

Chinese Design Education: An Example of Xu Zhou Song Dynasty Culture “Misandao” Packaging

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ABSTRACT

In ancient times, Xuzhou was known as Pengcheng and was one of the Nine Provinces of ancient China. With a long history, it is rich in cultural heritage and has a profound cultural accumulation, leaving behind a splendid and brilliant historical and cultural legacy for Xuzhou. Many historical and cultural sites have been preserved in material form. The people here inherit a rich and diverse array of ethnic and folk cultures. Besides the famous cultural resources of the Han Dynasty, many historical figures have left their mark in Xuzhou. Among them, the name of SuShi from the Song Dynasty is closely linked to the city of Xuzhou, representing the typical SuShi and PoDong culture. According to historical accounts, the origin of the famous Xuzhou pastry “Misandao” comes from SuShi naming it during his tenure as the governor of Xuzhou. The eight traditional pastries of Xuzhou: Honey Sliced Pastry, Yangjiao Honey, Crispy Sugar, Peanut Candy, Tiao Su, Money Cake, Sesame Cake, Jiangmi Tiao, etc. “Lao Ba Jian” is a traditional assortment of eight classic pastries, with Misandao standing out as the most renowned and historically significant variety. As a quintessential Chinese pastry, Misandao has evolved from its ancient origins into a beloved local snack in the Xuzhou region, serving as both a festive delicacy and everyday treat. However, despite its enduring popularity, the cultural and historical roots of Misandao remain underappreciated. In light of this, educators should explore innovative ways to highlight the pastry’s heritage through modern packaging and marketing strategies, using these mediums to promote Xuzhou’s Su Shi culture. In today’s thriving market economy, where regional and ethnic brands flourish, supermarket shelves are lined with an array of creatively packaged food products, offering consumers endless options. While this diversity enriches the shopping experience, it also intensifies competition for traditional local foods like Misandao. Current research indicates that the conventional packaging of Misandao fails to meet contemporary aesthetic expectations or effectively communicate the product’s cultural value. Thus, revitalizing its presentation is crucial to ensuring its relevance in a competitive marketplace while preserving its historical significance.

Key words: Packaging Design Education, Xuzhou Sushi Culture, Social Memory, Cultural Confidence, Inheritance And Protection, Cultural Identity, Semiotics

INTRODUCTION

SuShi culture is an important part of Xuzhou’s historical culture. SuShi formed connections with historical sites such as Huang Tower, Kuai Zai Pavilion, and Fenghe Pavilion in Xuzhou, created over 300 poems and literary works, and fostered a cultural spirit of benevolence, optimism, and harmony with nature. These historical sites, literary works, and cultural spirit together constitute the fundamental essence of Xuzhou’s SuShi cultural resources. In recent years, Xuzhou City has consistently placed the inheritance and development of SuShi culture in a prominent position in the continuation of historical context and the construction of a historical and cultural city (Chen, 2023). By drawing on the essence of SuShi culture, Xuzhou has currently renovated, restored, and newly built over 50 SuShi relics and commemorative

sites, becoming a cultural landmark and a spiritual home for the people of Xuzhou. Exploring SuShi’s cultural resources, strengthening cultural interpretation, hosting three SuShi academic seminars, and publishing over 30 works on SuShi studies; enhancing the protection of historical relics, comprehensively strengthening the protection of historical sites such as the Huanglou Inscription; telling the story of SuShi well, using resources like the Yellow River’s ancient course to narrate SuShi’s leadership in flood control and city protection (Guo, 2023).

Xuzhou City has also established itself as a cultural city dedicated to SuShi, using SuShi’s historical stories in Xuzhou as a blueprint. It has meticulously created China’s first large-scale lake island live-action performance, “Penglai Elegance,” based on Xuzhou’s historical context—Penglai

Seven Miles. Additionally, it has innovatively developed the “Xuzhou SuShi Tourism Route.”(Jiang, 2022) Hold themed activities such as “Traveling with SuShi in Xuzhou” to further stimulate the potential of cultural and tourism consumption.

