

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
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Faculty of Design  
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**BACHELOR'S THESIS**  
on the topic:

Designing printed products to combat the stigma surrounding feminine nouns.

Performed by: a student of the BED-20 group

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## **Abstract**

With the progress of The Times, the continuous development of network culture, the constant change of network language and women's careers, women's issues have attracted more and more attention. However, in the current overall environment, the derogation of some female nouns has become increasingly serious. If we do not intervene in this situation, people will be alarmed, which will have a certain impact on the Chinese language and female nouns. In order to solve this problem, this graduation project adopts poster illustration and other forms to study this, hoping to achieve the correct name of some female nouns and show female nouns in a positive way, so that people can understand their true meaning.

With the continuous derogation of female nouns in recent years and the change of their true meanings, the use of a certain word in many contexts will cause ambiguity. The derogation of some words not only changes the words themselves, but also makes the words unable to be used normally. In some contexts, we have to find other words to replace them. Words develop in the derogatory direction, that is, from the original positive or neutral meaning to derogatory meaning. In order to guide people to face up to some words, study and correctly explain some derogatory female nouns in Chinese context, and improve people's correct understanding and true meaning of some female nouns.

The creation of this theme helps to change people's negative impressions of specific words and promote a more respectful and inclusive language environment. By legitimizing derogatory words, discrimination and prejudice against certain groups or concepts can be reduced. Changing the way derogatory words are used can help promote a respectful and inclusive language environment where everyone feels respected and accepted. As well as building a positive social atmosphere, derogatory words may bring negative emotions and emotions to people and affect the construction of social atmosphere. By

correcting the name, we can create a positive and optimistic social atmosphere and promote harmonious coexistence and positive communication between people. Improve communication effectiveness: Derogatory words often interfere with the effectiveness of communication, resulting in misunderstanding and conflict. Name correction can help people express their meaning more clearly and accurately, improve the effectiveness of communication, and promote effective communication and understanding.

In general, the renaming of derogatory words helps to improve the sociolinguistic environment, promote respect and inclusion, enhance communication effectiveness, and promote social progress and inclusion. This practice can lead to greater understanding and respect for each other, and build harmonious and positive social relationships.

*Key words: Derogation of feminine nouns, Derogation of Chinese nouns, My lady, A debutante, Aunt*

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## Introduction

**Relevance of the study.** With the progress of society and the development of the Internet era, women's career development and women's comprehensive status in China are constantly changing, and women's issues have attracted more and more attention, and female terms related to them have sprung up. However, in the current overall environment, the derogation and labeling of some female nouns are becoming increasingly serious. If we do not intervene in this positively, it will trigger people's deep thinking, which will have a negative impact on the positive transmission of Chinese meaning and the embodiment of social value of female nouns. In order to solve this problem, this graduation project adopts poster illustration and other forms to study this, hoping to correct the social stereotypes of some female nouns, show female nouns in a positive way, show women's social power, and make people understand their true meaning.

The derogation of female nouns in Chinese context is analyzed from the perspective of Chinese and female respectively. The phenomenon of derogation of Chinese nouns is deeply influenced by traditional cultural concepts, social reality reflection, language usage habits, media and network influence, social cognition and stereotype and other factors. This phenomenon is rooted in the bias of traditional cultural concepts towards specific groups or occupations, and is also influenced by social reality, such as the negative phenomenon prevalent in certain industries, such as the "prostitute" in this design. The influence of the media and the Internet is also one of the reasons for the derogation of nouns. They use specific nouns in the report or ridicule, which affects the language habits and cognition of the public. For example, the word "socialite" in this article is largely caused by the network communication. From the perspective of women, in traditional society, with the development of social productive forces and the private ownership of means of production, men have become the main

force of social production, and women have gradually been regarded as the vulnerable group, and their status and treatment have also declined. Therefore, with the progress of social development and the awakening of female consciousness, women, as the vulnerable group, have begun to reflect on some unequal treatment. The voices of women fighting for legal rights and equal social status and treatment gradually increased, and people began to pay attention to issues such as women's liberation and freedom.

**The purpose of the research:** The creation of this theme helps to change people's negative impressions of specific female nouns and promote a more gender-respectful and socially inclusive language environment. By renaming derogatory terms for women, we can reduce discrimination and prejudice against women groups or concepts, meaning that we do not only define the value of individuals through gender labeling, we recognize and respect the unique value and significance of each person, helping to build a positive social atmosphere and create a more just and respectful social environment. By correcting the names of female nouns, the beneficiaries are not only women. When we begin to realize and attach importance to and change the derogatory phenomenon of female nouns, it can enhance women's self-esteem, build the self-confidence of female groups, enable female groups to better face challenges and pressures in society, improve women's social participation, and promote the economic and cultural development of society. On the other hand, it can promote gender equality, eliminate the negative association of specific words to women, enhance social inclusiveness, transmit and shape positive values to society, and avoid gender antagonism and unnecessary misunderstanding.

#### **Research Objectives:**

1. Analyze literary materials according to subject matter, general requirements for the direction of objects, and normative documents that must be considered when designing such objects.
2. Analysis of the existing research on the change of the meaning of female nouns in Chinese context

3. Analyze the interpretation of feminine terms that have existed in China and around the world and have actually caused a certain range of influence.
4. Identify nouns that are truly derogatory in social and online processes.
5. Determine the characteristics of the solution on how to correctly represent the derogatory feminine noun in the form of illustration.
6. Determine the specific details of the illustration choice, colors, characters, actions, and the choice of surrounding flora and fauna.
7. Determine the main presentation form and painting style of illustration.
8. Draw illustrations of derogatory feminine nouns based on research results.

**The research subject (theme)** is Stigmatization of female nouns in Chinese context

**The object (focus) of the research** are look for stigmatised female nouns, to explain them correctly, and to interpret the illustration in the form of the group to correct the name of such nouns.

**Research methods.** This work adopts the following theories and thematic research methods: analyze the literature sources and normative literature of the research topic, comparative analyze the stigma of female nouns in the Chinese context, summarize and summarize the data obtained, and analyze them for reference. Mapping was performed using software including PS, AI, ID, and SAI 2

**Elements of scientific novelty.** This research contributes to the further development of the interior design of inclusive kindergartens in response to the new needs of society in modern conditions. Modern experience in designing the interior of such institutions is analyzed. The fundamental principles of establishing inclusive preschool institutions tailored to children aged 3-6 years have been identified.

**Practical significance.** The results of this study can be used to show Chinese nouns in the form of drawing, providing ideas and a method for the derogatory interpretation of female nouns.



**Structure and volume of the thesis.** The thesis includes the introduction, three chapters, conclusions and general conclusions for each chapter, a list of sources for 6 items and an appendix (7 pages). The work contains 14 drawings. The results of this study are available in 49 pages.

