

# Analysis of Modeling Language and Visual Culture of Russian Tourist Souvenirs Taking Heihe Russian Tourist Souvenirs As an Example

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**Keywords:** Russian souvenirs; modeling language; visual culture

**Abstract:** Tourist souvenirs are the main part of tourist commodities, which contain the original ecological culture and characteristics of the region. Heihe Aihui is a famous national historical and cultural city. The design of Heihe AAI tourist souvenirs is not matched with local resources with few types of souvenirs and obsolete form. To improve the design quality of Heihe Aihui tourist souvenirs, build Heihe Aihui city tourism image, this paper analyzes the present situation and problems of Heihe Aihui historical culture and tourist souvenirs, puts forward the design concept of Heihe Aihui souvenir from the symbolic point of view, draws the classic case design of other tourist souvenirs in other areas, and provides operational ideas and strategies for the development of Heihe Aihui souvenirs. The purpose is to improve the design content of Heihe Aihui tourist souvenirs, to build the popularity of Heihe Aihui tourist city, and to contribute to the development of Heihe Aihui tourism industry. At the same time, the theoretical and empirical analysis of Heihe Aihui tourist souvenirs research can also be used for reference in other areas.

## 1. Introduction

When a tourist sees a souvenir, the souvenir itself and people have nonverbal communication. Souvenirs communicate and communicate with people through morphological language and material language. In this process, the symbol is actually the carrier of information. In it, it is the medium of carrying and transmitting information. Tourists are the interpreters of this symbol. There are two situations for the interpretation of symbols.

## 2. Symbolic Characteristics of Tourist Souvenirs

The regionality of the souvenirs. Because the appearance of the form is not clear and unrecognizable, it is also impossible to find out where the souvenirs come from. Because of the lack of personality characteristics, they can not convey any information about regional culture; two, the regional characteristics are clear. No matter from color, form, material or technology, it conveys the information of regional culture very well, and conveys the uniqueness of regional culture. This shows the importance of symbol transmission of information, all cultural forms are the realities of symbolic activities. Therefore, it is necessary to improve the quality and connotation of tourist souvenirs, to communicate the cultural symbols accurately, to study the symbolic characteristics of the tourist souvenirs and the application of the theory of design symbols in the design of tourist commemorative goods.

### 2.1 The symbol concept

The symbol is an abstract concept. From the macro point of view, all the material forms that can be perceived and have certain value can become symbols. The symbol is a carrier to carry a certain thing, and has an effective way to express meaning function. For example, the porcelain of the magnetic state kiln is used for the local kaolin, and the kaolin itself has no meaning and can not be used as a symbol, but when it is used as a raw material to make porcelain and as a handicraft or souvenir, it has the function of symbol. It is the connotation of the porcelain of the magnetic state kiln. The means.

Symbol is a combination of meaning and object, and their relationship is unified in the symbolic system. We can interpret symbols because the elements extracted by symbols are things or similar elements that we are more familiar with. Symbols make people communicate and communicate with products, people and countries, people and the world, so that people know and accept them more as the main body. The concept of semiotics can be summarized in three aspects.

## **2.2 Symbol model**

In order to express the concept of symbols more clearly, we use symbolic models to interpret symbols. There are two kinds of symbol models at present: three yuan symbol model and two yuan symbol model. Here we mainly use the two yuan symbol to understand the concept of symbol. The signifier is the material form chosen by the symbol, also known as the symbol carrier. In the design, it refers to the specific external form or form of the specific things used by the symbol. It can also be said to be a recognizable and sensible irritant. In product design, it refers to the external form of product's form, structure, color, material and so on. The meaning and purpose of the design symbol is the content and the meaning that can be expressed. It is the content of the meaning of the product connotation. In the product design, it represents the operation mode, cultural value and emotional meaning of the product.

The relationship between symbols and tourist souvenirs. In the study of the relationship between product symbols and tourist souvenirs, we should use the concept of the above symbolic model to analyze the relationship between them, which can be referred to as the components of the product symbols and the factors to be considered in the design of tourist souvenirs. The signifier is the carrier of the symbol. For the tourist souvenir, it refers to the external form of the tourist, including the shape, color, material and so on; the meaning and purpose of the signified design symbol, to the souvenir, refers to its cultural connotation, that is the meaning of the regional culture that should be expressed in the design. First, the cognitive character of the symbol. Cognition is the most basic requirement of product symbol transmission. According to the characteristics of the expression meaning, the designer expresses his own design intention through a certain form of appearance, image and text. The information transfer of these elements also forms the cognition of the product. Second, the limitation of symbolic meaning. Design symbols study the graphic language of things. It is a word formation method that takes these geometric elements as point, line, surface and body as product semantics.

