

旗帜吉祥物在旗帜学、文化交流中的应用

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(对话呈现)

摘要

随着全球化的推进，各国间的文化交流变得日益频繁。旗帜符号作为一种象征，承载着丰富的历史和文化内涵，它们能够跨越语言和文化的障碍，传达出深刻的历史和文化内涵。为了更好地传播旗帜文化，文章深刻阐述旗帜吉祥物的设计理念与文化脉络，同时从实际案例的角度出发探索旗帜吉祥物应用创新与理论创新。旗帜吉祥物作为文化交流的使者，它有望推动全球旗帜应用的创新与发展，也有望为国际关系的和谐与民心相通贡献力量。

《中华人民共和国旗帜吉祥物》是以北京天安门广场升起仪式为意象，以天安门城楼标语：“中华人民共和国万岁·世界人民大团结万岁”为创作语境；以“祝福祖国 热爱国旗”为主题；以五星红旗、太阳、光芒、星球等元素创作的拟动物手法塑造了吉祥物。是世界人民大团结旗帜吉祥物之一。

Flag Mascots in Flag Studies

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(Dialogue Presentation)

Abstract

With the advancement of globalization, cultural exchanges between countries have become increasingly frequent. As a symbol, the flag symbol carries rich historical and cultural connotations, which can transcend language and cultural barriers and convey profound historical and cultural connotations. In order to better spread flag culture, this paper profoundly expounds the design concept and cultural context of the flag mascot, and at the same time explores the application innovation and theoretical innovation of the flag mascot from the perspective of practical cases. As the messenger of cultural exchange, the flag mascot is expected to promote the innovation and development of global flag application, and also to contribute to the harmony of international relations and the connection between people.

The proposed “Flag Mascot of the People’s Republic of China” is based on the image of the flag-raising ceremony in Tiananmen Square in Beijing, and the slogan on the Tiananmen Gate: “Long Live the People’s Republic of China, Long Live the Great Unity of the People of the World” is used as the creation context; with “Bless the Motherland, Love the National Flag” as the theme; the mascot is created in an anthropomorphic way with elements such as the five-star red flag, the sun, light, and planets. It is one of the flag mascots of the great unity of the people of the world.

随着全球化的深入发展，国际交流日益频繁，旗帜作为一种国际通用的视觉标识，其在国际关系、文化交流以及体育赛事等诸多领域的作用愈发凸显。以北京2022年冬奥会和冬残奥会为例，除了各国国旗和赛事旗帜外，吉祥物

“冰墩墩”和“雪容融”无疑是贯穿整个运动会的最大亮点。这两个可爱的吉祥物不仅拉近了各国间的距离，更在文化交流中扮演了重要角色，为人们带来了更为直观、深刻的感受。它们为体育赛事增添了浓墨重彩的一笔，成为各国人民共同关注和喜爱的焦点，进一步促进了国际间的友好交往与合作。因此，对旗帜的研究也有助于促进国际间的相互理解和友好合作，对旗帜吉祥物的研究更是为旗帜的研究开辟了新路径，同时为国际间的相互理解和友好合作注入新的活力。

关于《旗帜吉祥物》的研究，以国旗为例。国旗是各国人民文化、历史、精神和国家认同感的体现，它承载着丰富的意义，凝聚着民心，弘扬爱国主义精神，对维护国家和谐稳定具有重要意义。国旗的形状、图案和颜色都蕴含着深刻的文化内涵。在国庆节等重要时刻，升旗仪式成为表达对国家的热爱与敬意的重要方式。国旗不仅是文化的象征、历史的传承，更是精神的寄托和国家认同感的体现，它深深烙印在每个国民心中，成为共同的精神家园。

旗帜不论在什么时候任何时期，都是人类情感与精神的象征，承载着人们的荣耀、信念与希望。世界各国的国旗的图案和颜色各不相同，但他们有一个共同点，绝大多数旗帜的基本形状为四边形。因此，奠定了研究旗帜吉祥物的

