

The Culture of Pu'er Tea in Yunan: Development of Cultural Awareness in Term of Puer's Culture in China

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Abstract

The paper aims to study (1) The development of Pu'er tea culture in China. (2) Study the current cultural awareness of Chinese Pu'er tea. (3) Summarize the cultural value of Pu'er tea. The study sample was the residents of Pu'er City, Yunnan Province. The research methods include literature research, field survey, questionnaire survey, interview and statistical analysis; the data collection tool is questionnaire star and the analysis tool is SPSS. The results of this study are as follows: (1) Pu'er tea culture is a millennium treasure of China, which combines national emotion and modern vitality, and promotes cultural exchange and economic development. (2) The public lacks the awareness of its culture and faces many challenges and risks. (3) Put forward improvement plans to enhance citizens' awareness of tea culture awareness. The suggestions of this study are as follows: (1) Strengthen publicity; (2) Improve cultural awareness; (3) Integrate tea cultural resources.

Keywords: Pu'er tea; tea culture; culture awareness

Introduction

Chinese tea culture has a long history, starting more than 4,000 years ago, forming the unique style in the Wei and Jin dynasties, the tea culture system in the Tang Dynasty was gradually improved, the teahouse prevailed in the Song Dynasty, and the Yuan, Ming and Qing dynasties continued to develop and innovate. As a characteristic of Yunnan, Pu'er tea has a long history, which is synchronized with the history of Yunnan tea (Yan, 2024). Its research not only involves botanical traits, but also covers the comprehensive culture of nationality, history and

spirituality. However, due to different historical reasons and disciplinary perspectives, there are many unsolved mysteries in the development process of Pu'er tea. As a native of Yunnan, the author deeply feels the importance and sense of mission of studying Pu'er tea, and expects to contribute to the development and cultural promotion of Pu'er tea industry by collecting historical materials and comprehensive evidence (Cassie, 2016). This is not only the respect and inheritance of history, but also the love and development of tea culture, aiming to promote Pu'er tea to the world and let more people appreciate its unique charm.

This research focuses on the in-depth exploration of Pu'er tea culture, aiming to reveal the historical development context of Chinese Pu'er tea culture, explore the current cultural awareness, and summarize its development course and cultural value. The research field covers the history, culture, social identity and other aspects of Pu'er tea. The problem focuses on the formation and evolution of Pu'er tea culture, and how to enhance the cultural identity of Pu'er tea in modern society (Fang, 2023). The need of research is to better understand and spread Pu'er tea culture and promote its sustainable development. The researchers have rich experience and professional knowledge in this field, have participated in research or projects related to tea culture, and have a deep understanding of and unique insights into Pu'er tea culture. Although there have been many studies on Pu'er tea culture, this study tries to enhance the cultural identity of Pu'er tea by changing the way of publicity, promoting the integration of tea tourism and improving the popularity of intangible tea culture landscape from a new perspective and strategy. The research targets a wide range of audiences, including Pu'er tea lovers, tea culture researchers, tourism practitioners and the general public. Through these studies, people will further realize the value of Pu'er tea deeply, and then promote the inheritance and development of Pu'er tea culture.

The goal of this study is to deeply explore the profound connotation and development course of Yunnan Pu'er tea culture, and aims to reveal the important position of Pu'er tea in Chinese tea culture and the evolution of its cultural awareness. Through a deep exploration of the historical origin of Pu'er tea culture and the recognition of Pu'er tea culture, the rich connotation of Pu'er tea culture. At the same time, data will be collected through questionnaires and other methods to evaluate the local spread and influence of Pu'er tea culture in an empirical way. Finally, it is expected that through this study, the development process and cultural value of Pu'er tea can be summarized, and people's understanding and attention to Pu'er tea culture can be improved, which can provide useful reference for promoting the inheritance and development of Pu'er tea culture (Yuan, 2023).

This research paper presents to explore the development course and cultural awareness of Yunnan Pu'er tea culture. By studying the development of Pu'er tea in China, it reveals its unique cultural value and explores the current cultural awareness of Pu'er tea in China. It is expected that the feedback from the residents of Pu'er City in Yunnan Province will be collected through the questionnaire survey to understand the local cultural identity of Pu'er tea (Qu, 2022). Through this research, it is expected to put forward effective strategies to promote the inheritance and development of Pu'er tea culture, improve the public's understanding of the value of Pu'er tea, and promote the positive role of cultural awareness in social development.