## **Chapter I**

### **INTRODUCTION**

#### **1.1 Research background**

With the progress of The Times, the continuous development of network culture, the constant change of network language and women's careers, women's issues have attracted more and more attention. However, in the current overall environment, the derogation of some female nouns has become increasingly serious. If we do not intervene in this situation, people will be alarmed, which will have a certain impact on the Chinese language and female nouns. In order to solve this problem, this graduation project adopts poster illustration and other forms to study this, hoping to achieve the correct name of some female nouns and show female nouns in a positive way, so that people can understand their true meaning.

With the continuous derogation of female nouns in recent years and the change of their true meanings, the use of a certain word in many contexts will cause ambiguity. The derogation of some words not only changes the words themselves, but also makes the words unable to be used normally. In some contexts, we have to find other words to replace them. Words develop in the derogatory direction, that is, from the original positive or neutral meaning to derogatory meaning. In order to guide people to face up to some words, study and correctly explain some derogatory female nouns in Chinese context, and improve people's correct understanding and true meaning of some female nouns.

The derogation of female nouns in Chinese context is analyzed from the perspective of Chinese and female respectively. The phenomenon of derogation of Chinese nouns is deeply influenced by traditional cultural concepts, social reality reflection, language usage habits, media and network influence, social cognition and stereotype and other factors. This phenomenon is rooted in the bias of traditional cultural concepts towards specific groups or occupations, and

is also influenced by social reality, such as the negative phenomenon prevalent in certain industries, such as the "prostitute" in this design. The influence of the media and the Internet is also one of the reasons for the derogation of nouns. They use specific nouns in the report or ridicule, which affects the language habits and cognition of the public. For example, the word "socialite" in this article is largely caused by the network communication. In traditional social concepts, women are often regarded as vulnerable groups. Therefore, with the progress of social development, women as vulnerable groups feel some unequal treatment and start to reflect on it. The voice of women's rights is gradually rising, and people begin to pay attention to the issues of women's liberation and equality. In addition, due to the social and cultural changes, the number of jobs available to women, the gradual increase in contributions to the society and the gradual deepening of the cognition of female stigma, people began to express their respect and support for women in a more positive way. Influenced by this, the feminist design concept has gradually emerged, emphasizing women's autonomy, equality and dignity, and opposing any form of gender discrimination and stigma.

## **1.2 Purpose and significance of the topic**

The creation of this theme helps to change people's negative impressions of specific words and promote a more respectful and inclusive language environment. By legitimizing derogatory words, discrimination and prejudice against certain groups or concepts can be reduced. Changing the way derogatory words are used can help promote a respectful and inclusive language environment where everyone feels respected and accepted. As well as building a positive social atmosphere, derogatory words may bring negative emotions and emotions to people and affect the construction of social atmosphere. By

correcting the name, we can create a positive and optimistic social atmosphere and promote harmonious coexistence and positive communication between people. Improve communication effectiveness: Derogatory words often interfere with the effectiveness of communication, resulting in misunderstanding and conflict. Name correction can help people express their meaning more clearly and accurately, improve the effectiveness of communication, and promote effective communication and understanding.

In general, the renaming of derogatory words helps to improve the sociolinguistic environment, promote respect and inclusion, enhance communication effectiveness, and promote social progress and inclusion. This practice can lead to greater understanding and respect for each other, and build harmonious and positive social relationships.

In contemporary society, women's design is gradually increasing, and contemporary design tends to be diversified, aiming to accommodate the needs and aesthetics of different genders. As well as female-themed design, some designers choose to use women as the theme and reflect the strength, beauty and intelligence of women through their design works. And with the rise of social movements and online platforms enabling more people to participate in the fight against female stigma, design has a role to play in this process.

Although the social awareness of derogatory nouns has gradually increased, derogatory nouns still exist widely in social language and are difficult to eliminate completely. Research on this topic also contributes to the promotion of gender equality awareness, from a social point of view, to help people recognize the gender discrimination and prejudice in society, so as to promote gender equality awareness. Through in-depth understanding of the phenomenon of derogatory meaning of female nouns and its impact, people can more actively advocate gender equality and promote social fairness and justice.

### **1.3 Research method**

The word illustration comes from the Latin word "illustrate, "which means" to explain or illustrate." Illustrations first appeared in manuscripts and books to explain text or beautify books. In ancient civilizations, such as ancient Egypt, Ancient Greece and Rome, illustration existed, but as an independent art form, illustration only began to rise in the Middle Ages and the Renaissance. During the Renaissance, illustration, as a form of decorative art, was widely used in painting, printmaking, decoration and other fields, and gradually developed into an independent art form.

Ancient Egyptian frescoes and reliefs of Mesopotamia are one of the early forms of the illustration. These images not only document daily life, religious rituals, and historical events, but also convey cultural and religious ideas through visual expression.

In ancient Greece and Rome, illustrations began to be used in pottery, architectural decoration and hand manuscripts. These illustrations not only have aesthetic value, but also assume the function of transmitting fairy tales and philosophical ideas.

In the Middle Ages, illustration became an important tool for the dissemination of religious ideas. The illustrations and Bible illustrations in the manuscripts are used for education and missionary work, making the complex religious teachings more accessible and vivid through the images.

During the Renaissance period, the art of illustration reached a new height. The invention and popularization of printing made book illustration the main form of spreading scientific knowledge, literary works and humanistic ideas. The illustrations made by artists such as Leonardo Da Vinci and Michelangelo not only have artistic value, but also play an important role in disseminating scientific and humanistic ideas.

In the 19th century, the rise of newspapers and magazines made illustration an important means of mass communication. Illustrators expressed social

criticism, spread political ideas and advocated social reform through satire, political cartoons and social illustrations.

In the 20th century, the art of illustration was widely used in advertising, propaganda posters and book cover design. During World War II, the illustrations on the propaganda posters played a role in boosting morale and mobilizing the masses. With the development of comics and graphic novels, the influence of illustrations in popular culture increased further.

In the 21st century, the popularity of the Internet and social media makes the spread of illustrations more convenient and extensive. Digital illustrations and information charts spread rapidly through online platforms, and become an important tool for expressing views, spreading knowledge and advocating ideas.

Nowadays, the development of digital technology has combined illustration with animation, movies, games and other multimedia forms, enriching the means and forms of visual expression. Cross-border cooperation further expands the influence of illustration, enabling it to play a greater role in cultural communication, business marketing and social advocacy.

As a form of visual communication, illustration has continuously evolved and developed in the long river of history. From ancient murals and handwritten illustrations to modern newspaper illustrations and digital illustrations, illustration always plays an important role in the dissemination of ideas and cultural transmission. Its intuitive and vivid features make complex ideas and ideas easy to understand and spread through images. In different historical periods and cultural backgrounds, illustrations, with their unique charm and communication advantages, have become an important tool to influence the society, educate the people and spread their ideas.

