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## CONSTRUCTION METHOD OF REGIONAL CULTURAL SYMBOL SYSTEM TO ENHANCE THE EMOTIONAL IDENTITY

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*To tackle the challenge of understanding culture and symbols in the design phase. The study examines the construction path of a regional cultural symbol system by combining cultural resources, selecting high-value cultural aspects, and visually analyzing and presenting symbols. It provides a unique theoretical structure for the creative translation of distinctive cultures.*

**Key words:** *regional culture, symbol system, emotional identification, cultural graph, creative design.*

### INTRODUCTION

Public emotional identification is the emotional experience of assessing whether objective reality fulfills one's requirements. When symbols and cultural cognitions have similarities, they create an idealized identification [1]. This identity can let consumers really appreciate the allure of regional cultural characteristics through personal emotion, group membership, and historical folklore, thereby enriching their overall experience. Exploring the interplay between regional cultural heritage and innovation has been a topic of significant interest across several disciplines. Many studies have focused on analyzing the distribution of regional cultural resources [2], symbolic design [3], and the industrial utilization of regional culture [4]. However, there are still aspects that require thorough investigation when addressing the issue of constructing the symbol system for public emotional identification. The primary findings are as follows: 1) Individuals from diverse cultural backgrounds possess varying cognitions and interpretations of symbols. Therefore, it is essential to utilize a range of data gathering and analysis techniques to incorporate the perceptual requirements of the whole population. The need for cultural perception is characterized by fuzziness and diversity, so the assessment process of cultural aspects should be measured and high-value cultural elements should be chosen. 2) To examine the enhancement of public emotional identity



through thorough interpretation and systematic exhibition. This study aims to address the issue of symbolic cognition and emotional identification in regional culture during the development of symbol systems, and to influence the standardization of the design process from the source culture's standpoint. This study proposes a way for constructing a symbol system based on public emotional identification. This strategy takes into account the audience's diversity, sets up a building process involving "demand integration, factor optimization, visual analysis, and presentation" and enhances the understanding and emotional connection to mass culture.

### **PURPOSE**

This study examines how to construct a regional cultural symbol system based on emotional identity to foster public emotional connection to regional culture. It also explores the correlation between cultural image perception and emotional identity. The analysis also examines how the development of the symbol system enhances the emotional bond between the public and culture.

### **RESEARCH METHOD**

This study improves the comprehension of cultural symbols by integrating public perception requirements and interpreting regional culture in diverse ways to create emotional connection across different stages.

Phase 1: Acquiring and analyzing local culture. Identify the group of individuals with high visual acuity, then gather and analyze the data from many research iterations. Simultaneously, employ the cultural composition framework to examine and arrange cultural resources, identify the study subject, and discover its cultural relevance.

Phase 2: Select significant cultural elements. The evaluation index is created utilizing a five-point Likert scale and aim vocabulary assessment method, then further examined for cultural elements. Grey correlation analysis is utilized for quantifying indices and selecting elements. A semi-structured interview method is used to assess the rating outcomes for consistency and identify common cultural aspects.

Phase 3 involves visually presenting and analyzing cultural symbols. The pedigree map of regional cultural components is created using the genealogy technique, which involves analyzing the evolution of artistic traits, semantic meaning, and symbolic factors. This serves as the foundation for more innovative design.

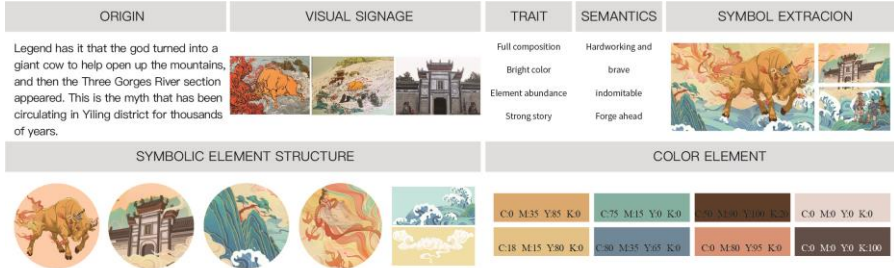
Phase 4 involves using ecological principles and implementing innovative design solutions. We provide several design options and eco-friendly solutions that meet The Times' aesthetic criteria and public image, aiming to develop goods that are appealing and culturally relevant, thereby improving customer satisfaction.