Research objectives

1. To study the development of Pu'er tea culture in China.
2. To study the current cultural awareness of China Pu'er tea.
3. To summarize the cultural value of Pu'er tea.

Literature Review

The theme of this study is “Yunnan Pu'er Tea Culture: The Development of Chinese Pu'er cultural awareness”. In order to better carry out the research, find out the problems, and finally put forward targeted countermeasures and suggestions, the author read a lot of relevant literature on this research topic before carrying out the research, and carried out appropriate sorting and summary (Jing, 2022). This chapter introduces the main achievements of literature collation, including literature collation related to culture, awareness, cultural awareness, Pu'er tea culture and cultural identity.

Culture is the sum of spiritual and material wealth created by human beings in the social development, with diversity and inheritance, and affects people's psychology and behavior (Zhu, 2007).

As an ideological tool, ideology not only reflects and shapes social reality, but also presents diversity and change under different historical and cultural backgrounds, and plays a consolidating role in the dominance of the ruling class.

Cultural awareness is a multi-dimensional conceptual system, covering the sensitivity and understanding of different cultures, and the tea cultural awareness, especially the cultural

awareness of Pu'er tea, has continuously developed and evolved in the long history, reflecting its profound cultural connotation and value.

Pu'er tea culture has been deeply studied in the literature, and its packaging design art has gone through multiple periods of development, while modern Pu'er tea brands continue to enhance their competitiveness through precise positioning, marketing strategy and cultural connotation construction, especially the well-known Pu'er tea brands in Yunnan, such as Daye tea and Changtai Tea, occupy an important position in the market.

Cultural identity is people's psychological sense of belonging to the cultural group to which they belong (Niu, 2016). It is an important embodiment of the cultural forms, norms and values formed over a long period of time. It helps to gather national consensus and strengthen unity, and is an important theoretical basis for national and national identity.

The summary of literature review shows that the author adopts the research method of in-depth theoretical review and conceptual analysis, focusing on the culture and ideology, tea culture awareness, Pu'er tea culture, cultural identity and other fields. By examining the diversity of cultures and ideologies and their impact on social reality, the author emphasizes the key role of cultural awareness in shaping individual psychology and behavior. In particular, the historical evolution of Pu'er tea culture, the art of packaging design and the market competitiveness of modern Pu'er tea brand are deeply discussed (Jiang, 2016). In addition, the author also pays attention to the important role of cultural identity in consolidating national consensus and strengthening unity, thus revealing the value of cultural identity as an important theoretical basis for national and national identity. Through comprehensive research in these fields, the author provides a comprehensive and in-depth perspective to understand the multiple roles and far-reaching effects of culture in social development (Bai, 2007).

Research Conceptual Framework

This research is a research study Uncover the degree of citizens cognition of Pu'er tea culture, and how this cognition affects their cultural awareness. The researcher defines the research conceptual framework based on the theory of theory of cultural awareness, cultural adaptation theory and emotional design theory. The details are as follows:

