

Research on the Construction of Brand Symbol of Wensli Silk-an analysis based on Symbolic interaction-ism

Yiling Wang

School of Humanities, Zhejiang University of Technology, Hangzhou, Zhejiang 312300, China

ABSTRACT.Symbolic interactionism of the Chicago School believes that symbols play an important role in human communication. In the process of interaction, people complete the basic construction of the symbolic meaning, thus forming a general cognition of the matter.

KEYWORDS: Symbolic interaction-ism, Wensli silk, Construction of brand symbol, Empowerment

1. Introduction

The author conducted a field survey and in-depth interviews with the relevant staff of Wensli Group, and based on the Symbolic interaction-ism, got to know the initial structure of the brand symbol through the interpretation of the specific symbol features of Wensli silk products; On this basis, the writer obtained a thorough understanding of the internal logic between the culture and technology empowerment to re-build the brand symbol.

2. Overview of the Research Background

Symbolic interaction-ism refers to the process of interaction and interaction between people through the transmission of symbols and meanings, which is on the premise of a common understanding of the meaning of symbols, that is, the construction of the symbol to form a common semantic space, complete the audience's general cognition and recognition of the symbol.

The Symbolic interaction-ism, which emerged in the early 20th century, is a theory that focuses on social psychology. In the transitional phase of contemporary symbolic interaction theory, the theory was first proposed by George Herbert Mead, and Charles Cooley, and eventually by Herbert Blumer. His unique interpretation of George Herbert Mead's ideas formed the Chicago school.

In addition, Charles Cooley brought forward the concept of "self-in-Mirror". He argues that the self emerges from interaction in the context of groups, while George Herbert Mead combines modern evolutionary synthesis, behaviorism, and Dewey's pragmatism to form a coherent system of related concepts, which is a great and pioneering contribution to the understanding of the basic features of human social interaction. For George Herbert Mead, the most obvious feature of human symbolic communication is that the communication is not just limited to body postures, but humans also use common or standardized phonetic symbols. Society is born out of human interaction, and it represents organized, patterned interactions between individuals. The existence of society relies on mental capacity. Without the mental capacity to play roles and imagine scenarios of action, individuals can't coordinate their actions.

Herbert Blumer integrated the social behaviorism theory of sociologists such as George Herbert Mead from the Chicago school with the early theory of "symbolic interaction". Symbolic interaction-ism was first proposed by Herbert Blumer in his book *Man and Society* and since then, it has been widely used in social studies. He stressed that Symbolic interaction-ism is based on the use of the same set of symbols by group members and the mutual understanding of the interactive meaning of these symbols. Through the interactive process of symbol coding and decoding, we can understand the commonness of symbols.

The Symbolic interaction-ism has made a major impact on the study of communication. Wang Hexin, from Hebei University, sets out the significance of communication for reference in his master's thesis, Herbert Blumer: "Symbolic interaction-ism" and the study of communication, Symbolic interaction-ism. This paper gives a new definition of communication from the perspective of "Symbolic Interaction". Communication is "the symbolic behavior caused by the different degree of sharing of meaning and value among participants"

In the study of Silk, most domestic scholars pay attention to its aesthetic design. For example, Li Jianliang, Wen Run, in their paper named *A probe into the Silk Pattern of the southern Song Dynasty*, analyzed the beauty of form and implication from the angle of aesthetics, and the paper also discussed the innovation and development of Silk Design from the angle of industrial design. Wu Yu-ching concretely analyzes the elements of the aesthetic style of Song Jin in Suzhou and the forms of expression of the aesthetic style. But the domestic silk research still lacks the use of communication theory tool to analyze the silk and the Silk Brand Development Research case.

This paper is an empirical study on wensli Silk by means of Participatory Observation and in-depth interview. The purpose of this study is to illustrate the internal logic of brand symbol construction and brand building by using Symbolic interaction-ism and provide the reference for the follow-up study.

3. The Initial Construction: the Symbol External Appearance of the Cultural Connotation

Silk, a great invention of the Chinese people, carries the aesthetic pursuit and spiritual yearning of the Chinese nation with its unique delicate and smooth texture, and conveys the cultural quality of reciprocity from the perspective of social function. It is the concentrated expression and material carrier of the Chinese traditional culture of “the most beautiful, the most precious and the most tender”. Behind the weaving techniques and pattern symbols of each silk national treasure, it contains the ancient people's desire for the exchange of civilization, and bears the weight of culture and history, thus becoming the symbol of gifts, etiquette and virtue, and the precious symbol of civilization and tradition.