### **RESULTS AND DISCUSSION**

The approach combines cultural elements with public preferences to increase the number of regional cultural icons, guided by popular emotional connection. Data collection relies on a visual atlas and is conveyed through the use of illustration design, scene symbols, and symbol icons. Figure 1 demonstrates how the visualization map effectively portrays cultural elements, aiding experts in linked



disciplines to promptly recognize and acquire pertinent and comprehensive information. Different design styles, ways of perception, and experiential approaches can successfully display urban cultural symbols, improve public perception and involvement, increase public cultural interaction, and encourage empathy.



**Fig.1.** Visualization map of HUANG NIU KAI XIA

Traditional regional culture examination mainly depends on experts' technical analysis methods, emphasizing audience needs during cultural innovation transformation and industrialization, but neglecting the public's comprehensive understanding of cultural elements. This strategy greatly impacts the audience's restricted cultural comprehension and the difficulty of forming emotional connections with regional culture. This study proposes that the regional cultural symbol system highlights cultural aspects that are easily seen by the public and sets up a framework for regional cultural elements in a hierarchical "meta-chain-group" structure. The assessment focus within this cognitive framework switches from cultural Nounenon to culture-public interaction, involving not only specialists and researchers but also all members of the public, such as residents and visitors. This signifies a return to the core of local cultural humanism.

Creating a cultural symbol system involves identifying the evaluation criteria and the method for quantitative analysis. Contemporary research often depends on expert analysis and social research methods, which can make it difficult to avoid cultural cognitive bias influenced by personal characteristics and to fully understand the needs of different target audiences. Although it upholds scientific standards, its effectiveness is uncertain. This study creates a system of urban cultural symbols based on mass emotions by choosing assessment criteria, investigating quantitative approaches, and employing an optimum ranking technique rooted in multi-objective decision-making. The differences between the visualization studies of regional cultural symbols and traditional regional cultural symbols are as follows: Our focus is on methodically arranging cultural elements from different regions through various platforms while taking into account the public's perspective on culture. We provide a broad range of themes. Concentrate on the needs of persons who are not the primary audience for comprehending symbols, cultural perception, and



application. Improved with a more advanced structure, visual examination, and display, in addition to an atlas. The technique emphasizes the meticulous process of "carding-coding-optimization-presentation", showcasing the consistency of the symbol system in examining regional culture and directing the execution of creative design and industrialization.

To combine cultural growth with regional industrial integration, the essential strategy is through the ecological idea of "decentralized resource system integration" and "on-demand system resource combination." The comprehensive planning is considered from three perspectives: impact, marketing capabilities, and leadership. This is influenced by the distribution characteristics of cultural resources, market demand, and future development tendencies. The procedure starts with three design forms: symbol icon, scene symbol, and illustration. The article artistically interprets and changes urban cultural materials by incorporating the brand logo, enhancing the content experience, focusing on the cultural subject, mixing elements naturally, and utilizing innovative creative strategies. Strengthen the bond between the public and culture to enable individuals to influence and promote regional culture.

### CONCLUSIONS

The initial phase of exploring regional distinctive culture lacked attention for public perception, leading to the public's limited comprehension of urban culture and difficulty in creating empathy. This study supports the symbolic emotional identity model through data analysis, investigates the influence mechanism of public symbol cognition, cultural perception, and emotional identity, using Yiling as a case study. The essay analyzes how regional cultural symbol systems are constructed, their purpose, and their importance by focusing on emotional connection. Designing cultural symbols creatively should involve several design schemes to improve public emotional identification and cultural cognition, eventually leading to promotion.

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