However, the promotion of SuShi culture in Xuzhou is still lacking in its entirety. The promotional channels rely on the cultural heritage of the Xuzhou region, and the promotion of the logical connection between SuShi and Xuzhou is limited to tourism in Xuzhou, visiting scenic spots, without delving into the lives of the general public (Jin, 2022).

METHOD

Research Objectives

1. To investigate the cultural spread of SuShi culture in Xuzhou during the Song Dynasty.
2. To investigate the historical origin and cultural background of Xuzhou’s local specialty “Misandao”.
3. To investigate the current situation of Misandao’s market sales in its current packaging form.
4. to investigate the application of SuShi’s famous painting “Dead Trees and Strange Rocks” in Mi Sandao food packaging.

Sample Size

By studying the historical origins, cultural value, and cultural identity of SuShi culture in Xuzhou, we contribute to enhancing and developing the cultural value of SuShi culture in Xuzhou.

As a carrier of SuShi culture dissemination, “Honey Three Knives” analyzes and studies the necessity of integrating Xuzhou SuShi culture with specialty food packaging design.

The economic value of “Misandao” as a representative of SuShi culture. This study analyzes and researches the integration of Xuzhou SuShi culture with the packaging of “Honey Three Knives” food products, contributing to the inheritance and development of Xuzhou SuShi culture.

RESEARCH INSTRUMENTS

The tools used for data collection in the research consist of three items:

1. By collecting and analyzing relevant research results through methods such as surveys and field investigations, this serves as a starting point.
2. Through the literature review method, researchers can understand the historical origins and cultural value of SuShi culture in Xuzhou, including related theoretical research and research results on digital media.
3. Through face-to-face surveys, researchers engage in direct dialogue, questioning, and listening with respondents to gain a deeper understanding of the inheritance and protection status of the subjects of their study.

THE DEVELOPMENT OF RESEARCH INSTRUMENTS

This study is an innovative exploration:

1. Defining the cultural era of Su Shi within the context of design education as a case study.
2. Examining the importance of Su Shi’s cultural background in education.
3. Analyzing the critical role of interpreting the value of historical and cultural heritage in education.
4. Exploring the integration of Su Shi’s cultural essence with food culture, focusing on design, marketing, and cultural dissemination.
5. Defining the cultural era of Su Shi.

SuShi (1037-1101), courtesy name Zizhan, pseudonym Dongli, was a Su school literary figure and a literary master of the Northern Song Dynasty. He was also a politician, literary critic, painter, and a person who embodied multiple identities. His literary talent was extraordinary, and he was hailed as one of the “Six Ones of the Su School.”

From a political perspective, SuShi’s era was a period of political reform and ideological clashes following the “Ren-zong’s Prosperous Reign” of the Northern Song Dynasty. As a scholar-official who maintained an independent stance between the reformists and the conservatives, SuShi played a unique role in the court during this time: they were not only the implementers of policies but also the core of academic and ideological development.

From an economic and social perspective, the mid-Northern Song Dynasty was one of the peaks of China’s economic development (Lin et al., 2022). The flourishing commodity economy, accelerated urbanization, and advancements in agricultural technology (such as the promotion of the curved plow and improvements in rice cultivation techniques) provided a material foundation for this economic prosperity to support cultural development. It also led the scholar-official class to pay more attention to spiritual life and cultural creation.

In terms of culture, SuShi’s era was a golden period for literature, art, and academic thought. The literary creations of the Song Dynasty, building on the traditions of the Tang Dynasty, exhibited richer and more personalized characteristics. SuShi himself made outstanding contributions in poetry, prose, calligraphy, and painting. His works not only displayed high artistic quality but also reflected his profound thoughts on life philosophy and social reality (Sun, 2022).

Historically, Li Gonglin’s creation “Drunken SuShi Sitting with a Staff” restored SuShi’s true appearance (Sun et al., 2022). This work was also evaluated by SuShi and his student Huang Tingjian as the most lifelike portrait of SuShi. For instance, Huang Tingjian’s description in “Postscript to the Dongpo Calligraphy Album” means it is the most lifelike portrait of SuShi (Figure 1).

