

The Research on the Creation of Regional Fruits Cultural Image in the Taihang Mountain area of Xingtai in China

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Abstract

This study adopts the field investigation method to collect cultural materials and images related to fruits in the Taihang Mountain area of Xingtai, conducts in-depth interviews with 10 experts and government personnel in Xingtai and selects specific cases for analysis, aiming to study the composition, cultural characteristics and spiritual connotation of fruit culture and find methods and approaches for the creation of fruit cultural image in the Taihang Mountain.

Research results: the most basic image of fruit people tend to notice at first glance is its shape, size, color, fragrance and taste. Fruit culture is its symbolic meaning and spirit of the times endowed by people to satisfy their spiritual needs and emotional sustenance, mainly including myths, legends, allusions, idioms, customs, symbols and implications, etc. These components constitute the cultural image of fruits. The fruit culture in the Taihang Mountain has both the traditional Chinese cultural spirit and the unique style of the Taihang Mountain region, which can be combined to form a cultural consensus and lay a cultural foundation for the creation of regional fruits cultural image in the Taihang Mountain area of Xingtai in China. Image narrative can effectively express and spread fruit culture. As a popular art form, illustrations of picture book style can effectively create the regional fruits image in the Taihang Mountain area, providing a theoretical basis for further research on the fruit image.

Keywords: Research; Creation; Regional Fruits; Cultural Image; Taihang Mountain Area

Introduction

With superior geographical conditions, the Taihang Mountain region located in Xingtai, China is a natural producing area for apples, walnuts, chestnuts, wild jujubes, persimmons and other fruits. Fruits produced there are nutritious, natural and pollution-free, which can be regarded as a model of healthy fruits. Driven by rural revitalization, the development of fruit cultivation in the Taihang Mountain is featured by an increasing scale, diversified categories, greater output, and improved quality, becoming the main source of the local rural economy (Gao, Li, Song & Li, 2022).

However, fruits in the Taihang Mountain haven't made itself instantly recognizable in the market. It is difficult to distinguish the brands and origins among fruits from different origins in the market. Without a comprehensive regional brand, clear visual image, high recognition, fruits in the Taihang Mountain couldn't show their advantages in the market. Relying on the family-based planting method, the planting management is scattered, unscientific and non-unified, leading to an uneven quality of fruits which affects consumers' experience. As a result, many high-quality fruits become cheap commodities (Shi, Wang & Zhang, 2022).

Culture is the core of fruit image. The Taihang Mountain of Xingtai in China has rich cultural connotations and spiritual symbols, providing abundant materials for constructing visual image of fruit products in the region. Having been the ancient capital of five dynasties, Xingtai is known for its capital culture, celebrities and anecdotes; Taihang Mountain is one of the spiritual symbols of the Chinese nation, which can unite the emotions of Chinese people. The fruit itself also has diversified cultural content. Integrating these cultures can form a unique fruit culture, thereby establishing a visual image of fruit products with market recognition (Xiang & Jiang, 2023).

Establishing a regional fruit image with fruit culture as the core can provide fruits with a good visual impression and brand value (Li, Zhao, Li & Wang, 2023). With the aid of the landmark influence and cultural inheritance of Taihang Mountain, the local fruit can gain a more widespread image, more effective construction of regional brand, higher brand influence and value. In this way, the problem of farmers' "higher output without higher salary" can be solved with an improved income of local villagers.

By creating visual art forms, fruit images integrate regional culture and fruit culture, which can enhance the brand value of fruit products and brand loyalty by unique cultural value recognition (Shi et al., 2022). Therefore, it is of great importance to sort out and sum up Taihang Mountain fruit culture and create its image accordingly.

Focusing on the above issues, more researchers are deeply interested in studying the visual image of fruits with a core of fruit culture. The reason is that it is a new attempt to design and create a regional visual image of fruit culture with unique local characteristics to illustrate the stories, spread the culture, highlight the value of fruits through in-depth research, thus opening up new areas for the design and communication of Taihang Mountain fruit visual image.