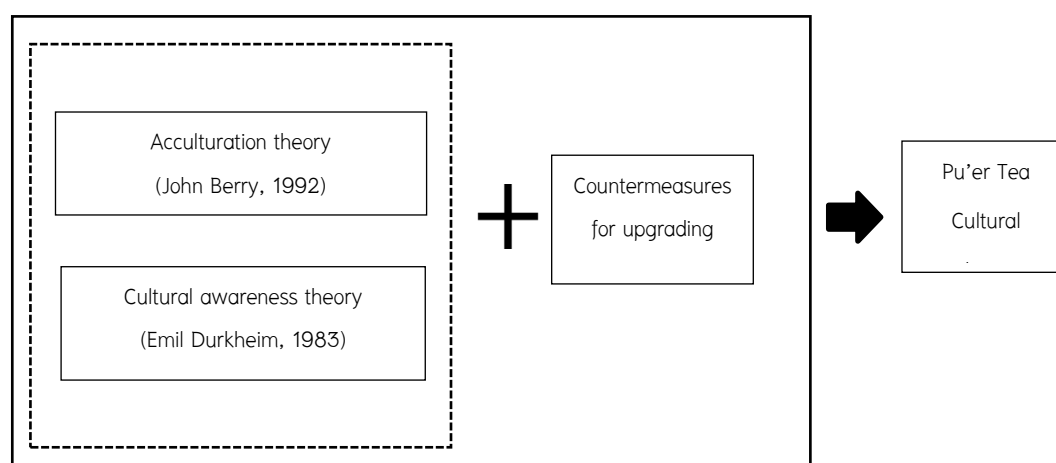


Figure 1 Research conceptual framework

Research methods

This research is a combination of quantitative and qualitative methods. The research field is about the cultural awareness of Pu'er tea citizens. 1) Questionnaire: the questionnaire is distributed and collected as a questionnaire. Through the survey of 400 Pu'er citizens, the cultural identity status of Pu'er city is analyzed. Finally, countermeasures and suggestions to solve the problem. This study plans to include 400 participants in Pu'er tea awareness survey, randomly selected from Pu'er City, Yunnan Province, China. In order to make this study smoothly and supported by sufficient data, the final result will be more scientific and effective. Therefore, the author intends to investigate the citizens of Pu'er through questionnaire to understand the public's cultural understanding of Pu'er tea. Therefore, the author intends to design a questionnaire based on the summary of the relevant literature and the practical needs of this study. A 5-level Likert scale was used for the preparation. 2) Interview. In order to deeply understand the current situation of the cultural identity of Pu'er tea and discuss the strategies to improve the cultural identity of Pu'er tea, this paper initially decided to design an interview outline. The questions in the interview outline will be designed as semi-structured questions to understand the respondents perception of the inheritance and development of Pu'er tea culture according to their answers. The interview outline is an aid to the questionnaire, so the questions in the interview outline design will be similar to those in the questionnaire design. Inter interviewees will be randomly selected from people aged 30–60 who drink tea in Pu'er City. This interview will interview 8 people.

Research results

Objective 1. The research results found that Pu'er tea culture has developed for thousands of years in China. Chinese tea culture has a long history, after thousands of years of precipitation and development, has formed a unique spirit of tea ceremony. As a treasure, Pu'er tea has been famous for its unique taste and health function since ancient times. From the flourishing of tea culture in the Song Dynasty, to the popularity of the Yuan, Ming and Qing Dynasties, and then to the revival of modern tea culture, Chinese tea culture not only enriches people's spiritual life, but also plays an important role in economic and trade exchanges. The tea drinking culture of Pu'er tea is an important part of it. From the prototype of The Three Kingdoms period to the prosperous development of modern times, Pu'er tea has not only been loved by people, but also become the core brand of Yunnan tea industry. Its unique taste and health care function have won wide praise, and have also injected new vitality into the sustainable development of the tea industry. Looking forward to the future, Chinese tea culture will continue to glow with new vitality, become an important carrier to inherit and carry forward the excellent traditional culture of the Chinese nation, and make greater contributions to the prosperity of the tea industry.

Objective 2. The research results found that after the questionnaire and interview, it is not difficult to find that people's cultural awareness of Chinese Pu'er tea is relatively weak and there are some problems. The inheritance and development of Pu'er tea culture faces multiple challenges, including the reduction of the recognition of the younger generation, the risk of losing skills, and the impact of foreign culture. At the same time, the advantages of Pu'er tea culture in Pu'er City are not prominent, the lack of systematic development and utilization, the tea industry driving effect of festival activities is weak, the tea mountain resources are scattered and the popularity is low. In order to enhance the awareness and influence of Pu'er tea culture, we need to strengthen the publicity, broaden the communication channels, and improve the public's interest in and understanding of traditional culture. At the same time, we should pay attention to the combination of inheritance and innovation, strengthen the training of the young generation, protect the traditional skills, and actively respond to the challenges of the market and foreign culture. In addition, it is necessary to strengthen the systematic development and brand construction of Pu'er tea culture to improve its popularity and reputation, so as to promote the sustainable development of Pu'er tea culture.