Therefore, silk, as a medium of civilization exchange, and a combination of cultural connotation and delicate appearance, become the best choice of national ceremony. Wensli silk, which has served the Shanghai World Expo, Beijing Olympic Games, Hangzhou G20 summit and other major international conferences, is well-deserved National Gift Silk First Brand, and it is representative in the study of the cultural connotation of Silk Symbol.

From the perspective of Semiotics, the symbol symbolizes things while material products are the form of symbols. Wensli silk is good at combining traditional and modern cultural symbol elements. With the help of people's collective memory and semantic commonness of the elements themselves, at last, it basically shapes the brand image, that is, to form the brand of wensli silk with cultural connotation.

As a business gift, culture of Chinese etiquette and justice based on integrity, respect and wishes can be sublimed and inherited with all the beautiful symbolic meaning encoded into this brocade.

The double-sided embroidery in “Zheng Xie bamboo” is taken from the poem by Zheng Xie, symbolizing the peace. Bamboo means integrity, noble, and elegant, and it is the symbol of a gentleman. As the main element, bamboo shows the integrity of “the wind of Doctor Qu, the wind of the Duke of Wei”, while the “Belt and Road” embroidery platform is a masterpiece of both ceramics and embroidery. The design of the ceramic base is originated from the overlapping stretch of Golden Desert and the galloping and leaping blue waves. It combines elements such as camels and sailboats embroidered by the Mastercard Silk Culture Museum, and recreates the essence of Silk Road Cultural and commercial exchanges.

As a city gift, bearing a city's exclusive symbol, silk is the media to spread the dissemination of unforgettable impression of the city. Wensli cooperates with Zhoushan Tourism Bureau actively to develop three kinds of cultural and creative products with regional characteristics --“prayer prayer color silk pulling wool scarf”, “Lotus year fish silk square scarf” and “Heart Sutra Long Scroll”. Mount Putuo's Buddhist elements are perfectly integrated into silk, the material carrier, and with the arrival of the 2022 Hangzhou Asian Games, in order to better integrate the city's beauty with the Asian Games elements, Wanshili selected the classic elements of the emblem, and combined the technology of Silk Brocade Tie, and finally formed a pattern with a degree of recognition and imagination. The tie is designed with micro-elements of the Hangzhou Asian Games, elegant pattern, and with Qianjiang tide head graphics and Racetrack being the main, it retained the Jiangya sea water pattern of the profound connotation, meaning the spirit of heading at the tide bravely and the spirit of racing. The necktie pattern, with its smooth and elegant lines, highlights the unique flavor of Hangzhou's “Green Hills and green waters”.

Thus, Wanshili silk completed its preliminary construction of its brand--Silk, as the material carrier, the cultural connotation of the brand through the typical cultural symbols, in order to arouse the public's collective memory and cultural resonance, for the reconstruction of the brand symbols to lay the foundation.

4. Reconstruction: Technology and Cultural Empowerment

Wanshili laid the foundation for the general cognition of public to the brand by using cultural symbols, and with the development of the times, it is required to promote further transformation and upgrading of brand image through innovation and empowerment.

Bloomer mentioned in the theory of symbolic interaction that people give meaning to objective things in social interaction, thereby forming a common cognition of things and referencing them with symbols. Under the guidance of symbolic interaction theory, this research aims to clarify the internal logic of its construction: how to construct and how to complete its interactive mode?

Regarding how to construct, Wanshili is empowering traditional silk symbols through cultural and technological means, building a brand symbol of Wanshili silk that is advancing with the times and has the era significance, and then forming the public's new perception of silk brands. To stand firm in the changing tides of the times, strive to build a national silk brand that sets sights on world level.

