

Research on the Emotional Expression and Usage Path Specification of Chinese National Flag Logo in Clothing

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Abstract: This study focuses on the application of the Chinese national flag logo in clothing, and the researcher analyses its significance at the individual, social and national levels from the level of emotional expression, such as the manifestation of patriotic sentiments of individuals, the transmission of social values, and the shaping of the national cultural image. Then he talks about the normative aspects of the usage path from the dimensions of personal education, guidance and moral constraints, social self-regulation and legal protection, and national diplomatic guidance and international communication. It is found that the application of Chinese national flag logo in costumes is both emotional and normative, which can inspire patriotic feelings, enhance cohesion and improve international image, but also needs to be regulated through the collaboration of all parties in order to promote the national cultural heritage and international exchanges and co-operation, and it is hoped that this study can provide certain references for related fields.

Keywords: Chinese National Flag Logo; Clothing; Emotional Expression; Usage Path Specification.

1. Introduction

In today's globalized world, the integration of the Chinese national flag logo into clothing as a medium of cultural and emotional expression is of great significance. It not only conveys strong patriotic feelings and highlights the national image at different levels, but also has the phenomenon of misuse due to market disorder. The purpose of this paper is to discuss in depth the emotional expression of the Chinese national flag logo in apparel and the normative path of its use, with a view to providing certain references for research and practice in related fields. By analyzing the emotional expression of the national flag logo at the personal, social and international levels, the paper reveals its unique significance and role in different contexts. At the same time, it explores how to regulate the use of the national flag logo in clothing from the dimensions of education, moral constraints, industry self-regulation, legal safeguards, diplomatic guidance and international dissemination, so as to ensure that it safeguards the image of the country and the dignity of the nation while inheriting and promoting the national culture.

2. Literature Review

In the field of clothing design, emotional expression is a key element. Sun Jinran (2020) explored in depth the role of elements such as clothing fabric, shape and colour in conveying emotion. The study shows that with the evolution of the times, consumers' expectations for the emotional experience of clothing continue to rise, which prompts designers to incorporate emotion into their designs, and the selection of fabrics is not only based on their material properties, but is also closely related to the conveyance of emotion. Zheng Ruyue (2022) focuses on the application of emotional design in clothing design. The results show that in the context of continuous social development, people's emotional demand for clothing is growing, and emotional design can effectively respond to this demand and strongly resist the excessive materialisation of the consumer trend.

Zhang Yumeng (2020), on the other hand, focuses on clothing patterns and analyses their significance in conveying emotional connotations. The study points out that clothing pattern is an important factor that cannot be ignored in clothing design, which greatly enriches the design language of modern clothing and presents a broader aesthetic paradigm. These studies provide a profound analysis of the multiple ways of emotional expression in clothing design from different perspectives, laying a solid foundation for subsequent in-depth study of emotional elements in clothing.

In the field of national flag culture, national flag culture has an extremely important significance at the national and social levels. Chen Liyuan (2022) conducted an in-depth study on the patriotic education function of national flag culture. The study found that the national flag, as a symbol of the country, carries the citizens' deep emotions towards the party, the country and the nation, and is the core content of patriotism education. Its connotation is rich and varied, covering many aspects such as colour culture, national sovereignty symbol and political symbol function, etc. Through the education of national flag culture, it can effectively enhance citizens' cultural identity, national identity and political identity. Mi Jingjing and Zhang Huazheng (2010) focused on the key role of national flag culture in the shaping of national image. The study shows that the national flag represents the image of the country, is a condensed embodiment of a country's spirit and national ethos, and is also a concrete image expression of the national cultural concept of identification. These studies fully highlight the important value of national flag culture in national spirit inheritance and social education, and provide a deep cultural support for further research on the application of national flag in clothing.

In the field of brand-culture convergence, cultural identity plays a key bridging role. He Jiaxun (2022) et al. conducted a study on the influence mechanism of brand-national association on consumers' purchase intention. The results of the study show that from a market perspective, the linkage between brands and countries is of great significance, and it has a significant impact on consumers' purchase intention.