Research on the Cultural Background of SuShi

SuShi’s contribution to the culture of Xuzhou lies not only in his achievements during his tenure there but also in his unique literary style and his interactions with Xuzhou’s



Figure 1. Drunken Man Sitting with a Cane

literati, making Xuzhou one of the important regions of literary prosperity during the Northern Song Dynasty (Table 1).

Xuzhou City has also established itself as a cultural city dedicated to SuShi, using SuShi’s historical stories in Xuzhou as a blueprint to meticulously create China’s first large-scale lake island live performance, “Penglai Elegance,” relying on Xuzhou’s historical context—Penglai Seven Miles. Tao and Zhang (2023) performed themed activities such as “Travel Xuzhou with SuShi” to further stimulate the potential of cultural and tourism consumption.

However, the promotion of SuShi culture in Xuzhou is still lacking. The channels for promotion rely on the cultural heritage of the Xuzhou region, and the promotion of the logical connection between SuShi and Xuzhou is limited to tourism in Xuzhou and visiting scenic spots, without penetrating into the lives of the general public.

Research on the Value of Historical and Cultural Heritage

Honey San Dao, this delicacy that has been passed down for hundreds of years, is not just a type of pastry but also a witness to history and a legacy of culture. From the literati of the Northern Song Dynasty to the common people of modern times, Honey San Dao has conquered countless taste buds with its unique texture and aroma, carrying with it the memories and emotions of countless people. Behind every piece of honeycomb candy lies a rich tapestry of historical stories and cultural connotations, waiting for us to explore and savor (Wang et al., 2022).

During the Northern Song Dynasty, the traditional pastry Honey San Dao first came into prominence, and its name is inextricably linked to a great literary figure, Su Dongpo (Wei, 2022a). It is said that when Su Dongpo served as the governor of Xuzhou, he often discussed philosophy over tea with the local recluse Zhang Shanren, and they enjoyed the beautiful scenery of lakes and mountains together. One day, Zhang Shanren brought his homemade pastries to visit, and Su Dongpo greatly praised them after tasting (Wei, 2022b). Due to their sweet taste and distinct layers, he suggested naming them “Honey Three Knives,” symbolizing that the

pastries, like the verses of literati, depict the sweetness and delicacy of life, slice by slice. From then on, Honey Three Knives became famous far and wide, becoming a specialty food in Xuzhou and the entire Jiangnan region.

Since its origin in the Northern Song Dynasty, Honey San Dao has undergone hundreds of years of transmission and evolution (Wu, 2022). Throughout the changes in different regions and eras, it has always maintained its unique flavor while also incorporating new elements. In the water towns of Jiangnan, Honey San Dao has been given a more delicate texture and exquisite appearance, becoming an essential delicacy for festive celebrations; in the north, people prefer to pair it with hot tea, enjoying its unique sweetness and warmth. As time goes by, the craftsmanship of making honey three knives has become increasingly exquisite. From selecting materials to baking, every step embodies the artisans’ dedication and wisdom (Yang, 2023).

However, in the daily sale and promotion of Misandao, no historical logical information related to SuShi has been established (Yang, 2022). As a result, the general public, when purchasing and consuming Misandao, only knows that it is one of the specialties of Xuzhou desserts, but the connection with SuShi has not been deeply promoted, failing to establish a relevant link between the local area, historical figures, and specialty foods (Zhang, 2023).

4) The integration, sales, and cultural dissemination of SuShi culture and food culture.

With the continuous improvement of China’s economic level, people’s material lives are gradually being satisfied, leading to a greater inclination towards the pursuit of spiritual culture (Zhang, 2022). In response to this shift in demand, the tourism industry has gradually integrated with the cultural industry, forming a development model of cultural and tourism integration. At present, the integration of culture and tourism continues to be the main theme of the development of China’s tourism industry. Observing the current practices of cultural and tourism integration development in our country, it can be found that regional cultural elements play an important role in the development model of cultural and tourism integration (Zhao, 2022). Various regions in China have carried out practices to incorporate regional cultural elements into the development of tourism products, which provides important directions for the integration and application of regional cultural elements in the design of tourism food packaging.