With the in-depth development of globalization, international communication is becoming more and more frequent. As a part of international visual identity, flags play an increasingly prominent role in many fields, such as international relations, cultural exchanges, and sports events. Taking the Beijing 2022 Winter Olympics and Paralympic Winter Games as an example, in addition to national flags and event flags, the mascots “Ice Dun Dun” and “Snow Rongrong” were undoubtedly highlights of the Games. These two lovely mascots not only narrowed the distance between countries, but also played an important role in cultural exchanges, bringing people a more intuitive and profound feeling. They added a color to sports events, became the focus of common concern and love of people from all countries, and promoted international exchanges and cooperation. In parallel, the study of flags is also helpful to promote international mutual understanding and friendly cooperation, so the study of flag mascots opens up a new path for the study of flags and injects new vitality into international mutual understanding and friendly cooperation.

On the study of a “Flag Mascot”, let’s take the national flag as an example. The national flag is the embodiment of the culture, history, spirit, and national identity of the people of all countries. It carries rich significance, holds people’s hearts, carries forward the spirit of patriotism, and is of great significance to maintaining national harmony and stability. The shape, pattern, and color of the national flag all contain profound cultural connotations. On important occasions such as National Day, the flag-raising ceremony has become an important way to express love and respect for the country. The national flag is not only the symbol of culture and the inheritance of history, but also the spiritual sustenance and the embodiment of national identity. It is deeply imprinted in the hearts of every citizen and has become a common spiritual home.

No matter when or at any time, the flag is a symbol of human emotion and spirit, bearing people’s glory, faith and hope. The national flags of all countries in the world have different patterns and colors, but they have one thing in common. The basic shape of most flags is quadrilateral. Therefore, this lays the foundation for studying the flag mascot with the theme of the world flag.

基础，以世界旗帜为题材，研究《旗帜吉祥物》。

各国国旗色彩斑斓，元素独特，汇聚了国家文化与历史的精髓。它们不仅是主权的象征，更是文化、传统、民族精神、历史与形象的缩影。每一面

国旗都是一部国家史诗，诉说着故事，凝聚着情感与希望。为尊重国旗尊严，弘扬国旗文化，在旗帜吉祥物设计中，首要确保维护旗帜的颜色、图案和形状完整性，充分展示其在旗帜吉祥物中的可爱，可信、可敬的形象与无限活力。为此，特别采用弧形的设计，强化其张力与活力的视觉效果（图1）。

太阳，作为太阳系的中心，自古以来便承载着生命、能量与光明的象征。当从太阳那高远而宏伟的视角俯瞰“地球村”，仿佛获得了一种超越性的、全局性的洞察力。这种视角能够穿透地球的纷繁复杂，揭示出所有生命之间的深刻联系，以及全人类共同面临的命运（图2）。

The national flags of various countries are colorful and unique in their elements, bringing together the essence of national culture and history. They are not only symbols of sovereignty, but also the epitome of culture, tradition, national spirit, history and image. Every national flag is a national epic, telling stories and condensing emotions and hopes. In order to respect the dignity of the national flag and carry forward the culture of the national flag, in the design of the flag mascot, it is first necessary to ensure the integrity of the color, pattern and shape of the flag, and fully display its lovely, credible and respectable image and infinite vitality in the flag mascot. Therefore, the arc design is specially adopted to strengthen the visual effect of its tension and vitality (fig.1).

The sun, as the center of the solar system, has been bearing the symbol of life, energy and light since ancient times. When we view the “global village” from the lofty and magnificent perspective of the sun, it seems that we have gained a transcendental and overall insight. This perspective can penetrate the complexity of the earth and reveal the profound connection between all life and the common destiny of all mankind (fig. 2).



图1. 旗帜的基本形态三视图展示旗帜弧形形态三视图展示。

Figure 1. The three-view display of the basic form of the flag in arc form.