Huang, Ocean and He, Jiaxun (2017) explored in depth the influence of cultural identity on the purchase possibility of global brand products. The study found that cultural identity significantly and positively affects brand local symbolic value, and that brand local symbolic value plays a fully mediating role in the influence of cultural identity on purchase likelihood. Wang Yong (2013), on the other hand, discussed the deeper role of cultural identity in the international development of local fashion brand design. The study points out that cultural identity is a deep-seated factor in the mutual attraction between brands and consumers, while creativity is an important engine for advancing the development of fashion culture and fashion consumption. Weifaizhi (2023) further analysed the importance of cultural identity for individuals in the new era. These studies comprehensively present the key position of cultural identity in the field of branding and consumption, and provide an important theoretical basis for in-depth research on the combination of apparel brands and flag culture.

3. Chinese Flag Logo Emotional Expression in Clothing

3.1. Individual Level

According to the theory of symbolic interaction, an individual constructs his or her self-identity through the understanding and use of symbols. As the Chinese flag logo is a highly symbolic symbol, individuals wearing clothing with the flag logo are integrating the national symbol into their self-expression, thereby demonstrating their strong identification with the national identity. For example, when athletes receive awards in international events, they wear clothes with the national flag logo, by which they express their love and pride for the country, closely linking their personal achievements with national honours, and the national flag logo becomes an important carrier for athletes to show their patriotic feelings and national pride, which is a strong exposure of their personal emotions. In the daily life of individuals, different dressing situations reflect different emotions towards the national flag logo. At the personal level, the national flag logo clothing becomes an emotional support, and people choose appropriate clothing in specific situations according to their own emotional perception of the national flag, in order to express their respect and love for the country.

When the logo of the national flag is presented in the right form on the apparel, it inspires a strong sense of national pride like a surging wave. Every wearer is deeply aware that he or she represents a part of the great nation and carries with him or her the honour and responsibility given by the nation. This sense of pride inspires people to work hard in all aspects of life and to add colour to the country with practical actions. At the same time, the national flag logo is also an important symbol of personal identity in clothing. In today's increasingly globalised world, people travel between different cultures and regions, and clothing with the national flag logo is like an invisible business card, clearly announcing to the world the wearer's roots and belonging. No matter where you are, wearing clothing with the flag logo allows you to quickly find your identity in an unfamiliar environment, and make it clear where you come from and what you stand for. By wearing clothes with the national flag logo, individuals seem to establish a close and subtle connection with the country, and can express their deep feelings for the country to the world around them at any time and any place. The expression

of this emotion is not limited by time and space, whether it is in the country to participate in the grand national day celebration, or in a distant foreign country to witness the brilliant achievements of compatriots, a dress with a national flag logo can become a window of emotional outpouring, so that patriotic feelings can be released to their heart's content. More importantly, this kind of wearing behaviour gives people a precious sense of belonging and security. When people wear clothes with the national flag logo, they will truly feel that they are a member of the big family of the country, and no matter what difficulties and challenges they encounter, there is a strong motherland behind them as a solid support.

3.2. Social Dimension

In the social environment, the use of the national flag logo and the expression of emotions are regulated by social norms. Through education and public opinion, society lets people know the significance of the national flag logo and the norms for its use in clothing, which makes the behaviour of wearing clothing with the national flag logo a way to transmit social values such as patriotism and unity. When individuals wear clothes with the national flag logo to participate in social activities, it will trigger the emotional resonance of others and promote emotional communication among social members. In social interactions, the display of the national flag logo on clothing allows people to influence and infect each other in emotional expression, strengthening the emotional identity of the whole society to the country.