Exploring the important research foundation of integrating regional cultural elements into tourism food packaging design, local traditional time-honored brand foods are traditional foods (Zhou, 2022). As daily consumption and cultural tourism consumption, they are essential for daily life. As early as ancient China, there were numerous powerful examples of linking and transforming Chinese historical and cultural resources with cultural and creative products. Classic artistic creation concepts such as “using things for their intended purpose” and “using vessels to convey the Dao” and many transformation examples. The effective use of regional cultural elements in the packaging design of local specialty foods can be achieved through the following measures: First,

Table 1. Overview of SuShi's Life and Career

Time	Location	Event
From the first year of the Tian Sheng era to the eighth year of the Jia You era during the Northern Song Dynasty under Emperor Ren Zong		
November 19, 1036	Meishan	SuShi was born.
1054	Meishan	Marry Wang Fu
April 1057 - July 1059	Meishan	Passed the imperial examination
February 1059	Meishan	Move to Kyoto
November 1061 - December 1064	Fenxiang	Judge Ren Fengxiang
From the first to the fourth year of the reign of Emperor Yingzong during the Zhiping era		
February 1065 - April 1066	Kaifeng	Serving in the History Museum
1065	Kaifeng	Wife's death
April 1066 - July 1068	Kaifeng	Father's death, wearing mourning clothes.
From the first year of Emperor Shen Zong's Xining era to the eighth year of the Yuanfeng era (1068-1085)		
1068	Kaifeng	Marry Wang Runzhi
February 1069 - December 1070	Kaifeng	Return to Beijing to serve at the History Museum
January to June 1071	Kaifeng	Ren Gao Court supervision
June-November 1071	Hangzhou	Appointed as the deputy magistrate of Hangzhou
November 1071 - August 1074	Hangzhou	Appointed as the deputy magistrate of Hangzhou
September-November 1074	Mizhou	Appointed as the governor of Mizhou
November 1074 - November 1076	Mizhou	Appointed as the governor of Mizhou
December 1076 - March 1077	Xuzhou	Appointed as the Governor of Xuzhou
April 1077 - March 1079	Xuzhou	Appointed as the Governor of Xuzhou
April-July 1079	Huzhou	Appointed as the governor of Huzhou
August-December 1079	Kaifeng	Imprisonment
February 1080 - April 1084	Huangzhou	Exiled to Huangzhou
April 1084 - March 1085	Changzhou	To Changzhou
June-October 1085	Dengzhou	Appointing Dengzhou's governor
October-December 1085	Kaifeng	Ren Zhongshu Sheren
During the Yuanfeng period of Emperor Zhezong, the Empress Dowager acted as regent (March 1085 - August 1093).		
August 1086 - February 1089	Kaifeng	Hanlin Academy Scholar
April-July 1089	Hangzhou	Hangzhou Governor
July 1089 - February 1091	Hangzhou	Hangzhou Governor
January-August 1091	Kaifeng	Appoint the Minister of Personnel
March-May 1091	Kaifeng	To Kyoto
August 1091 - March 1092	Yingzhou	Yangzhou Governor
March-August 1092	Yangzhou	Yangzhou Governor
September-October 1092	Kaifeng	Appointed Minister of War
November 1092 - August 1093	Kaifeng	Appoint the Minister of Rites
August-September 1093	Kaifeng	Loss of wife; death of the empress dowager
September 1093	Dingzhou	Governor of Dingzhou
March-October 1094	Huizhou	To the Huizhou Exile
October 1094 - April 1097	Huizhou	Exiled to Huizhou
April-July 1097	Hainan	To Hainan
July 1097 - June 1100	Hainan	Exiled to Hainan
Empress Dowager Huizong's Regency (June 1100)		
July 1100 - June 1101	Changzhou	Return north, head to Changzhou.
July 28, 1101	Changzhou	Passed away
1126		The fall of the Northern Song.