Research Objective

1. To study the components of Taihang Mountain fruit image to provide reference for constructing its fruit image.
2. To analyze the characteristics of Taihang Mountain fruit culture and build the visual image of Taihang Mountain fruits by extracting relevant cultural and spiritual connotations.
3. To explore the creative ideas of the artistic design of Taihang Mountain fruit image.

Scope of Research

1. Content scope: The construction of the regional fruits image in the Taihang Mountain requires the study of visual image elements and cultural connotations. Therefore, the research scope is as follows: the background, characteristics and system of fruit culture; brand image theory, brand symbol theory, image positioning theory and brand culture theory in the brand theory system; regional brand theory and visual image construction approaches; regional culture, specialty fruits, fruit culture integration of the Taihang Mountain region; successful cases of fruit images and visual image design of fruits in the Taihang Mountain.

2. Geographical scope: The total fruit planting area in the Taihang Mountain area of Xingtai in China exceeds 200,000 acres, covering 13 villages and towns where the geographical characteristics and types of fruits grown are basically the same. The main differences lie in the scale of planting and the number and popularity of brands in the area. Therefore, the geographical scope selects towns with large planting scale and relatively well-known local fruit

brands, specifically Jiangshui Town, Xihuangcun Town, Jiangjunmu Town, Luluo Town, Jijiacun Township, Neiqiu County and Gangdi Town of Xingtai in China.

Literature Review

In recent years, more and more brand scholars and experts at home and abroad have participated in the research and construction of regional brand images, especially the construction and research of regional brand images of agricultural products, which has developed rapidly under the influence of the national policy "one village, one product" in China. The importance and value significance of regional brand image have been analyzed and studied from multiple angles, and significant results have been achieved in the components, evaluation mechanisms, visual performance and practical applications of regional brands, providing rich theoretical basis and practical experience for product image creation. Through the study of relevant theories, it is concluded that the fruit brand construction theory is suitable for the research on fruit cultural image creation. This article mainly uses the knowledge system of brand image theory, image positioning theory, semiotic theory and regional brand theory to construct a framework for the creation of regional fruits cultural image in the Taihang Mountains region. Through analyzing relevant theoretical research, the current status, trends and achievements of this article was obtained. At the same time, research in areas that have not been covered in relevant research was furthered in this article.

Research Methodology

1. Literature study

Literature study is to explore theories and data related to the research topic by collecting, classifying, summarizing and integrating existing literature. This study collects and integrates relevant theoretical research results, statistics, regulations and other literature by consulting local county annals, libraries, online resources and other channels to sort out the theories, contents, methods and information related to fruit image construction at home and abroad. Through literature study, composition and spiritual connotation of regional fruits culture in the Taihang Mountain area are obtained, laying foundation for the creation of the fruit image.

