

FRI-ONLINE-1-LIPC-02

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**FIGHTING COVID-19: NATIONAL MEASURES AND THEIR CULTURAL  
ROOTS<sup>2</sup>**

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**Assist. Prof Hristina Sokolova, PhD**

Department of European Studies, International Relations and Security,  
University of Ruse "Angel Kanchev"

Tel.: +359 878537015

E-mail: hsokolova@uni-ruse.bg

***Abstract:** The paper examines governmental measures fighting the coronavirus infection in 6 countries across the world. Reviewed sources are official reports from national governmental agencies and media sources. Research method is discourse analysis. Research paradigm is based on Geert Hofstede's cultural dimensions Uncertainty Avoidance, Power Distance and Individualism/Collectivism.*

***Keywords:** coronavirus, covid-19, intercultural communication, government, measures*

***JEL Codes:** I15, I38*

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<sup>2</sup> Докладът е пренасочен за публикуване в Journal of Applied Linguistic and Intercultural Studies <https://jalis.uni-ruse.bg/>