Objective 3. The research results found that strengthening the cultural publicity of Pu'er tea culture, enhancing the cultural awareness of citizens, actively addressing external factors, promoting the innovation and development, and integrating the cultural resources of tea mountain. In view of the problem of enhancing Chinese citizens cultural awareness of Pu'er tea, this study proposes a number of improvement measures. First of all, through field visits, tasting activities and media network publicity, strengthen the publicity of Pu'er tea culture and enhance social awareness. Secondly, from the school to the community, the all-round cultural education of Pu'er tea should be popularized in an all-round way to enhance the cultural awareness of citizens, and build the cultural tourism brand of Pu'er tea to enhance the interest of citizens. Facing the challenges of globalization, we have actively responded, strengthened policy support, and strengthened cultural exchanges and cooperation with other regions. In addition, we promote the cultural innovation of Pu'er tea, integrate modern elements, enhance the experience, strengthen cross-border cooperation, and inject new impetus into the inheritance of Pu'er tea culture. Finally, strengthen the integration of cultural resources of tea mountain, enhance the popularity of tea mountain and the quality of tea, and enhance the market competitiveness. These measures aim to comprehensively enhance the popularity and influence of Pu'er tea culture, let more people understand and love Pu'er tea, and further promote the inheritance and development of Chinese tea culture.

Discussion of Research Results

(1) Through the questionnaire and interview, it is not difficult to find that people's cultural awareness of Chinese Pu-erh tea is relatively weak, and there are some problems. In their research, Zhu Jianqing and Chai Zhengqun also analyzed the problems existing in the Pu'er tea culture in Yunnan, and put forward the countermeasures to accelerate the tea culture tourism in Pu'er, which has some similarities with the results of this paper (Zhu & Chai, 2013). First, the public's understanding of Pu'er tea culture is limited. The public's understanding of Pu'er tea culture generally stays on the surface, lacking in-depth knowledge and understanding. This is not only due to the indifferent attitude towards traditional culture under the rhythm of modern life, but also related to the limited communication channels of Pu'er tea culture. In order to improve the public's understanding of Pu'er tea culture, it is necessary to increase publicity efforts, broaden communication channels, and improve the public's awareness and interest in traditional culture.