With the development of printing, the application range of illustration has gradually expanded, becoming an indispensable part of books, newspapers, magazines, advertisements and other publications. Since the 20th century, with the continuous innovation of artistic style and technology, the forms and styles of illustration have become increasingly rich and diversified, including

traditional hand-drawn illustration, digital illustration, graphic design and other forms.

The carrier of illustration. In ancient times, hand-drawn illustration was one of the main ways of visual culture communication at that time. It could convey information and express emotions through images with intuitive and vivid characteristics.

Literature research method: Read, analyze, summarize and summarize the literature about the derogation of female nouns in Chinese context, derogation of Chinese nouns, meaning of miss and celebrity words and the design of their peripheral products through consulting and searching in CNKI and library.

With the continuous development of society and the continuous progress of science and technology, the carrier of hand-drawn illustration is constantly changing, from paper to board drawing and digital drawing. Its expressive force is more rich, through colorful lines to show emotions, you can use different touch and material of the brush to show different strong effects.

Mucha was born in the southern Czech moravia, a devout Catholic family, his childhood was spent in the Roman Catholic church choir, because the mother ama emmara is a devout Christian, so he can see the traces of Christian influence, the baroque style in the church, painting, sculpture and other religious environment had a great influence on his painting style . Childhood gave Mucha a gift to detect spiritual life, and the sacred atmosphere of the church filled his later painting style with the light and tenderness of the Virgin. Therefore, the religious art laid the foundation for his later artistic activities.

Mucha's skilled skills in the use of curves are mainly manifested in two aspects:

the use of character modeling curve. In his poster, the woman's body posture is S or C shape, and the smooth thick lines are used to outline the beautiful female body posture. Free and casual fine lines are used to describe the clothing folds and other details, dense curves depict fluffy and elegant curls, the whole picture is full of rhythm and flowing beauty;

the application of decorative background curve, make full use of the characteristics of the curve, to summarize, refine and abstract the organic forms of natural flowers and trees. The winding and winding growth state of plants presents a complex and dynamic rhythm, and the application of this curve forms a sense of momentum, and the rhythm of the graph produces.

**Idealized Character modeling** The female image in the poster of Muxia gets rid of the shackles of the secular world, and it is the sublimation of the ideal female image. Different posters are decorated with women with different temperament. On the one hand, because their shaping of female characters is often based on the curvy beauty of women, the women in the posters often show their body dynamics in an exaggerated attitude beyond the normal state. On the other hand, through the exaggeration of women's hair, describe the fluffy feeling, fluctuation feeling and flow feeling of women's hair. Through a series of posters with the theme of women, Mu Xia presented a beautiful face, plump, graceful, long and curly hair, sweet and moving expression, full of maternal, brilliant and full of girl feelings of the female image, shaping a female image with a very personal style characteristics.

**Decorative Language of layout Composition** The poster composition is usually enlarged and placed in the center of the picture, and the whole is mainly female, and the local details play a role of ornament and foil.

he often use the round decoration background and rectangular decoration frame, adopt, symmetrical composition, has a strong stability and the sense of grave, picture unity, change and unified, the composition dealt with the relationship between the background and the main characters, hierarchical relations make the balance, harmonious, guide the audience line of sight at the same time enhance the rhythm of the picture;

It is a special composition presented in the form of "Q", with a decorative circle as the background. The female characters in the painting have different gestures. The skirts of the characters have a long bottom, combined with the circular background composed of flowers, which looks like a "Q" with a tail.



This type of composition creates a kind of holy and mysterious religious color, which makes the main female image full of elegant and sacred atmosphere. Besides the common pairs

Modern commercial poster design is influenced by different periods and regional cultures, and presents different design styles. From the early simplicity, simple, to the later gorgeous, delicate, and then to today's diverse, diverse style. The design style of modern commercial poster is constantly developing and changing, while the influence and inspiration of Mucha artistic style on modern commercial poster design is continuous and unchanged. Now, standing at the intersection of history and the future, we re-examine Mucha's artistic style, and can deeply understand the connection between modern commercial poster design and Mucha's artistic style, and also understand the spiritual connotation and ideological culture contained in modern commercial poster design. On the basis of inheriting her artistic style, it is of great significance for modern commercial poster design to constantly absorb its nutrients and excavate its essence

Secondly, the way of board drawing expands the carrier of illustration, mobile phone screen, computer screen, poster, billboard can be presented as a carrier, which has a wider scope of application, high applicability and mobility.

### **Conclusion of the chapter I**

1.Research Background: The derogation of female nouns in Chinese context is analyzed from the perspective of Chinese and female respectively. The phenomenon of derogation of Chinese nouns is deeply influenced by traditional cultural concepts, social reality reflection, language usage habits, media and Internet influence, social cognition and stereotype.

2.Domestic research status. Most of the domestic researches focus on the pejorative meaning of networked words and some nouns such as "yuan" culture, on the stigmatization of Chinese nouns, and on the semantic evolution of some

specific words such as "miss" and "mingyuan" from the perspective of social status changes. Moreover, Chinese scholars' research on the phenomenon of derogatory meaning of female nouns points out that this phenomenon reflects the social prejudice and discrimination against women

3.Foreign research status.In foreign countries, the derogation of female nouns is also a topic of concern. Western scholars have studied the derogation of female nouns in English, French and other languages, and explored how this phenomenon reflects gender bias and inequality in society.

4.Research purpose.The creation of this theme helps to change people's negative impressions of specific female nouns and promote a more gender-respectful and socially inclusive language environment. By renaming derogatory terms for women, we can reduce discrimination and prejudice against women groups or concepts, meaning that we do not only define the value of individuals through gender labeling, we recognize and respect the unique value and significance of each person, helping to build a positive social atmosphere and create a more just and respectful social environment.

## **Chapter II**

### **Theoretical overview**

#### **2.1 Topic selection content introduction**

This topic is called: Teach Me How to not think about "her." Taken from Liu Bannong's poem. "Teach Me How to Miss Her" was written by Liu Bannong when he was studying at the University of London in 1920. It is an important poem widely circulated in early China. The poem was composed by the famous linguist Zhao Yuanren in 1926 and widely sung because of its harmonious tone and smooth language. Liu Bannong pioneered the use of the word "she" in this poem, and for the first time in this poem, the word "she" beside the female

character is used to refer specifically to women who are widely praised. This project combines the correction of the meaning of Chinese nouns with that of women. Just like the Chinese character "she" created for women in this poem, with the development of society and the derogation of the meaning of nouns, it teaches me how not to think of the efforts people have made for the rights and interests of women, and how not to think of the beautiful meaning of these words themselves.