In the process of specific symbol interaction, Wanshili actively considers the new path of combining traditional culture and silk, and cooperates with the Palace Museum through cultural empowerment of brand symbols to jointly develop a series of cultural and creative products of "New Year's Chinese Gifts-Wanfu Ruyi", such as the Chinese New Year silk red envelopes in the Forbidden City. Wanshili constantly emphasizes people's subjectivity in the process of brand symbol construction, and uses silk as a gift to convey the "year" culture of traditional festivals and make reunion more ritual. While conveying the culture, it awakens the sense of belonging and collective memory of the people as the main body to the nation, and then promotes the innovative development of excellent silk culture. In the interview, chairman Li Jianhua once said that silk and the Forbidden City are classic representatives of excellent traditional culture. In the context of the development of cultural and creative industries and the Internet, Wanshili Silk hopes to work with the Forbidden City culture to introduce cultural innovation and creativity into daily operations, and continue to create truly outstanding cultural and creative products that represent Chinese quality, present the essence of Chinese traditional culture, convey the emotional essence of the Chinese sons and daughters, and form the universal meaning construction and new understanding of the Wanshili silk symbol under the background of the new era. In the process of symbolic interaction with people as the main body, focusing on collective memory and national belonging, the Wanshili silk symbol with the significance of the new era is gradually being constructed, and the brand image is becoming increasingly plump.

Through cultural empowerment, the cultural value of Wanshili in the denotation is more significant in the new era, but it is not enough to complete the brand awareness of the leap-forward. With the in-depth development of Internet and technology, only with advanced technology as a springboard can we promote a thorough transformation and upgrading of the brand. Based on this, Wanshili silk actively involves in the digital economy, and ranks forefront in the exploration and practice of "new smart" upgrading. Through "cultural creativity + Internet technology" linkage empowerment, in-depth it constructs a sense of science and technology, fashion sense of brand symbols.

In the concrete construction, everything in wensli deeply embodies the interactivity emphasized by the Symbolic interaction-ism. Located at the heart of Hangzhou Hubin Pedestrian Street, the "drunken West Lake Silk Culture Center" senses the charm of silk through human-computer interaction and in the interaction between coding and decoding, it spreads and deepens the audience's new understanding of the symbol of silk. Therefore, it is becoming another window of its brand symbol construction.

Among them, the one named "West Lake No. 1" collects materials from 236 human painters and more than 200 Masters to create master-level scarves. Consumers click on the interactive page, and then questions are generated randomly. Therefore, it is ok for the consumers to choose their preferred keywords, and the platform can instantly associate the words with the massive design elements in the, generate exclusive scarf pattern, and click for confirmation. Finally, the production process came; Consumers can experience the fun of customized scarf just at the flick of a button through an intelligent interactive platform named "wensli", which has massive database and patterns inside it. The number of patterns can reach 10 to the 26th power, therefore, consumers can choose their own background, patterns, elements and other manual DIY exclusive scarf, which fully meet the audience's personalized needs. Wensli draws fresh inspiration from the city's temperament and heritage to create a series of works of art-like "Hangzhou City Etiquette", making "Hangzhou" a gift that can be taken away. Consumers can experience the most fashionable AI technology interaction, and gradually understand the value of humanistic feelings and technology culture in the process of interaction.

Based on artificial intelligence and big data, "Xihu No. 1" and "Wanshili", these two platforms for designing silk scarf, through human-computer interaction, interpret the technical characteristics of the symbol of wensli in the process of interactive continuous coding and decoding. Till then, wensli really started the era of "smart silk", and in the symbol interaction, completed the symbol of the technical significance of the reconstruction.

5. Conclusion

In recent years, from product manufacturing to cultural creation, wensli group has realized the transformation and upgrading through technological and cultural innovation, and it supports the scientific and forward-looking explanation of the construction of symbolic value and the interaction of symbols in the Symbolic interaction-ism that was proposed

by Herbert Bloomer in practice. wensli actively promotes cultural empowerment, cooperates with the Palace Museum, People's Daily and other large IP industries, and in the new wave of the digital economy, takes the opportunity to explore the combination of cutting-edge technologies such as artificial intelligence and cloud computing with the Silk Industry and uses artificial intelligence creativity to stimulate multidimensional interaction, to build a sense of science and technology, fashion, rich cultural connotation of innovative brand symbols, to promote consumers to form a common sense of collective resonance and recognition of brand symbols, it is a model of brand building through symbol interaction mode.

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