comprehensively explore regional cultural elements and integrate suitable cultural elements based on the characteristics of tourism foods (Zhu, 2022). In summary, regional cultural elements come in various forms, including natural scenery, architecture, and folk crafts. It is particularly important to selectively incorporate regional cultural elements based on the characteristics of tourism foods, market positioning, and cultural background to enrich product expression. Secondly, enrich the methods of utilization and innovate the design perspective of regional cultural elements. Taking Japanese sake packaging as an example, the use of straw, a raw material for making sake, for product packaging provides a three-dimensional application of related elements, offering inspiration for the application of regional cultural elements in innovative tourism food packaging design. Finally, strengthen the standardized application of regional cultural elements, that is, change the situation where relevant enterprises act independently in the packaging design of local specialty foods. By having industry associations take the lead, standardize the integration and application of regional cultural elements in the packaging design of tourism foods within the region. The unification of local specialty food packaging design within the region promotes the branding development of local specialty foods, which is beneficial to the overall development of the tourism food industry in the region (Zuo, 2022).

DATA COLLECTION

The preliminary investigation of this study primarily employs literature research and field surveys. Through online and offline searches, literature related to SuShi culture in Xuzhou during the Song Dynasty, Mi Sandao packaging, and traditional culture both domestically and internationally were retrieved, and the relevant research findings were searched and analyzed. This aims to provide valuable reference data and foundational theoretical materials for subsequent research.

Based on participatory and non-participatory observation, the observation data mainly includes the cultural value of the Mi Sandao packaging and its integration with the Song Dynasty SuShi culture of Xuzhou, product promotion activities, and the methods of promoting SuShi culture in Xuzhou; from the perspective of brand packaging design, it studies the artistic language, forms of expression, and cultural dissemination methods of Mi Sandao packaging design. The methods of observation and recording are through video recording and note-taking. By recording the sales performance of the implemented design scheme and extracting relevant sales data from distributors, we can document the actual market consumption situation. This helps us understand the existing problems and the shortcomings of the current Mi Sandao packaging design, and allows us to summarize and refine these shortcomings.

Interview data will be collected in the form of recordings and transcripts. The interview method is one of the most direct data collection methods. Before the interview, questions, time, and interview segments should be determined. After the interview, the records of different individuals' interviews should be summarized and documented. This study obtained

valuable data and research materials through conversations with relevant information providers.

Identify the participants for the focus group discussion; they should represent the relevant research topics and target audience. Participants include Xu Zhou time-honored brand producers, Misandao intangible cultural heritage inheritors, brand packaging designers, food enthusiasts, and local residents.

DATA ANALYSIS

Summarize the collected research data, categorize it according to the expected research objectives, integrate it into a summary table, and check the completeness of the research data. Use triangulation techniques to analyze the integrated summary data to address the research objectives. Researchers will utilize relevant theories to validate the research findings, ensuring the completeness and sufficiency of the analysis and conclusions.

RESULTS

This section will describe the historical origins, cultural value, and cultural identity of SuShi's culture during the Song Dynasty in Xuzhou; analyze the current issues of promoting and developing SuShi's culture in Xuzhou; and summarize the theoretical model of the application of “Honey Three Knife” food packaging in the promotion and development of SuShi's culture in Xuzhou. The data is sourced from literature reviews, surveys, interviews, observations, and focus group discussions. The theoretical model consists of four modules and six design stages. The four sections are: preliminary design research; mid-term design elements; design production; evaluation and feedback. The six major packaging design stages are: analysis of visual structure and extraction of artistic symbols; abstraction and extraction of element symbols; reconstruction of packaging visuals; packaging shape design; series packaging combination effects; and sample production. Historical traces related to SuShi in the Xuzhou area are presented in Table 2.