### **2.2.1 Miss**

In the Chinese context, the original meaning of the word "miss" refers to a young unmarried woman, usually a respectful title or address for unmarried women. In traditional culture, "miss" is usually used to show respect and politeness to young women, and has a certain positive meaning.

However, with the development of society and the evolution of language, the meaning of the word "miss" has gradually changed, and in some contexts it has been derogated. In modern Chinese, "miss" is sometimes used to refer to women engaged in specific occupations, such as prostitutes, sex workers, etc., which gives the word "miss" a certain derogatory and suggestive meaning. This derogatory phenomenon may be due to social prejudice and discrimination against sex workers, making the originally noble title "miss" with a negative connotation.

In addition, in some colloquial and slang, "miss" is sometimes used to mean dismissive, sarcastic, or mocking, for example, to refer to women with bad behavior or moral character, which further aggravates the derogatory meaning of the word "miss".

Through the above review, we can see that the word "miss" has undergone several changes: first, the aristocracy in the Yuan, Ming and Qing dynasties; second, the political stratification in the Cultural Revolution; third, the civilian

transformation in the early stage of reform and opening up; and fourth, the derogatory version of the 21st century. The reasons for the four changes will be analyzed below.

2.1 The reason for the aristocracy of its aristocracy, some people think that in the Song Dynasty, the young lady was the title of the maid in the palace, but at that time, people would be proud of their relatives working in the palace, so they went to the ladies of the official family. To some extent, this transformation can be seen as a kind of awe of the people in the feudal class society. For example, when Emperor Qianlong went to the south of the Yangtze River, he gave names to some places and some snacks he had tasted. These names were immediately associated with the "imperial use", which added a supreme color in the eyes of ordinary people. The title of the maidservant in the palace is highly praised by ordinary officials, which is also related to this thought. In addition, literary works also played an important role in the aristocracy. Since the Yuan Dynasty, more and more, the word "miss" was used in literary works, even more in the literary works of Ming and Qing Dynasties. So much so that calling an official or a wealthy family's unmarried woman a young lady has become a potential social custom recognized by everyone

At the end of the 19th century and the beginning of the 20th century, unprecedented and great changes have taken place in Chinese society. With the continuous impact of western forces and western thoughts, Chinese traditional culture and western culture collided strongly. The continuous influx of western culture has also brought about a new term, "Miss". At that time, the children of ordinary people were unable to have food and clothing, so they were not exposed to new ideas. Most of the people who had access to western ideas and culture were the children of official families and the bourgeoisie. Therefore, it was natural to equate them with "miss" and "Miss". It is precisely because "young lady" has this bourgeois meaning, so after the founding of new China, due to the change of class consciousness, "young lady" became the synonym of bourgeois style, and was rejected by people, replaced by "comrade", "girl" and so on.

### 2.1.2 Debutante

In the Chinese context, the original meaning of the word "mingyuan" refers to a woman with noble blood or from a wealthy family, usually with noble, elegant, and educated characteristics. They are usually well educated, have superior social status and wealth, and are the elite class of society.

However, in today's society, under the environment of the Internet, the word "socialite" has also been derogated to a certain extent. In some contexts, "socialite" is used to refer to women who are vain, snobbish, flashy, and pursue false fame and gain. They pursue fame and wealth with little funds by means of house sharing, restaurants, loans, etc., focusing on false external material enjoyment and social status, while ignoring internal cultivation and moral quality. This derogatory phenomenon stems from the spread of the Internet, and some women post pictures of themselves enjoying high-end places on social media in order to create a reputation. But the stereotypes and prejudices created by some really rich and powerful women, labeling them as "celebrities", carry a certain irony and contempt.

It is the children of the official families and the bourgeoisie, so it is natural to equate them with "Miss" and "Miss". It is precisely because "young lady" has this bourgeois meaning, so after the founding of new China, due to the change of class consciousness, "young lady" became the synonym of bourgeois style, and was rejected by people, replaced by "comrade", "girl" and so on.

The structure of "X Yuan" appears frequently in the Internet or news reports recently, which has aroused people's wide attention and discussion. In September 2021, the term "Buddha yuan" became popular on the Internet to refer to people who like to copy sutras, take pictures, taste tea, burn incense in temples, and gain commercial interests under the guise of copying sutras to the Buddha. When the word continues to ferment on the Internet, words such as "sick yuan" and "land yuan" also begin to appear.

"X Yuan" is a positive structure, and "Yuan" is its central morpheme. The word "yuan" first appeared in "the exhibition, the state yuan also", which means "a person like her is a beautiful woman". Xu Shen of the Eastern Han Dynasty "Women":

Yuan, beauty also. The aid of people is also. From the female from the love. "In the Modern Chinese Dictionary," name "is defined as" a famous beauty or a famous family ". In fact, from these can be seen, "yuan" itself is a good title for women, refers to the beauty, as a commendatory word. However, by collecting various structures of "X Yuan" on the network, it is found that the connotation of the word "Yuan" has changed. According to the semantic relationship between "X" and "Yuan", it can be roughly divided into the following five categories:

"X" means the actions related to "yuan": sports yuan, volunteer teaching yuan and fitness yuan.

"X" means the place where "Yuan" is: land Yuan

"X" means the occupation involved in "yuan": program yuan, takeout yuan, and student yuan.

"X" means a certain state of "yuan": sick yuan, leave yuan. It can be seen that in today's language, the "X Yuan" structure is constantly copied, analogy and spread. With the public's criticism of "Buddha yuan" and the emergence of words such as "sick yuan" and "sports yuan", the original commendatory color of "Yuan" is weakened, and the derogatory color is gradually deepened. Zhang Ming (2021) believes that the current social definition of "yuan" magnifies wealth and appearance, but ignores moral character and knowledge, so "yuan" refers to those who are keen on hype and false marketing. Since these words appeared and became popular, the original beautiful meaning of "Yuan" has gradually faded out of people's view, leaving only some bad impression.

In addition, in some entertainment programs and variety shows, "celebrity" is often used to describe some women who are not sincere, hypocritical and self-righteous, they may only pay attention to the external show off and surface

gloss, lack of real connotation and depth, which further intensifies the derogatory meaning of the word "celebrity".

### **2.1.3 Aunt**

Most of the domestic researches focus on the pejorative meaning of networked words and some nouns such as "yuan" culture, on the stigmatization of Chinese nouns, and on the semantic evolution of some specific words such as "miss" and "mingyuan" from the perspective of social status changes. Moreover, Chinese scholars' research on the phenomenon of derogatory meaning of female nouns points out that this phenomenon reflects the social prejudice and discrimination against women. For example, Zhu Hui studies the semantic evolution of the word "miss" from the perspective of social change and development in *Behind the word "Miss"*. It systematically describes the changing course of the meaning of the word "miss" and the social background behind it, and the evolution of female occupation. Now many people, especially young people, call women "beauty", which can not only make the other party have a psychological satisfaction, but also avoid the unnecessary misunderstanding and embarrassment caused by the word "miss", so "beautiful woman" this new and new address has been widely used. And there is a trend of development that is not limited to age, that is, "beauty" to call unmarried and married women, sometimes in order to show the difference, there are also "senior beauty", "senior-level beauty" and so on.