## **3. Symbolic Analysis of the Constituent Elements of Tourist Souvenirs**

Form symbols of souvenirs, The composition of morphologic symbols. The form symbols are mainly different from the concrete and abstract form, and the concrete form is simple and easy to understand. For example, the souvenirs are mainly composed of things or some images in the regional characteristics. Abstract form is mainly composed of points, lines, planes and bodies.

### **3.1 Point**

From the point of view of design symbol, dot is the most concise language symbol in modeling language, and the signifier of point is the location function of dots. The signified refers to the subjective cognitive function of the point, such as a single point that gives a quiet and lonely meaning, and the two points are placed together with a sense of mutual tendencies, with a certain phase absorption, and the three arbitrary points are hopping, the shape of different points or the difference and depth of the space on the space will be different. Form a certain space of virtual reality, light and dark changes. According to certain rules, the arrangement of points has solemn, stable and neat semantics.

### **3.2 Line**

In semiotics, the line is the same. It has symbolic signifier and referential property. The signifier of line means the line has the function of separating pictures. The referential function of a line refers to

the subjective feelings that line gives to people, such as the elegance and strength of lines, static and movement. Different types of lines, different lines of personality and characteristics of different connotations: such as horizontal lines to calm, calm, safe; fine lines are crisp, delicate, sensitive; thick straight lines, strength, simplicity; curve explicit rhythm, fluency, momentum, and so on.

### **3.3 Surface**

There are many forms of faces, different forms have different connotation semantics. Such as free, combined shape, geometric shape, etc. The free form conveys the more changeable and flexible semantics; the connotations of the combination form are rich and colorful, and are composed of different shapes or the same shapes after the combination of different shapes, and provide different imaginary spaces, so the language of its composition is quite rich. The geometric shape faces include triangle, circle, rectangle and so on. Such modeling language gives people the following rules: simplicity, conciseness and sprightly semantics.

### **3.4 Body**

From the point of view, the body can be divided into three dimensions, line stereoscopic and surface stereoscopic. The body is mainly embodied in the sense of component and volume, and the sense of component is generally positive and negative. The general positive objects are both solid or completely closed form, and the negative sense is the appearance of the virtual body or the transparent object, and the body sense of the positive sense is pressed. The surface can be divided into planar and curved body. The plane body can convey the power, solid and hard meaning, and the surface body gives the saturated, gentle, flowing and smooth semantics.

The function of form symbols. The functions of morphological symbols include two aspects: the indication of form to the practical function of products, and the connotations of product form semantics. The indication of the product form to the functional function, mainly refers to the correct guidance of the use of the form to the use function, such as the mineral water bottle cap, the vertical thread form on the lid, and it is obvious to give the user a screwing operation hint that the hint can make the product clear; for example, there is a plastic cup and the cap is taken out of the cap. A circular hole, the meaning of this circular hole conveys the use of fingers to hook up, and it is very convenient to carry. Through examples, we can see that the existence of the form of the product is all functional. In the form of design, we must follow the principle of form obeying the function, not form and form. The symbolic function of product morpheme mainly refers to the connotation of the product. Through the semantic expression of the form, it can bring certain emotional and psychological feelings and a certain symbolic meaning to the consumer.

## **4. Russian Tourist Souvenirs Design**

First, the cultural elements of regional characteristics + new functional creative design: tourists' demand for modern tourism products is not only a memorial function, but also more and more tendencies for some beautiful and practical souvenirs. The tourism souvenirs which combine the value of commemorative value and practical value can meet more market. For example, using the figures of Chinese Taijiquan, through exaggeration and refinement to make the books with Handan features and the design of lamps and lanterns, with the idiom of Handan: the idiom of the Handan, the honest and Lin Xiangru's story, the combination of the spirit and the symbol with the modern product and the more practical function of the product.

Secondly, regional characteristics and cultural elements + new form of creative design: the new form of creativity is mainly divided into two parts: the first form of the existing form needs to be creative design, the form of conversion is ingenious and novel, for example, the Wuling series commemorative coins can be derived from a series of different sizes of Wuling bushes after the improvement of the design.

## 5. Conclusion

The development of Heihe AI Hui tourist souvenirs has always been a long-standing problem in Heihe AI Hui. The main reason is that the concern of the relevant departments is not enough. The development plan of the "11th Five-Year" development plan of the tourism industry in AI Hui City, Heihe has made some development thoughts on the development of the souvenir of the AI Hui in Heihe, but the thought and the implementation of the plan exist between them. In a big difference, during this period, the city government has also made a related transfer to the design activities of Heihe AI Hui souvenir, but the result is the same. The development and design of the tourist souvenirs of Heihe AI Hui is still not matched with the rich resources of the region. As a Heihe AI Hui people I am deeply aware of the love of Heihe.

## Acknowledgements

Heilongjiang Provincial Education Office Research and innovation of scientific research and innovation special key project "Russian tourist souvenirs modeling language and Russian visual culture analysis" topic number: 18KYYWFCX202

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