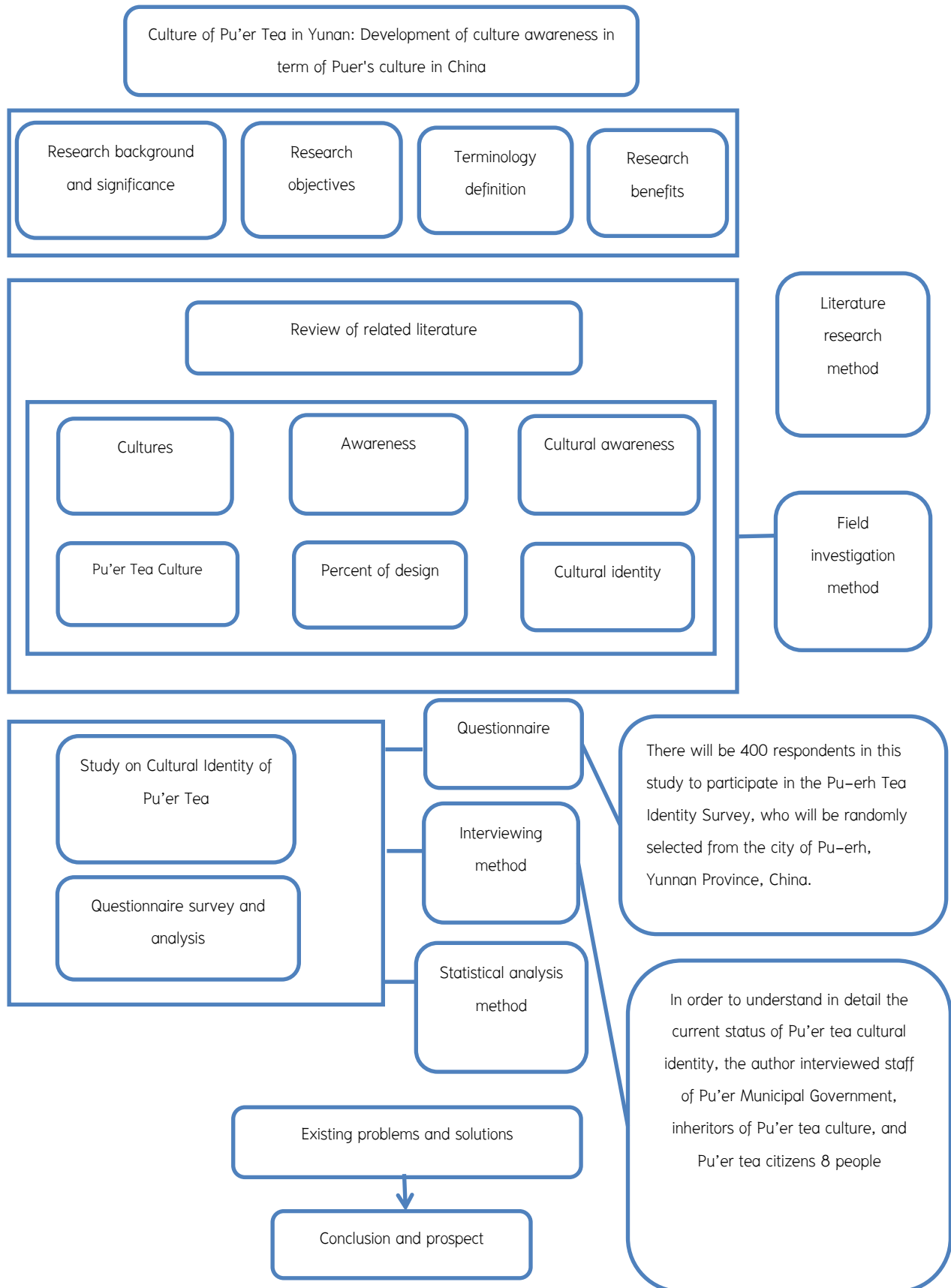
Second, the public's interest in Pu'er tea culture needs to be improved. At present, the public's interest in Pu'er tea culture is generally not high, which limits its inheritance and development to a certain extent. To stimulate the public's interest in Pu'er tea culture, it is necessary to dig deeply into its cultural connotation and value, innovate the way of communication, and strengthen the education and popularization of Pu'er tea culture, so that more people can understand and love Pu'er tea culture (Zou, 2023). Third, Pu'er tea culture has limited social influence. The influence of Pu'er tea culture in the society has not been fully exerted, and its cultural value and social significance have not been widely recognized. In order to enhance the social influence of Pu'er tea culture, it is necessary to strengthen the communication and integration with other cultures, broaden the communication channels, and pay attention to the brand construction and market promotion of Pu'er tea culture to improve its popularity and reputation (Xiao, 2023). Fourth, the heritage and development of Pu'er tea culture are facing challenges. The inheritance and development of Pu'er tea culture is faced with many challenges, including the young generation's lower recognition of traditional culture, the risk of losing traditional skills, the impact of foreign culture and the fierce market competition. To overcome these challenges, we need to pay attention to the combination of inheritance and innovation, strengthen the training and education of the young generation, protect and inherit traditional skills, and actively respond to the challenges of market changes and foreign cultures to promote the sustainable development of Pu'er tea culture. Fifth, the cultural advantages of Pu'er tea are not prominent (Zou, 2023). Pu'er tea culture in Pu'er city has not been fully displayed, the local minority tea culture integration is insufficient, lack of systematic development. The development and utilization of the cultural advantages of Pu'er tea is still superficial, and the festival activities do not have a strong driving effect on the tea industry. Chashan resources are scattered, low visibility, difficult to transform into market competitiveness (Luo, 2022).

(2) After the analysis of the above problems, the exploration factors are as follows. First, the weak cultural awareness of the public leads to the marginalization of Pu'er tea culture, the lack of understanding of the public, the aesthetic bias, and the attitude of inheritance and innovation. Citizens neglect the cultural value of Pu'er tea, which affects its market influence and economic benefits. It is the key of inheritance and development to enhance citizens' cultural awareness and strengthen the popularization of Pu'er tea culture. Second, the propaganda of Pu'er tea culture is insufficient, the traditional and emerging media are not fully utilized, the government departments pay insufficient attention, the propaganda channels are single and