Some scholars have also studied the performance of the derogation of female nouns in different contexts, such as the application in media, advertising, literature and other fields, and studied the derogation of words and the changes in the meaning of words in different contexts from the perspective of the Internet, as well as the causes behind it and the influence of people's cognition

and attitude. As well as the misinterpretation of female nouns in consumer culture, the social reasons behind the derogatory meaning of female nouns.

## **2.2 Research status at home and abroad**

### **2.2.1 Domestic research status**

Most of the domestic researches focus on the pejorative meaning of networked words and some nouns such as "yuan" culture, on the stigmatization of Chinese nouns, and on the semantic evolution of some specific words such as "miss" and "mingyuan" from the perspective of social status changes. Moreover, Chinese scholars' research on the phenomenon of derogatory meaning of female nouns points out that this phenomenon reflects the social prejudice and discrimination against women. For example, Zhu Hui studies the semantic evolution of the word "miss" from the perspective of social change and development in *Behind the word "Miss"*. It systematically describes the changing course of the meaning of the word "miss" and the social background behind it, and the evolution of female occupation. Now many people, especially young people, call women "beauty", which can not only make the other party have a psychological satisfaction, but also avoid the unnecessary misunderstanding and embarrassment brought by the word "miss", so "beauty" this new and new address has been widely used. And there is a trend of development that is not limited to age, that is, "beauty" to call unmarried and married women, and sometimes in order to express the difference, there are also "senior beauty", "elder beauty" and so on.

Some scholars have also studied the performance of the derogation of female nouns in different contexts, such as the application in media, advertising, literature and other fields, and studied the derogation of words and the changes in the meaning of words in different contexts from the perspective of the Internet, as well as the causes behind it and the influence of people's cognition



and attitude. As well as the misinterpretation of female nouns in consumer culture, the social reasons behind the derogatory meaning of female nouns.

Qu Yinan pointed out in "Research on the derogation of Network buzzwords" that with the development of the Internet, network buzzwords continue to emerge. In the endless network buzzwords, the derogatory words are increasingly active in people's vision, and the network buzzwords have gradually formed a generalized derogatory trend. By analyzing the derogatory semantics of network buzzwords, this paper explores their causes and social influences. The study found that the derogatory phenomenon of network buzzwords is not only a true portrayal of the human heart and society, but also a double-edged sword, so the use of network buzzwords should be careful and careful, do not blindly follow the trend. However, from the perspective of women, there are some gaps in the study of derogatory nouns and nouns of different ages.

In foreign countries, the derogation of female nouns is also a topic of concern. Western scholars have studied the derogation of female nouns in English, French and other languages, and explored how this phenomenon reflects gender bias and inequality in society.

Some researchers have also analyzed the impact of the derogation of female nouns on social cognition, gender equality and female status from the perspectives of linguistics, sociology and psychology, and put forward relevant theories and views. Cao Ya pointed out in her article "An Analysis of the derogation of Female Nouns in French" that nouns used to address women in French have been extensively derogated. The use of social psycholinguistics theory is helpful to inquire into the historical, social, cultural and psychological roots of this linguistic phenomenon through specific statistics and analysis. On the whole, domestic and foreign scholars have conducted in-depth research on the phenomenon of derogation of female nouns, revealing the complex social reality and cultural connotation behind this phenomenon. Through the study of

this phenomenon, people can better recognize and understand the embodiment of gender discrimination in language, and provide theoretical support and inspiration for promoting gender equality and eliminating gender discrimination.

### **2.2.2 Foreign research status**

In foreign countries, the derogation of female nouns is also a topic of concern. Western scholars have studied the derogation of female nouns in English, French and other languages, and explored how this phenomenon reflects gender bias and inequality in society.

Some researchers have also analyzed the impact of the derogation of female nouns on social cognition, gender equality and female status from the perspectives of linguistics, sociology and psychology, and put forward relevant theories and views. Cao Ya pointed out in her article "An Analysis of the derogation of Female Nouns in French" that nouns used to address women in French have been extensively derogated. The use of social psycholinguistics theory is helpful to inquire into the historical, social, cultural and psychological roots of this linguistic phenomenon through specific statistics and analysis. On the whole, domestic and foreign scholars have conducted in-depth research on the phenomenon of derogation of female nouns, revealing the complex social reality and cultural connotation behind this phenomenon. Through the study of this phenomenon, people can better recognize and understand the embodiment of gender discrimination in language, and provide theoretical support and inspiration for promoting gender equality and eliminating gender discrimination.

## **2.3 Design orientation**

Chinese culture is extensive and profound, and Chinese nouns are timeless. The illustration design of "Teach Me How not to Think of" Her "is based on the

rectification of some Chinese nouns, and uses illustrations to spread and show the true and beautiful meanings of some Chinese nouns, as well as the people they represent. The main theme of the illustration is "showing the beauty of real nouns", which adds traditional Chinese elements and various flower image elements, and uses traditional and modern elements to display women of different ages and show the beauty of women of different ages. Moreover, derogatory nouns are not affected by age, and every age group will be attacked by derogatory meanings. In this way, the beauty of nouns is displayed with the beauty of women's hearts.

The illustrations are divided into three kinds, focusing on three nouns and three age groups of girls, and the images represented by their different ages are drawn and displayed.

## **Summary of chapter II**

1. Design concept, This topic will correct the meaning of Chinese nouns combined with women, so in the poem for female original Chinese character "she", with the social development and the noun meaning of derogatory, teach me how can not think of once people for the rights and interests of women, and how can not think of the words itself contains beautiful meaning.
2. In ancient times, hand-painted illustration was one of the main ways of visual culture dissemination at that time. It could convey information and express emotions through images, which is intuitive and vivid. This design adopts the way of illustration to show the design concept intended to convey.
3. The pejorative phenomenon of the word "aunt".

3. The formation of the design concept. The prototype of the character design is the female student in school uniforms during the Republic of China, surrounded by cherry blossoms, the halo behind the disc, and the cherry blossoms and leaves of vigor and hope
4. The role of "socialite" is designed to use the rich daughter wearing Hanfu as the leading role, showing the image of the rich daughter gorgeous and elegant, full of classical charm and modern atmosphere.
5. "Auntie" shows the image of an elegant aunt wearing a purple cheongsam, full of retro charm and modern atmosphere. In the picture, an aunt dressed in a purple cheongsam sits in the center of the picture. The cheongsam color is bright and gorgeous, and the style is simple and generous, highlighting the elegance and elegance of the hero.
6. The design style is determined. When drawing illustrations about women, use soft and smooth lines to avoid too stiff and sharp lines. The lines can be somewhat bent and varied to increase the softness and vividness of the illustrations.