At the same time, the use of the national flag logo in clothing is also a vivid interpreter of traditional values. The core values of fairness, justice, unity and progress contained in the national flag logo influence everyone through the medium of clothing, which is close to life. People wearing clothes with the national flag logo become the disseminators of these values in their daily life, and convey the spiritual qualities advocated by the country to the people around them by their own words and behaviour. This silent but powerful way of communication allows traditional values to be continued and promoted in modern society, and to be deeply rooted in people's hearts. In enhancing the cultural cohesion among members of society, the use of national flag logo in clothing plays an irreplaceable role. When people gather together wearing clothes with national flag elements, a strong sense of cultural identity arises. No matter where they come from and how different their backgrounds are, a small logo of the national flag can instantly bring people closer together and make them realise that they belong to the same cultural community. This cultural cohesion is like a powerful magnetic field, attracting members of the society together, making everyone think and work together to contribute to the prosperity of the country. In addition, the extensive use of the national flag logo in clothing also actively create a positive social and cultural atmosphere. Walking in the streets and alleys, or in various public places, those costumes with the national flag logo are like stars, emitting positive energy. They convey the love of the country, the desire for a better life, and inspire people to devote themselves to work and study with more enthusiasm. This positive atmosphere is like the spring breeze and rain, nourishing everyone's heart, making the whole society full of vigour and vitality, and promoting the continuous development of society.

3.3. National Level

At the national level, the use of national flag logos in

clothing is a way of passing on and spreading national culture. The history, culture and values of the country represented by the national flag are spread at home and abroad through the carrier of clothing. As a symbol of the country, the national flag logo can shape the image of the country in the international arena when people wear clothes with the flag logo.

When the national flag logo is cleverly integrated into the design of clothing, it becomes a dynamic messenger to spread the cultural heritage of the country. Every colour combination and every detail of the pattern contains a specific historical allusion, folk custom or religious belief. For example, the colours on some national flags may be closely linked to the local natural environment, symbolising the land, river or sky; while some unique patterns may be derived from ancient legends or traditional art forms, reflecting the wisdom and creativity of the nation. By wearing costumes with national flag logos, representatives of various countries show their unique cultural charms to the world in international exchanges, so that people from other countries can peep into the rich and colourful cultural treasures of a country through this small clothing element. At the same time, the national flag logo in the dress also shows the spirit of the country. It represents the character traits, value pursuit and struggle spirit of a country's people. Some national flag logos convey the pioneering spirit of perseverance and courage, reflecting the indomitable will of the people of the country in the face of difficulties and challenges; while others show the humanistic spirit of unity, love, tolerance and harmony, reflecting the country's respect for and acceptance of multiculturalism. In international sports events, athletes wearing sportswear with the national flag logo, their strenuous struggle on the field, beyond the self posture, is a vivid portrayal of the country's spiritual outlook, showing the world that the people of the country's positive and enterprising spiritual qualities. In addition, the national flag logo on the dress also clearly conveys the country's international attitude. On diplomatic occasions, diplomats wear well-designed clothes with national flag elements to attend all kinds of meetings and activities, and the details of their attire all reflect the country's position and attitude in international affairs. This kind of display is not intentional, but naturally conveys to the international community through the language of dress the country's firm belief in peace, cooperation, development and other important issues, as well as its principles and wisdom in dealing with international relations. This kind of all-round display has an immeasurable effect on enhancing the country's international popularity and reputation. In today's rapid dissemination of information, a photo or a video can make the image of a certain country with its flag logo dress spread rapidly all over the world. When people in other countries see these displays full of characteristics and charm, they will have a strong interest in the country and then take the initiative to learn more about the country. This positive communication effect helps to break down cultural barriers and eliminate misunderstandings, allowing the world to know and understand the country more comprehensively and objectively. As the country's exposure on the international stage increases, its international popularity also rises.

4. Chinese Flag Logo in Clothing Use Path Specification

4.1. Individual Level

From the perspective of education and guidance, education and guidance play a fundamental and crucial role in ensuring that the national flag logo is correctly recognised and used in clothing. We should actively carry out extensive and in-depth educational activities on national flag knowledge, and strive to cover all strata and groups in society.