2. Fieldwork

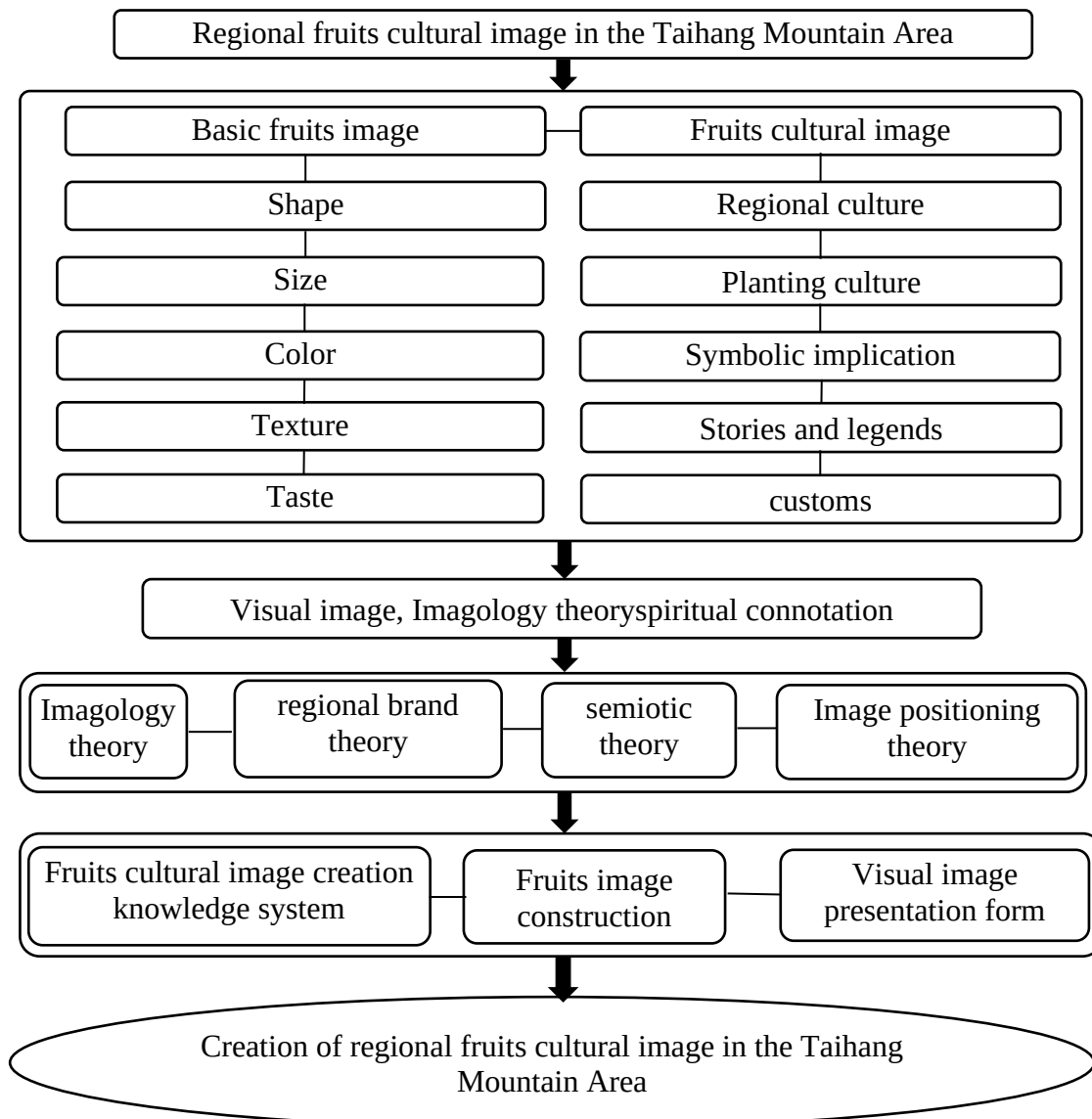
To clarify the development status, existing problems and local cultural inheritance of regional fruits brands in the Taihang Mountain area, an on-site investigation was conducted in Jiangshui Town and 13 towns in the Taihang Mountain area, Xingtai City, Hebei Province, China. Observations were conducted on Jiangshui Town, Xihuangcun Town, Jiangjunmu Town, Luluo Town, Jijiacun Township, Neiqiu County, and Gangdi Town in the Taihang Mountain area to investigate the cultivation, market performance and image of fruits there as well as collect the local cultural materials and customs. Moreover, interviews with five experts on Taihang Mountain culture research were carried out to collect first-hand information about the content and form of regional fruits culture in the Taihang Mountain area; In-depth interviews with five visual design experts and brand designers were combined with the observation on the fruit market to analyze, compare, and comprehensively summarize the current situation, existing problems, future expectations and cultural identity of the fruits image in the Taihang Mountain, ensuring the authenticity and reliability of the data.

3. Case analysis

This study analyzed successful cases to provide reference for building regional fruits brands in the Taihang Mountain area. This article took Fugang Apple, the largest local company with the best brand image as an example to sum up the pros and cons for a reference. And two other cases Good Farmer and Chucheng, which have high domestic reputation and similar fruit categories, were selected for analysis to obtain the cultural connotation, image elements, presentation form and communication methods of these brands, which could be absorbed in the creation of regional fruits image in the Taihang Mountain area.

Research Conceptual Framework

This study mainly uses regional brand theory, image theory, semiotic theory and image positioning theory. Combining literature study, fieldwork, case analysis and other methods, this article studies the composition of fruits cultural images, creative methods and artistic forms,



extracts the fruit culture with the spirit of the times and value recognition in the Taihang Mountain area of Xingtai to finally design a fruit cultural image in the Taihang Mountain with regional characteristics (Figure 1).