SuShi, as a historical and cultural symbol of Xuzhou, possesses various characteristics that play an important role in cultural dissemination, inheritance, and exchange. SuShi's persona, as a cultural symbol, has a clear expressive function, having left his mark in many places throughout his life. Xuzhou, within these areas, combined with the buildings related to SuShi in Xuzhou, can convey specific meanings of Xuzhou or information about Xuzhou's Song Dynasty culture through the intersection of elements. These visual symbols, through the expression of visual images, carry and transmit the cultural connotations of Xuzhou, the Song Dynasty, and SuShi.

SuShi, as a cultural symbol of Xuzhou, often has polysemy and can convey different meanings in different contexts. This symbol can convey multiple meanings depending on the context, the background of the user, and the cultural environment. For example, SuShi's character can convey the benevolence and love for people and things in the face of floods, the “Huanglou Spirit,” the optimistic and bold

Table 2. Historical traces related to SuShi in the Xuzhou area

Historical traces	Description
Su Causeway	The important water conservancy project built by SuShi during his tenure as the governor of Xuzhou, which provided flood control and irrigation, improving agricultural production conditions. It is now a significant historical site in Xuzhou.
Shiyuan	The garden commemorating SuShi contains cultural elements such as stone inscriptions of poems, sculptures, and more, making it a place to understand SuShi's culture and history.
Su Gong Tower	The brick and stone tower commemorating SuShi contains historical artifacts and materials related to SuShi, making it an important site for studying SuShi's culture.
Sūgōng Temple	The shrine commemorating SuShi contains a statue of SuShi and historical materials, making it an important place for understanding and studying SuShi's culture.
Pearl Spring	The spring discovered and named by SuShi became famous due to his poetry, turning it into a renowned natural landscape and cultural site in Xuzhou.
Yellow Tower	SuShi built the pavilion to commemorate his friend Huang Luzhi, and inside the pavilion, there are many inscriptions of poems and writings by SuShi and Huang Luzhi.
Fangheting	Located on Yunlong Mountain in Xuzhou, it is said to have been built by SuShi and served as an important source of inspiration for his leisure activities and poetry creation.
Dongpo Stone Bed	SuShi, drunk and lying on the mountain stone, left behind the poem "Huangmaogang," which is now a famous spot in Xuzhou. There are many exquisite stone carvings around the stone bed.

“Yunlong Mountain Spirit,” and the harmonious “Xiaoyao Hall Spirit” with the xun and chime.

By participating in the promotion of Xuzhou's Song Dynasty culture, the younger generation can deeply experience the unique charm of traditional culture and appreciate the local wisdom of Xuzhou's Song Dynasty culture. This practical learning not only teaches local culture but also fosters a love and sense of identity towards it. Through the examination of cultural symbols and buildings related to SuShi in Xuzhou, as well as SuShi's works, we can feel that cultural identity not only makes SuShi a bridge between tradition and modernity but also provides strong support for the

inheritance of Xuzhou's culture in the digital age. Through the cultural symbol of SuShi, a representative figure of the Song Dynasty in Xuzhou, people have cultivated a sense of pride and responsibility towards cultural traditions, and have also achieved cultural identity and value expression from the perspectives of education and inheritance.

SuShi culture is one of the representatives of the Song Dynasty in China. It is said that with the development of the times, SuShi culture is showing new vitality on the path of innovative development, adapting to the progress and development of society, and achieving the continuation and inheritance of cultural identity. In this process, SuShi culture not only became a historical culture of the Song Dynasty but also an expression of modern cultural identity and cultural confidence. In summary, the characteristics of cultural symbols play an important role in cultural dissemination, inheritance, and exchange, becoming a crucial bridge connecting the past, present, and future.