Schools, as the main platform for education, should incorporate knowledge of the national flag into the systematic curriculum. In primary and secondary schools, students can be taught basic knowledge of the national flag in a lively and interesting way through courses such as character and society and ideology and politics. For example, the birth of the national flag is introduced in the form of storytelling, so that students can understand the profound meaning and historical background behind the design of the national flag; pictures, videos and other multimedia materials are used to visually display the solemn scenes of the national flag when it is raised on different important occasions, so as to let students feel the sacred mission carried by the national flag. At the same time, theme class meetings and speech contests are organised to encourage students to actively participate in discussing the symbolism of the national flag and guide them to establish a correct view of the national flag. At the university level, the important position of the national flag in the political, cultural and social life of the country can be analysed in depth in conjunction with courses on patriotic education and cultural studies, so as to cultivate a deeper understanding of and respect for the national flag among students.

The community, as a gathering place for residents to live, is also an important place to carry out education about the national flag. Regular community lectures are held, and experts, scholars and retired military personnel are invited to serve as lecturers, explaining to residents the historical origins of the national flag, its production specifications and norms for its use. Interactive sessions can be set up in the lectures, allowing residents to share their knowledge and feelings about the national flag and enhancing their sense of participation. In addition, community volunteers can be organised to carry out door-to-door publicity activities and distribute pamphlets on national flag knowledge to ensure that every resident is aware of the national flag. Through these activities, community residents are made to deeply understand that the use of the national flag logo on clothing is by no means a simple personal act, but a matter of national dignity and honour. With the popularity of the Internet, online popularisation has become a convenient and efficient way to spread knowledge about the national flag. We make use of official websites, social media platforms, short video applications and other online channels to produce and publish a rich variety of popular science content about the national flag. For example, beautiful animated videos are produced to explain the symbolism and use of the national flag in an easy-to-understand way; online live courses are held, and professionals are invited to give real-time explanations and answer questions; and popular science articles with illustrations and text are released to share the important role of the national flag in major historical events at home and abroad. Through these lively and interesting forms of online popularisation of science, it attracts the attention and participation of netizens and expands the dissemination of

knowledge about the national flag.

From the perspective of moral restraint, advocating respect for the national flag is an indispensable and important task, which has far-reaching significance for the creation of a good social culture and the maintenance of national dignity. We need to strive to form a broad and universal moral consensus, so that all members of society have a deep understanding that the correct use of the flag logo in dress is a concrete expression of patriotic feelings and a strong sense of responsibility, while any improper use of the flag logo is a blatant violation of ethical norms.

To achieve this goal, it is first necessary to vigorously promote the moral concept of respecting the national flag through various means of publicity, such as public service announcements and cultural activities. Place public service advertisements with the theme of respecting the national flag in public places in the city, on buses and subways, and other means of transport, to convey the message of the correct use of the national flag logo and guide the public to set up the correct values through stunning images and concise and powerful words. Organise all kinds of cultural activities, such as themed cultural performances and photography competitions, with the flag as the theme, to show the noble status of the flag in people's hearts and inspire the public to respect the flag. At the same time, the powerful force of social public opinion is fully utilised to condemn inappropriate use of the national flag logo in a timely and forceful manner. When people are found to use the national flag logo inappropriately on clothing, the media should play a supervisory role and expose such behaviour in a timely manner, triggering public concern and discussion. Through online forums, social media and other platforms, the public can express their views on these unethical behaviours, creating strong public opinion pressure. Such public pressure not only serves as a warning to the person concerned, prompting him to realise his mistakes and correct them, but also alerts other members of the community, reminding them to follow ethical norms when choosing clothing with the national flag logo. In addition, social organisations and volunteer groups are encouraged to take an active part in maintaining the dignity of the national flag. They can carry out publicity activities in communities, schools, shopping malls and other places with a high flow of people, distributing publicity materials and explaining knowledge about the national flag and the code of ethics. At the same time, they will advise and correct inappropriate use of the flag logo, and guide the public to establish a correct moral view of the flag through practical actions. Through the joint efforts of the whole society, a favourable social atmosphere will be formed in which everyone respects the national flag and consciously safeguards its dignity, so that the correct use of the national flag logo on clothing will become a moral code that every citizen will adhere to in his or her heart.