Figure 1 Research Conceptual Framework
 Source: Photographed by the author

Research Results

The image of fruit is not only people's intuitive impression of its shape, size, color, fragrance and taste, but also a concentrated expression of good wishes and spiritual sustenance. The cultural connotation contained in myths, legends, folk stories, idioms and allusions is the core of the fruit image. By collecting and sorting out relevant materials, analyze the cultural spirit, refine the core content of the fruit image, this paper obtained elements of the fruit image and the content form of communication as a basis to explore the visual art form of creating the fruit image, and finally build a visual image of fruits in the Taihang Mountain area with rich cultural connotation.

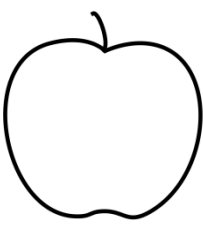
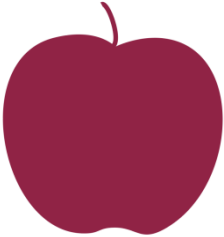
1 Components of fruit image

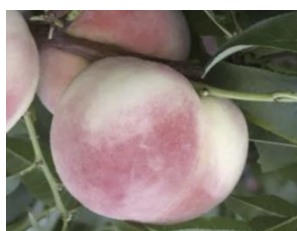
1.1 Product image elements of fruits in the Taihang Mountain

By reviewing relevant theories and surveys on image construction, this study found that people's impressions of fruits mostly focus on their shape, size, color, texture, taste and nutrition, which constitute people's basic understanding of fruits, or the basis for establishing the fruit image. The Taihang Mountain region abounds with fruits, mainly including apples, peaches, persimmons, walnuts, chestnuts, wild jujubes, etc. Each kind of fruit has its own shape, color and texture, namely, the most basic visual elements of its fruit image (Table 1), through which the association with the fruit image can be established.

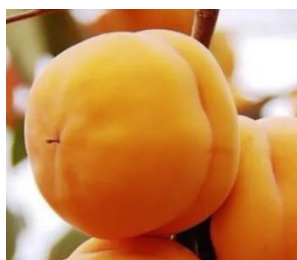
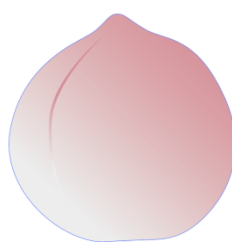
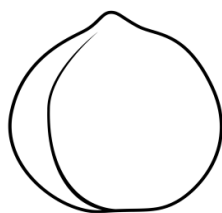
Image positioning
theory

Table 1 Extraction of fruit image elements

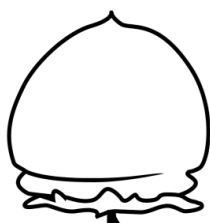
Fruit name	Image Element Extraction		
	Shape	Color	Texture
 Apple			



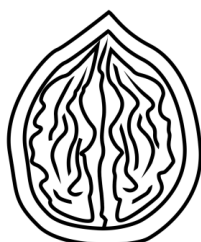
Peach



Persimmon



Walnut

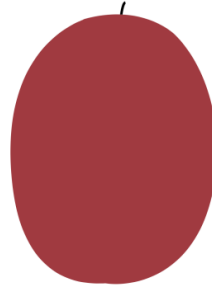
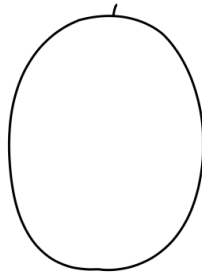


Chestnut





Wild jujube



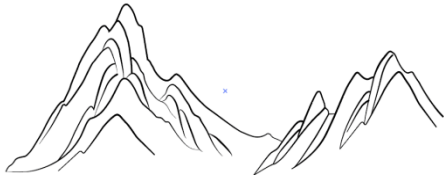
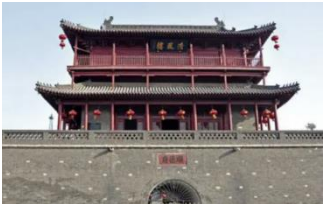
source: Designed by the researcher

Basic visual elements can give people a direct impression to distinguish the type and characteristics of fruits by highlighting their attributes. These product image elements can be used as a reference for the design of logo, illustration and packaging of fruit products.

