

## THE INTERACTION OF CALLIGRAPHY AND GRAPHIC DESIGN IN CHINESE COMMERCIAL ADVERTISING

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This article explores the relationship between calligraphy and graphic design in Chinese commercial advertising. It analyzes the history and current state of the advertising industry, as well as basic information about Chinese calligraphy and graphic design. In combination with the traditional cultural background, the origin of Chinese advertising forms, the application of traditional cultural semiotics in advertising and the features of modern media advertising are discussed.

**Material and methods.** The research methods are: historiographical, historical-genetic, historical-comparative, formal-stylistic and semiotic analyses. The research is preceded by a historiographical analysis of literature, which allows us to develop approaches and concepts in the consideration of advertising texts, calligraphic works and works of graphic design, as well as to characterize their language, forms, style and meaning. The diachronic approach allows us to chronologically examine the literature and monuments of Chinese commercial advertising, calligraphy and graphic design. Cultural and art criticism approaches allow us to analyze selected artifacts of calligraphic art and graphic design in the context of the artistic tradition of China.

**Findings and their discussion.** The research is aimed at studying the mutual influence and interaction between calligraphy and graphic design in Chinese commercial advertising, analyzing the process of their development and characteristics in the context of traditional culture, revealing their role and values in commercial advertising, as well as further discussing how to effectively use elements of calligraphy and graphic design to promote the innovative development of Chinese commercial advertising. It is also aimed at finding a balance between traditional culture and modern market requirements, achieving a win-win situation for the effectiveness of advertising and cultural heritage.

An analysis of the history and current state of Chinese commercial advertising shows that with the development of the economy and cultural exchanges, the forms of Chinese advertising are constantly changing, demonstrating diversification and innovation. Calligraphy and graphic design, as important art forms, play an indispensable role. Chinese calligraphy is considered as the basis for the formation of advertising styles, including the development of hieroglyphs, the characteristics of the graphic language of calligraphy, the meaning of calligraphic handwriting. Finally, the role of Chinese graphic design in national identity is discussed, including the history of movable type printing, the rise of modern graphic design, Chinese local graphic design schools, and the characteristics of web design. These studies serve as a source of inspiration and a guideline for advertising design.

In the context of traditional Chinese culture, commercial advertising carries rich traditional cultural symbols and meanings. The use of elements of traditional culture in advertising is not only the heritage and development of traditional culture, but also the cultural identity and emotional resonance of modern consumers. As a value of Chinese art and culture, Chinese calligraphy is very popular with advertising designers. The spirit and formal characteristics of his graphic language are fully manifested in commercial advertising, bringing cultural heritage and artistic flavor to advertising.

The main schools and styles of graphic design in modern China include Art Nouveau, national style and postmodern style. The collision and integration of these schools and styles have contributed to the diverse and innovative development of graphic design in China. In the

future, with the continuous progress of digital technology and the constant change in market demand, more and more unique schools and styles will appear in the field of graphic design in China, bringing more creativity and opportunities to commercial advertising in China. Post-modernism also has some influence in the field of graphic design in China. This style emphasizes anti-tradition, disassembly and reorganization, and encourages innovation and breakthroughs. Postmodern graphic design works tend to have a strong impact and expressive power that breaks through the shackles of traditional forms and shows the unique thinking and creativity of designers.

**Conclusion.** The innovative use of traditional cultural symbols in commercial advertising carries a unique cultural value and contributes to the inheritance and development of traditional culture in modern society. The research method, combining practice and theory, confirmed the real effect of calligraphy and graphic design in advertising and provided a reliable theoretical basis for advertising creativity. The use of calligraphy and graphic design as cultural elements in advertising not only shapes the perception of the brand by consumers, but also increases the competitiveness of the brand in the face of fierce competition in the market. The use of digital technologies has opened up new opportunities for the development of calligraphy and graphic design, created more opportunities for advertising creativity and facilitated the integration of traditional art forms and modern technologies.

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## YAN ZHENQING'S CREATIVITY AND ITS INFLUENCE ON CONTEMPORARY CHINESE CALLIGRAPHY

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Yan Zhenqing was a famous calligrapher in the Tang Dynasty. His calligraphy art has far-reaching historical influence. Its calligraphy not only has extremely high artistic value, but also embodies the unique charm of Tang Dynasty culture.

Yan Zhenqing's calligraphy works have extremely high artistic value and historical significance. In the contemporary Chinese calligraphy circle, Yan Zhenqing's creations have had a profound impact on the development of calligraphy art. At present, the research on Yan Zhenqing is still extensive and has deepened to a certain extent in recent years. Many scholars are committed to studying Yan Zhenqing's calligraphy artistic characteristics, creative concepts, artistic achievements and its influence on the development of calligraphy in later generations. However, the research on Yan Zhenqing's creation and its influence on contemporary Chinese calligraphy has not been in-depth.

The purpose of this article is to analyze Yan Zhenqing's creation and determine his influence on modern Chinese calligraphy.

**Material and methods.** The materials for this study were Yan Zhenqing's calligraphy works and compositions of contemporary Chinese calligraphers. The main methods are