## **Chapter III**

### **DESIGN IDEA AND DESIGN PLAN FORMULATION**

#### **3.1 Research and analysis before design**

##### **3.1.1 Design purpose**

In the illustration design, it is hoped that through the combination of different images and flowers, the difference between miss, socialite and aunt and the three images of vigor, gentleness and nobility in their characters can be shown to show their respective characteristics and image characteristics, and then further establish these images to play a role in the name of the first term. By using Mucha's illustration style, rich and harmonious colors, delicate lines, and the composition of the middle and back ring convey the emotion and atmosphere of love and respect for Mucha, the young lady, the noble and gentle of the girl, the charm of the aunt, and the affinity are vividly displayed to change people's misunderstanding of the meaning of Mucha, and the painting is done in this way. Through different cultural symbols to show the difference between different social classes and cultural backgrounds, in order to change people's misunderstanding of this term.

#### **3.2 The formation of design concept**

The prototype of Miss character image design is a female student wearing a school uniform in the Republic of China period, surrounded by cherry blossoms, a disk-shaped halo behind it, cherry blossoms and leaves representing vitality and hope in the middle of the halo, surrounded by books, letter paper and other elements symbolizing students, based on traditional ink style and combined with modern illustration techniques. It shows the image of a female student in the Republic of China wearing a blue school dress. The female student is in the

middle of the picture, dressed in an elegant blue school dress, with long hair hanging down her shoulder. She is dignified and confident. Her dress is simple and generous, reflecting the elegant style of women in the Republic of China period. Holding the Book of Songs in her hand, she expressed her desire and pursuit of knowledge. Surrounded by a radiant ring, surrounded by an aura of books and vibrant flowers, she symbolized the knowledge and wisdom she had acquired, as well as her hopes and aspirations for the future. The gap of the halo continues to be dotted with blooming cherry blossoms, representing youth, beauty and hope, adding vitality and vitality to the picture. The overall picture uses blue and pink colors, the lines are simple and smooth, reflecting the characteristics of Mucha style. Through shaping the image of female students in the Republic of China, the illustration shows their self-confidence and openness, reflects the pursuit of knowledge and yearning for the future, reflects the independence and enterprising spirit of the girls, and integrates the artistic expression techniques of modern illustration, so that the picture shows the integration of classical and modern pictures.

The role of "socialite" is designed to use the rich daughter dressed in Hanfu as the protagonist, and the image of the rich daughter is gorgeous and elegant, full of classical charm and modern flavor. In the picture, a rich daughter wearing a gorgeous Hanfu holding a group fan standing in the center of the picture, gorgeously dressed and solemn, the pattern on the Hanfu is delicate and exquisite, showing its noble identity. Wearing the head and shaking, with flowers in the bun, exudes a fresh and gentle temperament, showing her elegance and elegance. Surrounded by a ring surrounding the background, the ring in full bloom lotus, rich jewelry patterns combined with it, like a closed colorful Eden. The aura is dotted with blooming lotus flowers, symbolizing nobility and purity, adding mystery and elegance to the picture. Several cranes surround the area, representing happiness and peace, giving people a feeling of peace and comfort. The whole picture is bright and bright, using green and pink

tones. The lines are smooth and natural, reflecting the characteristics of Mucha's style. Through the portrayal of the image of a female daughter of the Han Dynasty, the illustration shows her nobility and elegance, as well as her cool and independent image, all of which reflect the feminine elegance and temperament, and the expensive, detailed and exquisite clothes also reveal her deep inner and knowledge. At the same time, it integrates the artistic expression techniques of modern illustration, reflecting the beauty of the integration of ancient and modern.

"Auntie", a Chinese Qipao female illustration in Mucha style, shows the image of an elegant aunt wearing a purple qipao, full of retro charm and modern atmosphere. In the picture, an aunt dressed in purple cheongsam is sitting in the center of the picture. The color of cheongsam is bright and gorgeous, and the style is simple and generous, highlighting the elegance and elegance of the protagonist. She sits gracefully, looks serene, exudes a fresh and gentle temperament, showing her independence and confidence. Surrounded by a ring surrounding the background, represents the closed elegant space she is in, isolated from the outside world, like a closed garden. The halo is dotted with blooming lilies, symbolizing purity and purity, adding mystery and elegance to the picture. The overall tone of the picture is gentle and elegant, and the lines are smooth and natural, reflecting the characteristics of Mucha style. Through shaping the image of cheongsam women in the Republic of China, the illustration shows her elegance and self-confidence, as well as her yearning and pursuit of fresh and natural, reflecting the independence and enterprising spirit of women in the Republic of China. At the same time, it integrates the artistic expression techniques of modern illustration, so that viewers can feel the beauty of the integration of history and modernity.

### **3.3 Formulation of design scheme**

#### **3.3.1 Design style determination**

When drawing illustrations about women, use soft and smooth lines, avoid too blunt and sharp lines, lines can be curved and changed to increase the softness and vividness of the illustration. Choose warm and soft colors in the color, such as light powder, lavender, pale yellow, etc., avoid using overly saturated or dazzling colors, and maintain the overall color of soft and harmonious. The whole picture creates a romantic and dreamy atmosphere, which can be created by background elements, light and shadow effects, etc. For example, add elements such as flowers, stars, and the moon to create a dreamlike scene. In the drawing of the character image, it can have a soft outline and warm expression, and try to draw soft facial features, such as rounded eyes, soft lips, etc., to express the emotion and inner world of the character. When drawing, pay attention to the processing of details, the folds of clothes, the texture of hair, etc., so that the work is more vivid. From the above ideas, I think Mucha's style is particularly suitable, so I adopt this style to create.

#### **3.3.2 Sketching**

First, the theme of the illustration was determined to be a female character, including "aunt", "Miss" and "student". Then, think about the characteristics and presentation of each character, as well as the composition of the overall picture. Use a gentle pencil to outline the basic outline of each character on the drawing paper, making sure the outline lines are clean and smooth. On the basis of the outline, gradually add the details of each character, such as facial features, clothing, hair style, etc., to highlight the characteristics and personality of each character.



Design the composition of the overall picture according to the position and posture of each character. Given the nature of thick-painted illustrations, a concise composition can be used to highlight the theme of each character.