1.2 Geographical environment element of the Taihang Mountain area

Product image elements may have great similarities as fruits from different regions are basically the same in shape, color and skin texture, making it difficult to distinguish the origin. Therefore, the geographical environment element cannot be ignored in the concept of brand visual expression. The design can express the overall image of the natural environment, production and processing steps and methods through the media, and closely combine it with culture to form a image systematically (Zhan & Shi, 2022). The Taihang Mountain has unique geographical features, including rolling mountains, abundant water sources, dense vegetation, and solemn ancient buildings, making itself an auspicious place. Through research, it is believed that the mountain, water, clouds, and buildings are all typical characteristics of the geographical environment of the Taihang Mountain. It's necessary to refine these geographical elements as they can accurately indicate the origin of fruits when combined with fruit elements (Table 2).

Table 2 Extraction of geographical environment image elements

Geographical element name	Extraction	
	Picture	element
Taihang Mountain		
Flowing water		
Clouds		
Ancient buildings(Qingfeng Tower)		

Source: Designed by the researcher

Element extraction needs to retain the characteristics of the original image which can be optimized according to different needs in the following creation. In this way, the integrity of the elements is ensured to provide more possibilities for future design of logo symbols, image illustrations and packaging.

1.3 Cultural image elements of the Taihang Mountain

Known as the backbone of China, the Taihang Mountain is steep and majestic, embodying the patriotism and heroism of the Chinese people who are not afraid of sacrifices, struggles and hardships, which has far-reaching encouraging influence (Xia, 2012). the Taihang Mountain is characterized by its unique geology, abundant products, long history and culture. Many myths, idioms, and heroic stories there are popular and have been passed down to this day. In summary, the cultural elements of the Taihang Mountain include its geography, humanities, materials and spirit, mainly represented by its topography, red culture, ancient capital culture, folk culture, myths, legends and intangible inheritance.

During the long geological evolution process, the Taihang Mountain has undergone a series of geological movements, such as violent ups and downs, collisions and fractures, and magma intrusions, forming geological wonders such as cliffs and steep walls, deep valleys and giant ravines as well as underground rivers and caves. The topography is of all sorts of strange shapes as if secret workings of nature, such as rolling hills and rocks, lofty red cliffs, protruding isolated peaks, steep cliffs as if cut with axes, whistling of the wind in the pines in the valley, cloudy mountain tops covered with low grass, waterfall cascading down the cliff, and clear and tranquil water in potholes (Ji, 2020). The unique topography has created many famous tourist scenic spots, such as the Jiulong Gorge, the Yunmeng Mountain (Figure 2), the Tianhe Mountain (Figure 3), and the Baiyun Cave of Kongshan Mountain, which have attracted a large number of tourists with beautiful scenery and unique characteristics. These representative landscape of the scenic spots can be used in creating the fruits image in the Taihang Mountain area. For instance, choosing the unique landscape as the background when creating illustrations can generate geographical identity and promote the spread of fruit culture.



Figure 2 Yunmeng Mountain
Source: Photographed by the author



Figure 3 Tianhe Mountain
Source: Photographed by the author

The Taihang Mountain has a rich history of red culture. During the Anti-Japanese War, it was one of the most important anti-Japanese bases of the Eighth Route Army led by the Chinese Communist Party. The leaders Zhu De, Peng Dehuai, and Zuo Qian led the Eighth Route Army's front-line headquarters to fight in the region. During the War of Liberation, the Taihang Mountain became the rear base for the People's Army to conduct strategic counterattacks, providing the army with a steady supply of materials and troops. The Anti-Japanese Military and Political University (Figure 4) went deep into the Taihang Mountain region during the most difficult stage of the Anti-Japanese War and trained a large number of military and political cadres to lead the masses in the arduous Anti-Japanese Guerrilla War. Today, there is an Anti-Japanese University Memorial Hall in the Qiannanyu Village, which is a must-see education base for red education. Red culture is a heroic story written by Chinese people with their lives, embodying the Chinese nation's indomitable spirit. It can be used as a reference when creating illustrations as what the "Anti-Japanese University Red" apple fruit brand has already done.



