knowledge

In 1957, the Central Committee of the Communist Organization of China put forward the guiding methods for the patriotic sanitation campaign, requiring that regular and mass activities must be carried out in all regions of the country in the patriotic sanitation campaign to cultivate the people's habit of hygiene and cleanliness, and gradually establish a culture of cleanliness, hygiene, solidarity and love for the collective in all places. At the same time, more people will be motivated to consciously organize and participate in the patriotic health campaign, strengthen the repair and cleaning of houses and courtyards, improve the living environment, and eliminate the four pests. In this process, the "Four Pests Elimination" campaign eliminated the threat of problems to people's health and food. As the patriotic hygiene campaign was carried out, the Organization organizations increased their propaganda and implementation efforts at all levels. They gradually increased their efforts to popularize science to the public. The people have gradually formed a new moral and ethical identity, developed the habit of hygiene and health protection, and permeated good hygiene habits in their production and life. In addition, the popularization of scientific health knowledge has continuously raised the ideological awareness of the people, making them gradually realize the harmful effects of superstition and actively participate in the movement. For example, the god of the door sign enshrined in many homes all year round was replaced with a symbol of abundance, incense burners were turned into spittoons, and burning incense and setting off firecrackers for peace was transformed into scientific cures for diseases. Under the popularization of scientific hygiene, the cities' cityscape was also reorganized, roads were repaired, garbage and dirt were centralized, and indoor and outdoor areas were thoroughly cleaned. These propaganda and popularization activities have transformed the mindset of the people and achieved their recognition of the new moral and social ethos and the change of customs.

3. Contemporary Implications of Popular Identity in Patriotic Health Movements

Although the patriotic health movement in the early days of the founding of New China had its unique historical background and practical requirements, its popular identity fully highlights the status and role of identity in promoting socialist construction. Nowadays, at the historical intersection of the "two hundred years," realizing the great rejuvenation of the Chinese nation requires the broad recognition of the people. The popular identity of the patriotic health movement in the early days of the founding of New China has many important implications for contemporary socialist construction, for the realization of the great rejuvenation of the Chinese nation and the "Chinese dream," and for the construction of a modern and powerful socialist country.

3.1 Use national emotions as an opportunity to stimulate patriotic consciousness

National emotion is the most profound force that inspires people's patriotic feelings. Promoting the popular identity of patriotic movements in the new era requires taking the most primitive national emotion as an opportunity to stimulate the people's most profound patriotic consciousness. In the early days of the country's founding, the patriotic health movement formed the identification and participation of the whole nation by making full use of the mobilizing and guiding function of emotion, which is the first step of psychological identification. On the one hand, U.S. germ warfare at that time

evoked the people's national emotions, transforming from national hatred to patriotic struggle. It stirred up the people's sense of resistance to devote themselves to the patriotic health movement to win the anti-germ war and build a new China. However, the national sentiment at this time started with national hatred and was more extreme.

On the other hand, at the beginning of the founding of New China, the people became the masters of their own country. The new China was a country under the people's democratic dictatorship. The people's national sentiment and patriotic consciousness were concentrated in constructing contemporary China. In the patriotic health campaign of the new era, a broader national idea should be used to stimulate patriotic enthusiasm, form identity and coalesce consensus. The campaign against the New Crown epidemic, which started in the context of the goal of building a moderately prosperous society and the great rejuvenation of the Chinese nation, combined the people's health with the fate of the country, expanding the people's vision of patriotism, with significant social sectors and industries, and small ordinary individuals taking up the responsibility of the nation, striving to practice patriotism, and driving the people's emotional identity with the great Chinese dream. Not only the new crown epidemic, the patriotic health campaign in the new era when the goal of a healthy China, the great rejuvenation of the Chinese nation as a national mission, emotions as an opportunity to form a wide range of widespread recognition.

3.2 To be oriented to national interests and to fit the interests of the people

Whether it is the patriotic health movement in the new era or the implementation of the Health China strategy, it is necessary to take the national interests as the guide and deeply meet the people's interests. The patriotic health movement in the early days of the country's founding sought to find common ground between the interests of the state and the people's interests. On the one hand, it met the people's needs for a healthy living environment and improved medical and health conditions, and attached importance to the people's life and health safety; on the other hand, it respected the people's central position, met the people's creative needs, and vigorously built a new China to meet the people's expectations for contemporary China. Both economic production construction, national defense construction, and health environment construction fully fit the needs of the people's interests. In the current war against the new crown epidemic, the people's lives and health are also put in the first place, the survival and development interests of the people are combined with the fate of the nation, effective epidemic prevention and control measures are taken to control the epidemic quickly, the realization of the people's interests is always the center and the wide recognition of the people is obtained. The state of universal resistance is formed in the process of fighting. To achieve the normal development of the patriotic movement in the new era, it is necessary always to put the people at the center, continuously improve the level of medical and health care and science and technology, achieve medical equity, ensure the life and health safety of the people, and enhance the physical quality of all people, to provide more high-quality human resources for the development of the country.

3.3 To promote public awareness with scientific knowledge as a guide

Scientific knowledge and technology are the most objective conditions to promote public awareness. The patriotic health movement in the early days of the founding of the country was precisely under the popularization of scientific health knowledge to continuously change people's ideology, form health identity, and consensus, and externalize into health behavior, thus achieving the effect of changing customs and improving the health environment. On the one hand, to break the superstitious ideas; on the other hand, the formation of a new moral ethos of hygiene, health, and identity. The current campaign against the new crown epidemic has popularized relevant scientific knowledge to the general public through various TV and new media platforms from the beginning, deepened people's understanding of the origin of the epidemic and scientific prevention, promoted

public recognition in terms of scientific objectivity and authenticity, believed in science, did not eat wild animals, scientifically took precautions by wearing a good mask and washing hands regularly. At the same time, through scientific psychological counseling, it relieves people's emotions, thus making all people consciously practice scientific epidemic prevention and daily epidemic prevention. The patriotic health campaign in the new era should be guided by scientific knowledge, deepen people's cognition and form a scientific identity to transform into patriotic health actions and contribute to a healthy China.

3.4 Advanced models as a model to drive the participation of all people

The power of role models is infinite, and role model recognition is a unique means to promote universal participation. The patriotic health campaign in the early days of the founding of New China, when the climax of the "four pests" was set off, used typical and exemplary ways to motivate the public, thus driving the participation of the wider public and achieving good results. The country was united in its determination in the fight against the new epidemic. Several advanced figures emerged from the front line of medical personnel and volunteers, as well as from the back of the country, which infected every Chinese with the power of their example, including Organization members who led by example, and ordinary people in ordinary positions, who became the brightest stars in the fight against the epidemic. With the demonstration and infection of these role models, the whole nation has become more united, and the people have become more nationally identified and proud and more consciously involved in the fight against the epidemic. The patriotic health movement in the new era should also pay attention to the selection of advanced models and role models to give play to the power of role models and influence the public implicitly so that no matter how many years ahead, they can serve as role models, form a consensus on the strategy of a healthy China, take a step closer to a healthy China, and build up strength for the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

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