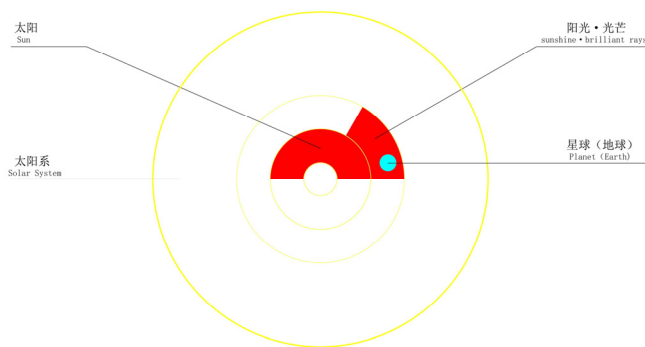


图2. 太阳系由太阳、太阳光线和地球组成。

Figure 2. The solar system with the Sun, its rays, and the planet Earth.

人类只有一个地球，同住‘地球村’，共处一个世界，太阳是人类的光明之源和生命之基，它在文学和艺术作品中频繁出现，作为情感表达和创作的灵感源泉。具有厚重的文化背景和现实意义，跨越了文化和时代的界限，成为人类共同的精神文化财富，是无数文化中共同尊崇的神圣元素。

太阳，作为宇宙中的一颗恒星，这颗人类共同尊崇的生命之源，不仅为地球带来了光明，温暖着“地球村”的每一寸土地。它代表着万物的起始和生长，象征着积极向上的精神风貌，在阳光下，人们挥汗如雨，辛勤耕耘，播种着希望与梦想。它每天东升西落，为地球带来光明和温暖，也象征着时间的流逝和新的开始。在人类的文学、艺术和日常语言中，常常被用来表达希望、温暖和积极向上的情感。自古农耕文明起源以来，太阳的光芒一直默默影响着人类社会，为全人类的生存和发展提供了基础条件，不断推动着人类社会向前进步。

太阳在人类的文明中是一个不可或缺的元素，无论是在哪个时代或文化背景下，太阳将继续闪耀着它独特的光芒。作为宇宙中最为璀璨、最为强大的天体之一，自古以来就被不同的文明赋予其非凡的意义。

1930年毛泽东在写给林彪的一封信《星星之火，可以燎原》中用“它立于高山之巅远看东方已见光芒四射喷薄欲出的一轮朝日”来形容革命形势的蓬勃发展，预示着革命高潮的到来。

There is only one earth for human beings, living in the “global village” and one world. The sun is the source of light and the foundation of life for human beings. It frequently appears in literary and artistic works as the source of inspiration for emotional expression and creation. It has a profound cultural background and practical significance, transcends the boundaries of culture and times, becomes the common spiritual and cultural wealth of mankind, and is a sacred element respected by countless cultures.

As a star in the universe, the sun, the source of life respected by human beings, not only brings light to the earth, but also warms every inch of the “global village”. It represents the beginning and growth of all things, and symbolizes the positive spirit. In the sun, people sweat like rain, work hard, and sow hopes and dreams. It rises in the east and sets in the west every day, bringing light and warmth to the earth, and also symbolizing the passage of time and a new beginning. In human literature, art and daily language, it is often used to express hope, warmth and positive feelings. Since the origin of ancient farming civilization, the sun’s rays have been silently affecting human society, providing basic conditions for the survival and development of all mankind and constantly promoting the progress of human society.

The sun is an indispensable element in human civilization. No matter what era or cultural background, the sun will continue to shine its unique light. As one of the brightest and most powerful celestial bodies in the universe, it has been endowed with extraordinary significance by different civilizations since ancient times.

In 1930, Mao Zedong wrote a letter to Lin Biao, “A single spark can start a prairie fire”, in which he described the vigorous development of the revolutionary situation as “it stands at the top of a mountain and looks at the rising sun in the east”, which indicates the arrival of the revolutionary climax.