4.2. Social Dimension

From the perspective of industry self-discipline, the apparel industry, as one of the important carriers of cultural dissemination, bears a special social responsibility in all aspects, from the design stage of creative ideas, to the production process of fine manufacturing, to the sales terminals for the general public. Especially when it comes to the use of the national flag logo on apparel, it is more necessary for the whole industry to make concerted efforts to strengthen self-discipline, in order to safeguard the dignity of

the national flag and the national cultural image.

In the design process, designers bear a great mission. They need to deeply understand the profound cultural connotation and symbolism of the national flag, perfectly integrating innovative thinking with cultural heritage. On one hand, they should actively explore novel and unique design concepts, enabling the national flag logo to be presented on clothing in a distinctive form. This showcases the country's rich and diverse cultural characteristics, grabs consumers' attention, and sparks their interest in national flag culture. On the other hand, the solemnity and seriousness of the national flag must always be remembered, and the basic norms and principles must not be overlooked in the pursuit of novelty. In pattern selection, color matching, and overall layout, it's essential to ensure that the national flag logo design meets the requirements of national dignity and national sentiment. Thus, it can be creative without sacrificing solemnity, and show individuality while strictly adhering to the bottom line. For instance, inspiration can be drawn from traditional art, folk crafts, etc., cleverly combining national flag elements with traditional cultural elements to create design works that are both contemporary and full of cultural flavor. This allows consumers, when wearing these clothes, to not only feel the charm of fashion but also appreciate the sacred meaning of the national flag.

In the production and sales processes, strict control is equally crucial. In the production process, strict quality and craftsmanship control are of utmost importance. Manufacturers should consider the production of national flag logos as a sacred task. From raw material selection to each processing step, they should strive for perfection to ensure precision and standardization. When procuring raw materials, high - quality fabrics and printing and dyeing materials that meet national standards should be used. This ensures that the colors of the flag logo are bright and long - lasting, the pattern is clear and complete, and it causes no harm to human health. In the production process, advanced production equipment and exquisite production techniques are introduced, and production is carried out strictly in accordance with design requirements. Every detail, be it the sewing of a stitch or the printing accuracy of the pattern, undergoes strict quality testing to eliminate any defect or deviation. Only in this way can the clothes with the flag logo not only look beautiful but also have excellent quality, truly reflecting the solemnity and sanctity of the flag. The sales link should not be overlooked either, as it's the last line of defense to ensure the standard use of the flag logo. Sellers should strengthen the audit of the goods they sell and establish a strict product access system. Before purchasing goods, they should carefully check whether the products provided by suppliers comply with the national flag use specifications and require suppliers to provide relevant supporting documents and design instructions to ensure the legality of the goods' source and the compliance of the design. Apparel that does not meet the norms is resolutely refused to be put on the shelves. Meanwhile, sales staff should have a certain understanding of the national flag and legal awareness, and be able to correctly publicize the use of the national flag to consumers, guiding them to establish a correct consumer concept. Through strict control of the sales process, non - compliant apparel can be prevented from entering the market, misleading consumers, and damaging the dignity of the national flag. Through the close cooperation and strict self - restraint of all links within the apparel industry, a complete set of self - regulatory

mechanisms can not only effectively regulate the use of the national flag logo in the apparel field but also promote the healthy and orderly development of national flag culture in this area.

From the point of view of legal protection, the law, as a powerful weapon to maintain social order and national dignity, plays a crucial role in protecting the national flag culture in the process of communication. With the development of society and the increasing frequency of cultural exchanges, the national flag logo is more and more widely used in the dissemination of dress culture, so it is urgent to improve the relevant laws and regulations and clarify the legal status and rules of use of the national flag logo in this field.