DISCUSSION

Through a review of the literature, the artistic value of SuShi culture in Xuzhou has been studied. Upon reviewing the literature, it was found that Lin Yutang, based on the textual study of “The Biography of Su Dongpo,” conducted an in-depth exploration of the artistic, historical, and commercial values of SuShi's culture. Lin Yutang said, “If I were to say that mentioning Su Dongpo always brings a warm and respectful smile in China, perhaps this statement best summarizes everything about Su Dongpo.” In Xuzhou, mentioning the Northern Song governor SuShi, known as “Su Xuzhou,” can evoke admiration and smiles from the people of Xuzhou. Firstly, in terms of artistic value, the unique portrayal of Su Dongpo by Lin Yutang in “The Biography of Su Dongpo” is particularly noteworthy. Compared to other similar biographies in the country, Lin Yutang has created a joyful and free-spirited image of Su Dongpo, showcasing his optimistic, open-minded, life-loving, and erudite cultural philosophy. Through the construction of this character, Lin Yutang has successfully highlighted the distinct characteristics of SuShi's personality, making him appear more vivid, authentic, and impactful. SuShi's personality, characterized by a coexistence of simplicity and naivety with a carefree and bold demeanor, as well as his passion for life and aesthetic taste, exhibit a strong directness and unique artistic appeal in the portrayal of his character. This has provided abundant spiritual and cultural resources for future generations. Secondly, from the perspective of historical value, SuShi and Xuzhou have an inseparable connection. He left an extremely rich cultural heritage in Xuzhou, and these cultural resources have become an indispensable and important part of Xuzhou's historical culture. SuShi's life and official career in Xuzhou not only enriched the historical memory of Xuzhou during the Song Dynasty but also added a unique cultural depth to the city. SuShi's poetry and deeds in Xuzhou became important symbols of Xuzhou's culture, forming significant markers of Xuzhou's historical and cultural heritage during the Song Dynasty. The SuShi culture of Xuzhou is not only a treasure of local historical culture



Figure 2. "Misandao" Packaging design
Source: HangyuMa, 2024.

but also reflects the profound influence of the spirit of Song Dynasty literati on local culture.

CONCLUSION

It is concluded that, firstly from the perspective of packaging education, it is not only necessary to study the historical origins of the culture of the design object. More importantly, through the development of SuShi culture in Xuzhou, it is essential to provide a detailed overview of the historical origins and artistic cultural background of SuShi culture in Xuzhou. This article provides a detailed analysis from the perspectives of cultural value and cultural identity, examining the development and changes in the current methods of promoting SuShi culture in Xuzhou from a content perspective. Secondly, it analyzes and summarizes the cultural value of SuShi in Xuzhou; it analyzes and summarizes the value of cultural heritage and cultural symbols, and their final application in packaging design practice. The value of cultural heritage is mainly reflected in SuShi's imprint on the historical culture of Xuzhou, the transmission of spiritual culture, and the inheritance of culinary culture. The concept of Christine Clare's semiotics is used to interpret the symbolic value of SuShi culture in Xuzhou. Exploring the cultural symbols formed by the relationship between Xuzhou, Song Dynasty history, and culinary culture expresses unique regional characteristics and national aesthetics, with a strong flavor of Song Dynasty culture. The spiritual and cultural concept of "optimism, open-mindedness, love for life, and a passion for learning" reflects its precious cultural value. In conclusion, the summary incorporates the concept of cultural identity of SuShi in Xuzhou. Through the identification of cultural symbols, the recognition of education and inheritance, and the identification of innovation and development, this traditional art can be integrated with modern development perspectives through design methods. This integration can achieve cultural recognition in contemporary social life and inject inspiration and new energy into the inheritance of Xuzhou SuShi culture. This innovation not only respects tradition but also serves as a modern response to cultural

identity, carrying and realizing cultural identity through the form of food packaging.

The application of research results can be divided into several parts. Firstly, government agencies related to the inheritance and promotion of local history and culture in Xuzhou can use the research results as a reference to guide the inheritance and promotion of local history and culture in Xuzhou. The research results on the application model paradigm of using food packaging as a medium for historical and cultural dissemination provide effective educational value for the inheritance and promotion of local history and culture in Xuzhou City, achieving the sustainable development of educational models and cultural dissemination through food packaging as a medium.