新中国成立之际，毛泽东又用“中国就将如太阳升起在东方那样，以自己的辉煌的火焰普照大地”来形容新中国的诞生和未来的繁荣。

1949年10月1日，庆祝中华人民共和国中央人民政府成立典礼在首都北京隆重举行（图3）。当毛泽东主席站

在天安门城楼上，向全世界宣告“中华人民共和国中央人民政府成立了”的庄严时刻，奏响的背景音乐就是《东方红》。歌词中“东方红，太阳升，中国出了个毛泽东……共产党，像太阳，照到哪里哪里亮……”以朴实的语言，唱出了人民群众对毛泽东主席及其领导的中国共产党的深情，唱出了共产党人“为人民谋幸福”的初心、带领人民为实现中华民族伟大复兴的中国梦永续奋斗的信念和决心。当《中国人民解放军军歌》“向前！向前！向前！我们的队伍向太阳，脚踏着祖国的大地，背负着民族的希望，我们是一支不可战胜的力量。是的！我们的队伍像太阳！我们的道路洒满阳光！我们的前程无比辉煌！”

由此，太阳被巧妙地用来预示革命高潮的即将到来和新中国的诞生与繁荣。太阳象征着革命的力量和希望，象征着中国人民在中国共产党的领导下，走向胜利的光明之路，走向繁荣富强的光明前景，代表着新中国的崛起和辉煌。



图 3. 新中国成立，1949年。

Figure 3. The founding of new China, 1949.

On the occasion of the founding of New China, Mao Zedong described the birth and future prosperity of New China with “China will shine on the earth with its brilliant flame just as the sun rises in the East”.

On October 1, 1949, the ceremony to celebrate the establishment of the Central People’s Government of People’s Republic of China (PRC) was held in Beijing, the capital (fig. 3).

When Chairman Mao Zedong stood on the Tiananmen Gate and announced to the world that the Central People’s Government of People’s Republic of China (PRC) had been established, the background music played was *Dongfanghong (The East is Red)*. In the lyrics, “The East is red, the sun rises, and China has produced Mao Zedong ... The Communist party is like the sun, shines wherever it shines ...” In simple language, it sings the people’s deep affection for Chairman Mao Zedong and the Communist Party of China (CPC) led by him, and sings the communist party’s original intention of “seeking happiness for the people” and its belief and determination to lead the people to strive for the Chinese dream of realizing the great rejuvenation of the Chinese nation. The China People’s Liberation Army military song says “Forward! Forward! Forward! Our team is facing the sun, stepping on the land of the motherland and shouldering the hope of the nation. We are an invincible force. Yes! Our team is like the sun! Our roads are full of sunshine! Our future is brilliant!”

Thus, the sun is skillfully used to predict the coming of the revolutionary climax and the birth and prosperity of new China. The sun symbolizes the strength and hope of the revolution, the bright road to victory and the bright future of prosperity for the people of China under the leadership of the Communist Party of China (CPC), and the rise and glory of the new China.

《我爱北京天安门》《金色的太阳》《中国共青团团歌》《歌唱祖国》《五星红旗》等歌词中，都出现太阳的元素。这些歌曲通过优美的旋律和深情的歌词，表达了人民对祖国的热爱和赞美，展现了太阳作为象征物在中国人民心中的重要地位。太阳的光辉形象与祖国的繁荣富强紧密相连，照亮了人民前进的道路，也温暖了亿万人民的心，是中国人民追求光明、希望与进步的象征，强化了太阳作为伟大祖国象征的深刻内涵。

你和太阳一同升起

《旗帜吉祥物》是以天安门广场升旗仪式为创作情境，以天安门城楼标语“中华人民共和国万岁·世界人民大团结万岁”为创作语境，吉祥物以太阳、光芒、地球、旗帜等主要元素，融合成一个独特的拟动物形状（图4）。以此诠释“旗帜与太阳一同升起”的意境的同时强化“地球村”共同体意识。这一设计不仅具有视觉上的美感，更蕴含着丰富的文化和情感价值。

根据旗帜的比例调整旗帜面的比例与吉祥物“头、身”相协调，设计系列符合各旗帜比例的旗帜吉祥物。

The elements of the sun appear in lyrics of songs such as *I Love Tiananmen Square in Beijing*, *Golden Sun*, *Youth League Song of China*, *Singing the Motherland*, and *Red Flag with Five Stars*. These songs express people's love and praise for the motherland through beautiful melodies and affectionate lyrics, and show the important position of the sun as a symbol in the hearts of China people. The radiant image of the sun is closely linked with the prosperity and strength of the motherland, illuminating the people's way forward and warming the hearts of hundreds of millions of people. It is a symbol of China people's pursuit of light, hope and progress, and strengthens the profound connotation of the sun as a symbol of the great motherland.