Figure 4 Anti-Japanese University Memorial Hall
Source: Photographed by the author

With superior natural conditions, the Taihang Mountain area is quite suitable for growing fruit trees, as shown in the diversity of wild fruits in the area which are sweet, delicious and nutritious. Relying on the natural barrier of the Taihang Mountain, people have already settled here in the early days, thus forming the primitive villages. The Peking Man and the Xujiayao Man once lived in the foothills of the Taihang Mountains. Fruit as one of the main sources of food for survival played a key role in people's early lives of that period. Later, the continuous development of productivity improved people's living conditions. People's demand for fruits has evolved from satiating their hunger to a higher level of pursuit. In the process of pursuing the fruit quality, fruit planting, harvest ceremonies, eating methods, and nutrition research have gradually developed, endowing the fruit with special meanings. Up to now, the politics, economy, culture and customs of past dynasties have provided a superb platform for the birth and development of the fruit culture in the Taihang Mountain area. Many cultural stories form the core of its fruit image. For example, the story of Kong Rong sharing pears (Figure 5) implies etiquette, and the story of Yu Gong moving the mountain indicates diligence (Figure 6).



Figure 5 Kong Rong sharing pears (Chen Nan)
Source: <http://image.baidu.com>



Figure 6 Yu Gong moving the mountain
Source: <http://image.baidu.com>

Located at the southern foot of Taihang Mountain. Xingtai is the ancient capital of five dynasties, namely, the Shang Dynasty, Zhao Kingdom (Eastern Zhou Dynasty), Zhao Kingdom (Western Han Dynasty), Xing Kingdom (Spring and Autumn Period), and Later Zhao (Sixteen Kingdoms Period). The superior geographical environment and profound ancient capital cultural accumulation are the pride of the local people. Therefore, the ancient capital city culture of Xingtai mainly reflected in the local architecture and stories of famous people, is also a source material when shaping the fruits image in the Taihang Mountain area as it can generate strong cultural self-confidence.

2. Cultural characteristics and spiritual connotation of fruits in the Taihang Mountain area

2.1 Composition of the fruits culture in the Taihang Mountain area

Culture is the core of the brand image, as well as the core of the fruit image. Through literature review and visits, it's found that the development of fruit culture is closely related to the levels of human productivity, from initially providing enough food to meeting people's spiritual needs nowadays. Having emerged long ago, fruit culture has been in a state of natural development for a long time and often affected by wars and natural disasters. In the process of fruit production and consumption, people placed emotions and hopes on fruits, giving them a symbolic meaning. After analysis, fruit culture mainly includes geographical environment, planting technology, myths and legends, historical allusions (Figure 7), celebrity biographies, symbols and implications, red culture, customs and habits, etc. (Li, 2019). Among these widespread culture which are deeply rooted in the hearts of the people, it is necessary to find out the one that people are most interested in to lay a foundation for the spread of fruit images.



Figure 7 idioms allusions: suspicious circumstances or surroundings(瓜田李下)
Originates from a longer proverb "do not put on shoes in a melon field; do not adjust your hat under a plum tree"
Source: <http://image.baidu.com>

2.2 Characteristics of fruit culture

The integration of fruit culture is a process from more to less, which means to select content that accords with fruit culture image construction from a large amount of data to ensure that the cultural content is in line with the public values. Through research, the characteristics of fruit culture are summarized as follows: (1) having correct values and part of the spirit of the times; (2) easy to understand and spread; (3) having a relatively large audience and influence that the public is willing to accept; (4) full of good implications to establish a sound relationship with the fruit image; (5) easy to visualize or symbolize, meaning it can be conveyed using visual language 1.3 Cultural image elements of Taihang Mountain.