First of all, the legislative department has a crucial task. It should conduct in - depth research on all aspects of the national flag logo in the dissemination of dress culture. By integrating international practices with China's national conditions, it can formulate detailed and meticulous laws and regulations. In these legal provisions, the scope, mode, and standard of the legal use of the national flag logo on costumes need to be clearly defined. For example, specific requirements regarding the display position, size and proportion, and color matching of the national flag logo on apparel should be stipulated. This ensures that the integrity and solemnity of the national flag are not violated. Meanwhile, strict regulations should be imposed on the copying and adapting of the national flag logo, making it clear that such actions can only be carried out with authorization and under specific circumstances, thus preventing the arbitrary tampering or abuse of the national flag logo.

Secondly, the law must take a tough stance on the use of national flag logos with the intention of maliciously distorting culture and disrupting the social and cultural order. Such behavior seriously wounds national sentiment and damages the country's image, and thus must be firmly combated in accordance with the law. The law should clarify the sentencing criteria for different levels of severity of such offenses, increase the financial penalties for offenders, and raise the cost of law - breaking, deterring them from easily crossing the legal red line. For particularly serious acts that have adverse social impacts, criminal responsibility should be pursued in accordance with the law without any leniency. Additionally, to ensure the effective implementation of laws and regulations, it is essential to establish and improve the corresponding law - enforcement supervision mechanism. Law - enforcement departments should strengthen their cooperation and clarify their respective responsibilities to avoid regulatory loopholes or overlaps. Law - enforcement officers should enhance their study of flag - related laws and regulations, improve their law - enforcement levels and capabilities, and ensure strict and fair law - enforcement. At the same time, the public should be encouraged to actively participate in supervision. Reporting channels should be set up, and any illegal acts discovered should be reported promptly. For verified reports, appropriate rewards should be given to informants, creating a favorable situation where the whole society jointly safeguards the dignity of the national flag. Through sound laws and regulations and strict law - enforcement supervision, we can provide a solid and reliable legal foundation for the positive dissemination of national flag culture at the social and cultural level. Only under the protection of the law can the national flag culture thrive on a healthy and orderly path, becoming a powerful force to unite the national spirit and promote patriotism.

4.3. National Level

From the perspective of diplomatic guidance, at a time when the process of globalisation is accelerating, international exchanges are becoming more and more frequent and complex, and diplomatic activities are being carried out in all fields. In this context, the use of the national flag logo on foreign dress has become an important issue that needs to be accurately grasped and regulated. As the diplomatic department shoulders the important responsibility of safeguarding the image and dignity of the country and promoting international exchanges and cooperation, it is especially necessary to formulate special guidelines on the use of the national flag logo in foreign dress.

Diplomatic envoys, as the representatives of the country abroad, are in the limelight in terms of their speech, behaviour and dress, and their every move carries the image and reputation of the country. The diplomatic department has made clear the criteria for the use of the national flag logo for the costumes worn by diplomatic envoys on various diplomatic occasions. From the selection of the flag pattern, the determination of the size, to the accurate reproduction of the colours, strict and detailed specifications have been formulated to ensure that the national flag logo is presented in the most standard and solemn form on the costumes of diplomatic envoys. At the same time, the position of the national flag logo on the costumes, the way of display and other etiquette norms are also clearly stipulated. For example, in formal diplomatic meetings, the national flag logo should be prominently and appropriately displayed in a specific position on the dress to show the authority and professionalism of the country; in more relaxed diplomatic social activities, the presentation of the national flag logo needs to take into account the aesthetics and moderateness, highlighting the country's characteristics without losing its affinity. As an important platform for exchanging views, coordinating positions and discussing international affairs, the dress code of the representatives of various countries has become a window to show the image of the country. Diplomatic departments have formulated standards for the use of national flag logos and etiquette for the dress worn by representatives of international conferences during their participation in the conferences. Depending on the nature, level and theme of the conference, the use of the national flag logo is reasonably determined. For important global summits, the design and display of the national flag logo should reflect the country's emphasis on international cooperation and its positive stance on the international stage; while in international conferences with strong professionalism, the use of the national flag logo should focus on matching the theme of the conference, and show the country's professionalism and unique insights in related fields. Foreign aid workers travel around the world to provide assistance and support to recipient countries, and they are not only disseminators of technology and knowledge, but also vivid demonstrators of national image. The Foreign Affairs Department has clarified the use of the national flag logo for the clothing worn by foreign aid workers during their missions. Considering the diversity and complexity of foreign aid work, the design of the national flag logo should not only be easy to display in different work scenes, but also reflect China's respect and friendship to the recipient countries. In daily work attire, the national flag logo should be presented in a simple and generous way, conveying the pragmatism and efficiency of China's foreign aid work; when participating in important