You Rise with the Sun

“Flag Mascot” is based on the flag-raising ceremony in Tiananmen Square and the slogan “Long live People's Republic of China (PRC) and the great unity of the people of the world” in Tiananmen Gate. The mascot combines the main elements such as the sun, light, the earth and the flag into a unique animal-like shape (fig. 4). In this way, the artistic conception of “the flag rises with the sun” is interpreted and the community consciousness of “global village” is strengthened. This design not only has visual beauty, but also contains rich cultural and emotional values.

Adjust the proportion of the flag surface according to the proportion of the flag to coordinate with the mascot “head and body”, and design a series of flag mascots that meet the proportion of each flag.

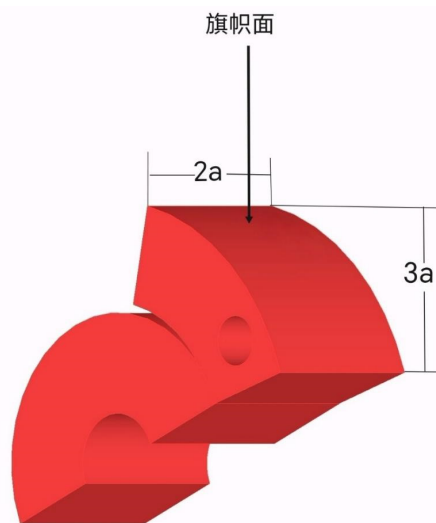


图4. 旗帜吉祥物规格。

Figure 4. Flag mascot specifications.

天安门广场

我多想去看看——(这是小学一篇课文的标题)

天安门广场位于北京城的中心，南北长880米，东西宽500米，总面积440,000平方米，可容纳100万人集会。

天安门广场北端，是雄伟壮丽的天安门城楼天安门正对面，飘扬着中华人民共和国国旗，广场中央矗立着人民英雄纪念碑，纪念碑南面是庄严肃穆的毛主席纪念堂，东侧是中国国家博物馆，西侧是人民大会堂。整个广场宏伟壮观，整齐对称，浑然一体，气势磅礴。

天安门广场升旗时间

天安门广场每天升旗的时间，在特设的公告牌上公布。执勤的国旗护卫队员，在升旗前列队从天安门走向升旗的地方。

天安门广场规定每天日出时间升旗，以象征五星红旗与太阳同升(图5)。因为每天日出时间有变化，升旗时间也随之变化。

当朝阳初升，五星红旗便与太阳一同冉冉升起，阳光洒落在鲜艳的红旗上，交相辉映，散发出无尽的光芒。这一景象不仅象征着伟大祖国的繁荣富强，彰显了充满阳光、奋发图强的中华儿女为实现中华民族伟大复兴的中国梦顽强奋斗，不懈奋斗的精神风貌。



图 5. 天安门广场。

Figure 5. Tiananmen Square.

Tiananmen Square

“How I wish I could go and see it...” (this is the title of a primary-school text).

Tiananmen Square is located in the center of Beijing. It is 880 meters long from north to south and 500 meters wide from east to west, with a total area of 440,000 square meters, which can accommodate a million people.

At the northern end of Tiananmen Square is the magnificent Tiananmen Gate, with the national flag of the People's Republic of China flying. In the center of the square stands the Monument to the People's Heroes, with the solemn Chairman Mao Memorial Hall in the south, the National Museum of China in the east and the Great Hall of the People in the west. The whole square is magnificent, neat and symmetrical, seamless and magnificent.

Flag-Raising Time in Tiananmen Square

The exact time of the daily national-flag-raising in Tiananmen Square is announced on a special bulletin board. The national flag guards on duty march from Tiananmen to the flagpole before the ceremony.

