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**IMAGE OF NURSES IN FARSI HEADLINES DURING COVID-19,
BASED ON CONCEPTUAL BLENDING FRAME**



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Prof. Dr. Ahmed Veliyev

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**IMAGE OF NURSES IN FARSI HEADLINES DURING COVID-19, BASED ON
CONCEPTUAL BLENDING FRAME**

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ABSTRACT

During the coronavirus Pandemic, nurses and their efforts have been under the spotlight. Confronting the unknown fatal virus demands enormous courage, self-devoting, and skillfulness. However, there were other factors in representing the image of nurses in the press and media. Front pages were covered by male nurses on their uniforms carrying syringes. Headlines and articles narrated Male nurses as proficient defenders of public health. Female nurses, demonstrated by exhausted faces under the mask, were conversely represented as worried mothers, isolated and at work, begging people to stay home, let them the opportunity to have a reunion with their family. This study has collected 12 Farsi headlines, published from February 22, 2019, to February 22, 2020, a headline per month, related to nurses and their role in the pandemic. The contrastive study applied selected headlines and their implicates based on input spaces, generic space, frame, and blended space. Data analysis reveals differences between the "blended spaces" created around female and male nurses and attributes them to cultural and gender dissimilarities.

Keywords: conceptual blending, discourse analysis, press headline, gender study, covid-19