2.3 The spiritual connotation of the fruit culture in the Taihang Mountain area

This study collected relevant content about the fruit culture in the Taihang Mountain area through surveys and interviews. The interviewees generally believe that legends, idioms, allusions, symbols and implications about fruits are the key content and core spirit of fruit image, During the analysis, it was found that the spiritual connotation of fruit culture is consistent with traditional Chinese values as well as with the progressive spirit of the times. Homo-phonic semantics of Chinese characters show that the fruit names are consistent with the core spirit of traditional Chinese culture, embodying moral sentiments and values such as kindness, love, diligence, filial piety, harmony, and etiquette. For example, the character 苹 of apple(苹果) has the same pronunciation with the character 平 of safety(平安) in Chinese, so apple is considered to have the meaning of peace and auspiciousness, and to be a spiritual embodiment of "love" (Table 3).

Table 3 The spiritual connotation of fruit culture

Fruit name	Cultural implication	Spiritual connotation
Apple(苹果)	苹, homo-phonic to 平 in Chinese, symbolizes peace, good luck and love. It's also known as the fruit of peace, fruit of wisdom, Ringo fruit, Wenlin fruit, crab apple, Chaofanzi, pingpo.	Love, wisdom
Pear(梨)	梨, homo-phonic to 礼(courtesy), 理(sense), and 离(departure) in Chinese, symbolizes politeness, sense and faithfulness etc. The idiom story of Kong Rong sharing pear exactly indicates courtesy.	Courtesy, sense and kindness
Peach(桃)	Peach symbolizes good fortune and longevity as it has plentiful seeds and is easy to plant, which indicates many children and fortune. Peaches are dedicated to the elders at their birthdays, wishing them good health and a long life. It also implies family harmony, filial piety of the children, and love(Zhao, 2023).	Filial piety, kindness, love
Chestnut (板栗)	栗 homo-phonic to 立(independence) and 利(benefit) in Chinese. It's also called 栗子, which is homo-phonic to 利子(beneficial to the children). It is a blessing and expectation for the children, hoping that they can grow up healthily, be independent and responsible. It also has the symbolic meaning of love.	Independence, responsibility
Walnut(核桃)	核, homo-phonic to 和(harmony) and 合(cooperation) in Chinese, implies a harmonious and happy family, well-being in life, and beauty in harmony.	Harmony, cooperation
Jujube (枣)	枣, homo-phonic to 早 in Chinese, symbolizes good luck and happiness. It is a common wedding custom to pray for early birth of the child. A respected old woman will put a few jujubes and chestnuts on the quilt corners of the newlyweds' bedside to wish them many children and early birth of their child. (Zhang, 2021)	Diligence, happiness

3. Creative ideas for the visual art form of the fruit image in the Taihang Mountain area
The core of creating the fruit image in the Taihang Mountain area in this study is fruit culture, with a purpose to explore popular art forms or content among the public, spread the fruit culture, and shape the fruit image.

3.1 Visual art form of the fruit image

By studying relevant theories of image and combining the three successful cases of fruit brands Good Farmer, Chucheng and Fugang, it is found that the creation of Taihang Mountain fruit image requires a name (a nice name) and a logo (a culturally impressive symbol), colors (a symbolic color system), standard characters (an exclusive font), and a visual art form that effectively spreads fruit culture. Though research, illustration of picture book style is regarded to be able to effectively spread the fruit image and tell its story.

3.2 Ideas for creating illustrations of the fruits image in the Taihang Mountain area

The purpose of creating illustrations of the fruits image in the Taihang Mountain area is to shape and spread the fruit image. Therefore, conceiving the illustrations should start from the shape, color, topography of the producing area and cultural stories of the fruit. The illustration adopted the image narrative style of picture books to highlight the spiritual connotation of cultural stories about fruits. Take the illustration for the apple in "Guanyin Bodhisattva Bestowing Wisdom" (line drawing in Figure 8, color draft in Figure 9) as an example: The story comes from "Guanyin Bodhisattva Sending Children", in other words, Guanyin Bodhisattva gives people smart children. As apple is also called the fruit of wisdom, the shape of the apple in the drawing is used to indicate its fruit type and this cultural connotation. Guanyin Bodhisattva and children here are to tell audience the content of the story. The mountains, water, fruit trees, and buildings of the Taihang Mountain in the illustration serve as the background to manifest regional characteristics.