Constantly adjust and correct the proportions, positions and details of each character to ensure the overall harmony and unity of the picture, adding some background elements such as flowers, trees, buildings, etc., to create a specific scene and atmosphere. See attachment figure 3.1

### **3.3.3 Color matching**

The whole picture is dominated by warm and soft colors, creating a romantic and dreamy atmosphere. Use pink, which represents tenderness, sweetness and romance. In the illustration, pink is used in the clothes, flowers and other parts of the figure, adding a soft and warm feeling to the whole picture. Use light blue, which represents freshness, purity and quietness. In the illustration, it is used in the sky, water and other parts, which brings a fresh and comfortable feeling to the picture. The use of light yellow, which represents warmth, sunshine and vitality, is used in illustrations to depict elements such as sunlight, flowers and leaves, adding a bright and cheerful atmosphere to the picture. The use of purple makes the picture appear mysterious, romantic and elegant, adding a mysterious and far-reaching feeling to the picture. Green is used to depict plants, grass, trees, etc. Light green can give people a fresh and comfortable feeling, and other colors blend with each other to form a harmonious picture.

### **3.3.4 Typesetting design**

The layout of the entire illustration is divided into foreground, middle scene and background three levels, each level has a clear dividing line and clear theme

content. People are placed in the foreground, the midview is an extension or complement to the subject, and the background is the environment or background element of the picture. There is appropriate white space in the layout, which makes the picture more refreshing and comfortable, but also helps

to highlight the theme content and emphasize the important elements in the picture. In the layout of the character's expression, posture, clothing, etc., as well as the details of the background elements, need to be carefully designed and processed to make the whole picture more vivid and interesting.

In general, the layout of the illustration is characterized by simplicity, clarity, symmetry and harmony. Through carefully designed layers, colors, white space and detail processing, a warm, romantic and comfortable picture atmosphere is created, which attracts the viewer's attention and arouses resonance.

### **Summary of chapter III**

1. In the illustration design, it is hoped that through the combination of different images and flowers, the difference between miss, socialite and aunt and the three images of vigor, gentleness and nobility in their characters can be shown to show their respective characteristics and image characteristics, and then further establish these images to play a role in the name of the first term

## **Chapter IV**

### **DESIGN PROCESS AND RESULT**

#### **4.1 Design result introduction**

After many sketch revisions, the final design of "Teach Me How not to Think about" her "was completed, which can reduce discrimination and prejudice against certain groups or concepts by legitimizing derogatory words. Changing the way derogatory words are used can help promote a respectful and inclusive language environment where everyone feels respected and accepted. This project has completed one logo font design, three IP image designs, three sets of IP emojis and nine illustration designs.

#### **4.2 Design process**

The "student" big Head meme, which features a girl with braids in a student costume from the Republic of China, shows six different emotional expressions, including confusion, speechless, anger, shyness, embarrassment and shock. Each emoji is mainly blue in color, in line with the classic color of student clothing, highlighting the fresh and cute atmosphere. This group of "student" big head emojis features cute student images and vividly shows six different emotions through different expressions and actions. See attachment figure 4.1

The student illustration shows a student with two braids and a student uniform of the Republic of China as the main character, showing him with a surprised expression. The student character in the illustration is dressed in a

student uniform of the Republic of China, which may be mainly blue with a white shirt. With his hair tied in two braids, he presents a lively and lovely image. The facial expression is vivid, the eyes are wide, the eyebrows are raised, and the mouth is slightly open, showing a state of surprise. The student character

is holding a textbook in his hand, probably scrambling to grab it because he has just discovered something surprising. The illustration style is concise and lovely, the lines are smooth and clear, the colors are bright, and the characters are not too much modified, which highlights the loveliness and vividness of the characters. See attachment figure 4.2

The "Miss" Big Head emoji, which features a cute big head character, shows six different emotional expressions, including cute, speechless, angry, crying, embarrassed and shocked. The main color of each meme is yellow, highlighting the lively and cute atmosphere. The Q version of the female image wearing green hanfu with its simple, lovely and vivid style to attract attention. Her overall shape is full of the charm of traditional culture, but also has the interest and affinity of modern cartoon style.

She wore a piece of emerald green hanfu, with exquisite patterns on the cuffs and skirts, showing the traditional beauty of Hanfu. Green symbolizes life and hope, giving people a fresh, noble and elegant feeling. The design of Hanfu is simple and elegant, highlighting the charm of traditional Chinese clothing.

Her facial expression is vivid and lovely, her big eyes are full of clever, and her mouth is slightly up, showing a sweet smile. This expression conveys a positive and optimistic emotion, showing the talented woman and the noble daughter, and bringing people a feeling of pleasure and warmth.

Hair bun high dish, head dotted with a few small flowers, added a few minutes clever and nifty. The design of the hairstyle is both simple and in line with the traditional aesthetics, complementing the hanfu.

Her posture stretches naturally, surrounded by lotus flowers and fairy cranes, symbolizing knowledge and beauty. The overall image is full of vitality and

vitality.

Green symbolizes vitality and hope, and the vivid expression and playful attitude of the Q version of the female image show the youthful vitality and a positive mental outlook. She represents a positive, optimistic, hopeful and hopeful attitude towards life.

The whole image gives people a sense of harmony and beauty, symbolizing the harmonious coexistence between man and nature, as well as the yearning for a better life. The lotus flowers around her represent the women free from the mud, further strengthening this theme, implying the inheritance of knowledge and culture.

The concise and lovely style of the Q version makes the traditional cultural elements more easy to be accepted and loved by modern people. Her image is the perfect combination of modern and traditional, which not only retains the essence of traditional culture, but also integrates the modern aesthetics, with a wide range of appeal.

sum up:

The Q version of the female image wearing green Hanfu, with its lovely and vivid expression form, conveys rich cultural connotation and positive emotional information. Symbol izes the vitality of youth, the power of knowledge and the pursuit of a better life. Through this kind of design of the image, we can more deeply understand and appreciate the traditional Chinese culture, reflect the characters represented by the celebrities, and find its unique value and significance in the modern life.

The big head character wears a floral headdress and a swing, which adds a cute and classical feel. The "Miss" big head emojis feature cute big head characters and vividly show six different emotions through different expressions and actions. See attachment figure 4.3

The "lady" in the illustration is dressed in Hanfu, with yellow as the main color and other bright colors. She danced with flowers on her head, adding to the classical atmosphere. The facial expression is a smile, showing a lively and cute

image. The composition of the illustration is simple and clear, with "Miss" as the main body, highlighting her expression and characteristics. See attachment figure 4.4

The Q version of the female image wearing a purple cheongsam attracts attention with its exquisite, elegant and charming style. The overall shape integrates the traditional and modern elements, with a strong cultural charm and visual interest.

Wearing a purple cheongsam, the cheongsam design fits the body shape, showing the feminine gentle curve. Purple symbolizes nobility and mystery, giving people a sense of elegance but not losing solemn, reflecting the elegance of women is not limited by age. The cheongsam is decorated with exquisite magnolia pattern, and the details are all delicate.