Secondly, the research findings can be applied to the art education of digital local food brand culture-related majors in schools; the practice model studied can be applied to relevant courses and teaching on the inheritance and promotion of local history and culture in Xuzhou, providing theoretical and practical references for art education. This helps in the innovative inheritance of Xuzhou's local historical culture.

The research results can be applied to cultural tourism promotion. The "Honey Three Knives" food packaging format carries the application of inheriting and promoting local historical culture, which can be used to promote local cultural tourism and provide interactive cultural experiences. At the same time, it can promote the cultural characteristics of SuShi in Xuzhou, attracting tourists to engage with and experience the culture.

The research results can be applied to the Xuzhou Museum exhibition. Through the practical creation of packaged food, it can be displayed in the SuShi-related exhibition area of the Xuzhou Museum. This combination of historical space and real food exhibition space allows more visitors to appreciate local historical culture online while experiencing historical food culture through taste, and to take the culture home through the packaging, remembering this cultural experience.

Finally, the research findings can also be applied to social media promotion. The research findings will be shared and

promoted on social media, showcasing the charm of SuShi culture in Xuzhou, and raising awareness and protection of this local historical culture. The public can engage and share on internet platforms.

In summary, it can be seen that the application results of “Honey Three Knives” food packaging in the inheritance and promotion of SuShi culture in Xuzhou can be applied to government agencies, school education, cultural tourism promotion, virtual museum displays, social media platform promotion, and more (Figure 2). The above methods can allow modern people to engage with and understand Xuzhou SuShi culture through internet platforms, thereby bridging the gap between among the audiences. On the other hand, by enhancing the influence of Xu Zhou’s SuShi culture, more and more people, especially young people, can strengthen their sense of identity with Xu Zhou’s SuShi culture and engage in the inheritance and development of local historical culture. This is the true innovation in cultural education.

Xuzhou Su Shi culture, as a traditional cultural and artistic symbol, possesses strong practicality and aesthetic value. From the perspective of semiotics, interpreting Su Shi culture provides a more systematic and clear framework for the study of Xuzhou Su Shi culture, making the research approach more rational. Furthermore, this study’s new discovery is that the local cultural spirit reflected in Xuzhou Su Shi culture is based on Su Shi culture and Xuzhou’s local culture, embodying rich philosophical thoughts and cultural emotions. Xuzhou Su Shi culture is an exploratory formation and serves as an important spiritual carrier. It expresses unique local characteristics and the aesthetic consciousness of its era, marked by distinct cultural traits and strongly reflecting the cultural features of the Song Dynasty. The cultural concepts also highlight the significance of this study.

RECOMMENDATIONS FOR FUTURE RESEARCH

This article, through a literature review, explores the challenges in design education regarding the inheritance and dissemination of SuShi culture in Xuzhou. The literature review shows that the primary methods of studying the inheritance and dissemination of SuShi culture in Xuzhou have changed, shifting from traditional means such as books, museums, cultural exhibitions, and documentaries to modern design. In today’s society, the methods of cultural dissemination are diverse, and the appeal of traditional dissemination methods has somewhat diminished. This indicates that the channels through which people acquire cultural knowledge have increased, and it is necessary to promote Xuzhou SuShi culture through more dissemination methods and carriers. An analysis of the channels, scope, and methods of Xuzhou SuShi culture dissemination reveals that although Xuzhou SuShi culture has developed for a long time, its coverage is small and its dissemination methods are traditional, thus it has not yet formed a unique planning and development model. Moreover, as one of the cultural elements of the Su family in Xuzhou, “Min San Dao” has not yet traced its cultural attributes from the perspective of local specialty food culture, nor has it formed a connection with

elements related to the Su family, resulting in a lack of relevance. Its food packaging still follows traditional packaging forms, lacking the local characteristics of Xuzhou, and has not established symbols related to SuShi (Liu, 2023). Based on the researcher’s literature review, field surveys, observational interviews, and practical research methods, new issues were identified. The research results include educational templates at the levels of cultural communication and packaging design.

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