activities or ceremonies, the national flag logo should be presented in a more solemn and formal way, highlighting China's image as a responsible big country.

From the perspective of international communication, it is a key way of shaping the national image and enhancing international understanding. It is of great strategic importance to make use of international media, cultural exchange activities and other diversified platforms to disseminate to the world China's concepts and norms on the use of the national flag logo in dress.

International media, covering a broad spectrum of channels including news organizations, radio and TV networks, and global social media platforms, boast a vast audience and extensive dissemination power. Thus, we should proactively forge amicable cooperative relationships with international mainstream media. Through special reports, in - depth interviews, documentary production, and other means, we can comprehensively and thoroughly introduce to the global stage the historical origins, cultural connotations, and strict usage norms of the Chinese flag in dress. For instance, inviting internationally renowned media to create a special documentary on Chinese national flag culture, commencing from the backdrop of the flag's birth and its design concept, and then elaborating in detail on the use of the national flag logo in different historical epochs, on significant occasions, along with the principles and standards adhered to in modern dress culture. This enables the international audience to more intuitively grasp the rich connotations and rigorous norms of Chinese national flag culture via vivid imagery and authoritative interpretations. Social media platforms, as an emerging communication force, are characterized by rapid dissemination, high interactivity, and wide reach. We should fully capitalize on these advantages by opening a special official account to release engaging content about the use of the national flag logo in costumes. Create exquisite pictures and short videos to showcase the outstanding works of Chinese designers who have ingeniously incorporated national flag elements into apparel design, accompanied by clear and concise text descriptions elucidating the cultural significance and usage norms. We should actively engage with international netizens, promptly answering their queries regarding Chinese flag culture and rectifying any misconceptions they might have, thereby enhancing the international community's understanding of Chinese flag culture in a cordial and friendly manner.

Cultural exchange activities serve as a vital bridge for promoting mutual understanding and amity among diverse countries and nationalities. In various international cultural exchange events such as international film festivals, art exhibitions, and cultural festivals, we should actively establish display areas or activity sessions centered around national flag culture. By organizing national flag - themed cultural exhibitions, presenting physical artifacts, historical documents, and artworks related to the Chinese flag, foreign friends can personally experience the allure of the Chinese flag. Simultaneously, professional interpreters should be arranged to provide on - site introductions of the concepts and norms regarding the use of the national flag logo in costumes. Moreover, foreign friends should be invited to partake in flag - culture experience activities, like hand - painting costumes with flag elements, to deepen their knowledge and respect for Chinese flag culture in an interactive and experiential manner.

5. Summary

The application of Chinese national flag logo in clothing has extremely important emotional value and cultural significance. It can not only stimulate individual patriotic feelings and enhance social and cultural cohesion, but also display the national image and promote international cooperation in international exchanges. However, the use of the national flag logo also needs to follow strict norms and paths to ensure that it can be properly presented at different levels and occasions. Through education, guidance and moral constraints, public awareness of and respect for the flag can be raised; industry self-regulation and legal protection can help regulate the market order and safeguard the dignity of the flag; and diplomatic guidance and international communication can enhance the national image and promote international understanding. In the future, we should continue to study and explore the application of the national flag logo in clothing, and constantly optimise the path and norms of its use, so that it can play a greater role in inheriting the national culture and promoting the spirit of the nation, and at the same time, contribute positively to global cultural exchanges and cooperation.

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