Facial expression is lively and lovely, big eyes flashing wisdom and clever, the mouth slightly up, showing a sweet smile. This expression conveys a kind and pleasant emotion, bringing people a comfortable and pleasant visual image.

Traditional dish hair, reflecting the delicate that age place brings and capable, adorn the head with small article, added a few minutes of classical beauty.

Her posture is elegant and natural, calm and confident. The overall image is full of elegance and intellectual nature, showing the noble temperament of women.

The IP image of "Auntie" conveys the respect for and inheritance of traditional Chinese culture through the display of traditional clothes and hairstyles. Her image enables people to get closer to and understand the cheongsam culture, and enhances their cultural confidence and identity.

Purple symbolizes nobility and mystery, and the elegant posture of the female image and the sweet expression of the Q version show a kind of noble and amiable temperament. She represents an elegant, calm, independent and confident attitude towards life.

The cheongsam design highlights the feminine curve of women, showing the charm and confidence of women. Her image not only shows the external beauty of women, but also conveys an inner wisdom and strength.

The concise and lovely style of the Q version makes the traditional cultural elements more easy to be accepted and loved by modern people. Her image is the perfect combination of modern and traditional, which not only retains the essence of traditional culture, but also integrates the modern aesthetics, with a wide range of appeal.

The Q version of the female image wearing a purple cheongsam, with its lovely and elegant form of expression, conveys a rich cultural connotation and positive emotional information. It not only inherits and carries forward the traditional cheongsam culture, but also symbolizes nobility and elegance, wisdom and confidence. Through this kind of image design, we can more deeply understand and appreciate the traditional Chinese culture, and find its unique value and significance in the modern life. The "Auntie" big head emoji, which features an elderly woman in a purple cheongsam, shows six different emotional expressions, including confusion, happiness, anger, speechless, cute and shock. Each emoji is dominated by purple, highlighting the atmosphere of elegance and elegance. This set of "Auntie" big head emojis features a cute aunt image as the main body, and vividly shows six different emotions through different expressions and actions. See attachment figure 4.5

The "aunt" in the illustration wears an elegant purple cheongsam, showing her noble taste. The design of cheongsam may be simple and generous, but it is also gorgeous. She has a smile on her face and a gentle and kind expression, showing her inner kindness and affinity. "Auntie" movement elegant posture,

dignified body posture, one leg slightly raised, added to her elegant temperament, showing a kind heart, elegant and generous female image. See attachment figure 4.6

In the end, the three illustrations of Mu xiaofeng are a series, which are the female students of the school uniform as the protagonist, combined with cherry blossoms, scroll and writing paper. To wear hanfu daughter lady, with lotus, crane combined "socialite" theme illustration. To the middle-aged women wearing cheongsam, with the symbol of noble, elegant magnolia and the "aunt" theme illustration combined with a bag. figure 4.7, figure 4.8, figure 4.9

Overall style:

This illustration is in the Mucha style, characterized by its delicate lines, soft colors and rich decorative details. The overall tone of the illustration is a warm pink system, creating a romantic and soft atmosphere.

The female students wore a traditional school uniform with a pink short-sleeved shirt, a bow bow and a dark knee-length pleated skirt. School uniform design is simple and generous, sending out the breath of youth. The cuffs and neckline are embellished with meticulous lace for a touch of elegance.

Comb two braids, both the student's nifty sense, and do not break the traditional aesthetic feeling. With a smile, the eyes are clear and bright, showing the youthful vitality and innocence. The expression is gentle and focused, and he seems to be immersed in the book.

The illustration background is dotted with blooming cherry blossoms, with their branches hanging down and their petals falling in the wind, creating a romantic atmosphere. The pink of cherry blossoms echoes the school uniform of female students, increasing the sense of coordination of the picture.

Holding a few volumes of books in his hands, showing a strong cultural atmosphere. The scroll symbolizes knowledge and wisdom, and reflects the students' knowledge and thirst for knowledge.

There are several pieces of writing paper beside the female students, which are covered with beautiful words, which not only add the details of the picture, but also symbolize the pure knowledge of the school days.

Behind the schoolgirl, there is a pale pink halo, decorated with exquisite patterns and flowers, highlighting the decorative features of the Mucha style.



The halo symbolizes purity and hope, adding a layer of dreamy color to the whole picture.figure 4.7

The edge of the illustration is decorated with scrolls and decorative patterns, continuing the gorgeous and delicate Mucha style. The scroll is painted with cherry blossoms and scroll patterns, which echo the image of the female students in the center, enhancing the sense of unity of the picture. Through three illustrations, the purply-haired "aunt" and the yellow-haired "Miss" and the scene of their coexistence are depicted respectively, and the overall tone, the delicacy of the strokes and the performance of the characters are studied. The study found that the overall illustration is mainly in gray tone, and the brushstrokes are delicate, which can highlight the temperament and emotion of the characters. This is of great significance for understanding the artistic expression of thick paint style in specific tones.

#### **4.2.1 Design form and content**

Showing positive word impressions through illustration design and spreading word impressions through emojis can help change people's negative impressions of specific words, promote a more respectful and inclusive language environment, and reduce discrimination and prejudice against certain groups or concepts. By correcting the name, we can create a positive and optimistic social atmosphere and promote harmonious coexistence and positive communication between people. Improve communication effectiveness: Derogatory words often interfere with the effectiveness of communication, resulting in misunderstanding and conflict. Name correction can help people express their meaning more clearly and accurately, improve the effectiveness of communication, and promote effective communication and understanding.

#### **Summary of chapter IV**

1. This project has completed 3 IP image designs, 3 groups of IP emojis, six illustration designs and 3 posters.
2. design procedure. The "student" big head emoji, mainly featuring a girl in student uniforms of the Republic of China, shows six different emotional expressions, including confused, speechless, angry, shy, embarrassed and shocked.
3. In the art form, learning Mucha mainly uses bright colors and bright lines to highlight the main body of the picture. In composition, a large number of plants or flowers are often used around the central figure to reflect the central position of the characters.
4. The "socialite" meme, featuring cute characters, features six different expressions of emotion, including cute, speechless, angry, crying, embarrassment and shock.

## **CONCLUSION**

However, with the development of modern social networks, a large number of insulting words against women exist, which not only reflect linguistic violence, but also make women receive exclusion and discrimination in the social environment. Therefore, we should work together to improve the social language environment, promote respect and tolerance, enhance the effectiveness of communication, and promote social progress and tolerance. This practice can lead to greater understanding and respect for each other, and build harmonious and positive social relationships.

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Figure4.1



Figure4.1



Figure4.2





Figure4.3



Figure4.4





Figure4.5



Figure4.6



Figure4.7



Figure4.8





Figure4.9