

## **Framing the “Nation”: Discourse of National Identity Construction in the Taiwan Region—An Analysis of 2024 Electoral Campaign Texts Based on the BERT Model**

National identity profoundly influences the political stability and legitimacy of contemporary nation-states. The enduring division and conflict across the Taiwan Strait, along with the intricate and flexible concept of "Nation" in the Chinese language framework, pose distinct obstacles for China in framing national identity. The Chinese term for "nation" encompasses both the state and ethnicity, highlighting the tension between the national governmental framework and ethnic groups, so facilitating the manipulation of political discourse. Specifically, in Taiwan Region, intricate cross-strait ties result in ambiguity regarding collective cognition and political identity, rendering "nation" a central issue in political discourse.

This study focuses on the electoral processes of leaders in the Taiwan region to analyse how various political parties employ discourse techniques to construct national identity and foster political mobilisation, ultimately furthering their political objectives. This approach enables a deeper awareness of the implications of nationalism on ethnic identity.

This research employs public texts from candidates in the 2024 general elections, including policy announcement conferences, television debates, and advertisements for campaigns as samples. Methods for small-sample learning have been utilised to precisely refine and repeatedly enhance a pre-trained BERT model, along with LDA technology to extract themes and emotional distributions from the texts. Furthermore, t-SNE technology is employed to visualise text embedding vectors, examining the strategic deployment of nation discourse by different parties and its specific semantic distribution to elucidate the underlying meanings and logical connections. The expected results of the study include: 1) a comparative analysis of the speeches and national discourses of different candidates and parties, revealing differences in their metaphors and narrative purposes; 2) an analysis of the changes in the concept of nation over time and its performance in political discourse, clarifying the evolution of discourse strategies.

This paper will illustrate how political parties manipulate discourse to frame voter identity, enhancing the comprehension of identity politics in modern nation-states while providing new perspectives on nationalism, cultural pluralism, and ethnic separatism.