Tiananmen Square stipulates that the national flag be raised at sunrise every day to symbolize that the five-starred red flag rises with the sun (fig. 5). Because the sunrise time changes every day, the flag-raising time also changes.

When the morning sun rises, the five-starred red flag goes up and the sunlight shines on the bright red flag, giving off endless light. This scene not only symbolizes the prosperity and strength of the great motherland, but also shows the spirit of the Chinese sons and daughters who are full of sunshine and strive hard to realize the Chinese dream of the great rejuvenation of the Chinese nation.



图6. 吉祥物形态所代表的元素。 Figure 6. Elements represented in the mascot's form.

吉祥物的“身”象征着朝阳初升，“眼”和“头”象征着“星球”在“光芒”的照耀下焕发生机和活力，表达了人们对美好生活的向往和追求。更是使吉祥物起到画龙点睛的效果，以此，借太阳的光耀给予“地球村”里的各国各族人民致以最崇高、最纯洁、最美好的祝福。

吉祥物融入了“扇面”与“桥”的元素。折扇反映古往今来的人文意蕴，自古以来都是文人墨客展示墨宝和才华的载体，是文化交流的载体。“桥”连接彼此，连接未来。“一带一路”中的“中国桥、中国路”更是架起连接世界的康庄大道，是沟通与理解、合作与友谊相统一的真实写照。拉近了世界各国各族人民之间出入相友、相知相亲的距离，是促进人类进步事业的大国担当与有力贡献（图6）。

The “body” of the mascot symbolizes the rising of the morning sun, and the “eyes” and “head” symbolize the birth and vitality of the “planet” under the illumination of “light”, expressing people’s yearning and pursuit for a better life. The mascot serves as the finishing touch, thereby using the light of the sun to extend the highest, purest and most beautiful blessings to the people of all countries and ethnic groups in the “global village”.

The mascot incorporates the elements of “sector” and “bridge”. Folding fans reflect the humanistic meaning from ancient times to the present. Since ancient times, they have been the carrier for literati to display calligraphy, and also the carrier for cultural exchange. Bridges connect each other and the future. The “China Bridge and China Road” in the “Belt and Road” is a broad road connecting the world and a true portrayal of the unity of communication and understanding, cooperation and friendship. It has narrowed the distance between people of all nationalities in the world, allowing them to know each other more closely, and is a great country’s responsibility and powerful contribution to promoting the cause of human progress (fig. 6).

吉祥物融入太阳、阳光、星球、扇面与桥的元素旨在架起文化交流、文明对话之桥，深刻诠释“人类生活在同一个‘地球村’里，生活在历史和现实交汇的同一个时空里，越来越成为你中有我，我中有你的命运共同体。”

“国旗吉祥物”以北京天安门广场升旗仪式为意象，以天安门城楼口号为创作脉络，以“祝福祖国，热爱国旗”为主题，以五星红旗、太阳、光明、星球等动物造型手法创作而成。国旗吉祥物作为文化交流的使者，期望推动全球国旗应用的创新发展，为促进国际关系和谐、民心相通贡献力量（图7）。同时，我也期待着未来能够设计出世界国旗吉祥物和世界和平吉祥物。

The mascot's integration with the elements of the sun, the sun, the planet, the sector, and the bridge aims to build a bridge of cultural exchange and civilized dialogue, and profoundly explains that “human beings live in the same 'global village', live in the same time and space where history and reality meet, and more and more become a community of destiny in you and me.”

“Flag Mascot” takes the flag-raising ceremony of Tiananmen Square in Beijing as the image and the slogan on Tiananmen Gate as the creative context. With the theme of “Blessing the motherland and loving the national flag”, the mascot is shaped by animal-like techniques created by five-star red flag, sun, light and planet. As the messenger of cultural exchange, the flag mascot is expected to promote the innovation and development of global flag application, and also to contribute to the harmony of international relations and the connection between peoples (fig. 7). I also look forward to designing the World Flag Mascot and the World Peace Mascot.



图 7. 拟议的旗帜吉祥物。

Figure 7. Proposed flag mascot.

关于作者

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