Figure 8 Guanyin Bodhisattva bestowing wisdom (line drawing)
Source: Designed by the researcher



Figure 9 Guanyin Bodhisattva bestowing wisdom (color draft)

Source: Designed by the author

There are many types of fruits in the Taihang Mountain region, all of which indicate good symbolic meanings despite different spiritual connotations. By adopting visual form to reflect the moral sentiments and good wishes of the Chinese nation reflected by the fruits, it's more accessible for people to understand the fruit culture, thereby establishing a good fruit image.

Discussion

This study took the image of the main fruits produced in the Taihang Mountain area as the research object by adopting the methods of on-site inspection, literature analysis and case study. It obtained the components of the fruit image and the core content of the fruit culture by exploring the spiritual connotation and the spirit of the times contained in the fruit cultural image. As the core content of fruit image communication, fruit culture can satisfy people's emotional appeal and spiritual needs for fruit images through the application of visual art form. The finding further confirms Meng Hua's research that image is a mixture of ideas and emotions (Meng, 2000), and promotes the development of visual symbols of the fruit image accordingly.

Visual symbols are the basic elements for constructing the fruit image. This study extracts the shape, color, and texture of different categories of fruits from a semiotic perspective to form an intuitive visual impression of fruits. Different fruits have different meanings and spiritual symbols, resulting in rich fruit cultural stories and customs, from which this study refines the spiritual connotations as cultural symbols of fruit image to obtain the cultural image of fruits, such as scenes and characters in cultural stories. This study combines concrete or abstract symbolic elements to convey fruit cultural symbols with implied meanings, which is in line with Li Yongyin's research results on "The Theory of Speech-Picture Relationship and the Essential Reduction of Imagology", that is, the perceptual expression and cultural symbolization of the image are the essence of image creation (Li, 2023).

This study uses fruit shape, color, texture, geographical elements of the Taihang Mountain and cultural elements of fruit as symbols of the fruit image. Through research and analysis, it's found that illustrations have a narrative function and as a popular art form can effectively spread the plot in fruit culture. Integrating fruit image symbols into illustrations for creation can combine the story with the attributes of fruits, thereby achieving the purpose of creating a fruit image. Fruit is essentially a product, and the creation of its image has something in common with the construction of the product's brand image. The extraction and creation of fruit image symbols is a practice of the brand image theory.

Conclusion

Through in-depth investigation and analysis, the main research results and conclusions are as follows:

1. Fruit image elements are composed of the shape, color and cultural implication of fruit. The geographical characteristics, topography, architecture and figures of its native place of origin can also facilitate constructing a fruit culture image with regional characteristics.

2. Based on data collected in fieldwork and literature review, the fruit image in the Taihang Mountain area is found to include mainly the geographical environment, planting technology, myths and legends, historical allusions, celebrity biographies, symbols and implications, red culture, customs and habits, etc. The spiritual connotation of fruit culture stories reflects the moral sentiments and behavioral norms of the Chinese nation and is the core of fruit image construction. Building the fruit image in the Taihang Mountain area needs to incorporate sound cultural content with the spirit of the times.

3. Visual art form is the main way to spread the fruit image. A survey on visual form finds that people are quite interested in the popular illustration form of picture book style. The image narrative characteristics of picture book illustrations can accurately tell the story of fruit culture, effectively shaping the fruit image.

Recommendations

General advice:

1. In terms of the composition of fruit culture, researchers can conduct in-depth and detailed investigations to improve basic data based on the types and regions of the fruits. Fruit image construction is a huge project, in which interdisciplinary cooperation with visual designers, economists and cultural scholars can be considered to conduct more in-depth research on the cultural value and spiritual connotation of the fruits culture in the Taihang Mountain fruit area.

2. Explore more visual art forms and presentation methods to effectively create a sound fruit image and spread the fruit culture.

Further recommendations:

1. In terms of research on the economic value of fruit culture, application of fruit culture in building regional fruits brands in the Taihang Mountain area can be carried out to increase farmers' economic income through empowering the local brands.

2. In terms of research on the communication of fruits cultural image, cooperate with local communities or educational institutions to offer courses about fruit culture experiencing. In this way, more people are provided with the access to participate in the research, display and

dissemination of fruit culture, and inherit and carry forward the moral sentiments and spiritual connotations of fruit culture.

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