backward, and the content is monotonous and lacks innovation (Zhang, 2010). These problems restrict the transmission and cognition of Pu'er tea culture and affect its inheritance and development. It is necessary to strengthen the publicity, innovate the publicity methods, dig deep into the cultural connotation, and promote the wide spread of Pu'er tea culture. Third, under the tide of globalization, foreign cultures have impacted Pu'er tea culture, resulting in the reduction of market share, the weakening of cultural identity, the fierce market competition and the fault of cultural inheritance (Wu, 2024). Pu'er tea culture needs to be innovated and developed, integrating modern elements while maintaining the traditional essence, in order to cope with challenges and rejuvenate. Fourth, Pu'er tea culture faces challenges in innovation and development, traditional elements limit innovation space, and modern social changes affect consumption habits and demand. Globalization, modern technology and the cognitive interests of the younger generation make new demands. It is necessary to deeply analyze the problems and seek effective solutions to promote the innovative development of Pu'er tea culture. Fifth, the low utilization of tea culture resources mainly stems from the lack of cultural integration and the dispersion of tea mountain resources (Wang, 2023). Factors such as wide geographical distribution, historical problems, lack of brand awareness and insufficient policy funds aggravate the dispersion of resources. To enhance the value of tea culture, it is necessary to strengthen cultural integration and resource integration to promote the healthy development of tea industry.

New Knowledge from Research

In the process of discussing the culture of Yunnan Pu'er tea, this study reveals the shortcomings of the cultural connotation of Pu'er tea, which is a new knowledge point of this study. At the same time, the research uses questionnaire survey and interview to systematically collect and analyze the citizens attitudes and views on Pu'er tea culture, which provides an innovative research path for the in-depth understanding of the cultural awareness of Pu'er tea. In addition, this study not only points out the limitations of current citizens Pu'er tea culture awareness, also put forward to strengthen the targeted cultural propaganda, promote public cultural awareness, positive to external factors and promote cultural innovation and development of many specific Suggestions, these Suggestions for Pu'er tea culture inheritance and development has important practical significance, embodies the innovation value of this research.



Conclusion

This study is based on the results of statistical analysis. The first is the development of Pu'er tea culture in China, and the current research and analysis of the cultural awareness of Pu'er tea in China, and the last is the analysis of the measures to let people realize the value of Pu'er tea.

First of all, it is not difficult to find that after thousands of years of precipitation, Chinese Pu'er tea culture has formed a unique tea ceremony spirit and tea drinking fashion. However, at present, the public's understanding of Pu'er tea culture is limited, their interest needs to be improved, and their social influence has not been fully exerted. In order to improve this situation, we should strengthen the publicity of Pu'er tea culture, enhance the cultural awareness of citizens, actively respond to the challenges of external factors such as globalization, and promote the innovation and development of Pu'er tea culture. At the same time, the integration of chashan cultural resources, in-depth excavation of cultural connotations, and enhancement of chashan visibility and tea quality are also important measures to promote the sustainable development of Pu'er tea industry. Through these efforts, more people can understand and love Pu'er tea culture, and contribute to the inheritance and promotion of the excellent traditional culture of the Chinese nation.

Secondly, it can be seen from the survey that Chinese citizens' cultural awareness of Pu'er tea is relatively weak at present, and there are some problems such as limited understanding, low interest and challenges in cultural inheritance and development. This is not only related to the impact of fast-paced life in modern society, but also related to the limited transmission channels of Pu'er tea culture, the younger generation's lower recognition of traditional culture and other factors. In order to enhance the public's cognition and interest in Pu'er tea culture, we need to strengthen the publicity and popularization of Pu'er tea culture, innovate the means of communication, broaden the channels of communication, and pay attention to the training and education of the young generation to guide them to understand and inherit Pu'er tea culture.

Finally, it is necessary to take many measures to improve the public's awareness and interest in Pu'er tea culture. First of all, strengthen the publicity of Pu'er tea culture, through the media, the Internet, cultural activities and other forms, so that Pu'er tea culture deeply rooted in people's hearts. Secondly, enhance the cultural awareness of the public, strengthen the popularization of Pu'er tea culture education, so that more people can understand the history,

culture and value of Pu'er tea. At the same time, actively respond to the challenges brought by external factors such as globalization, and promote the innovation and development of Pu'er tea culture. Finally, strengthen the integration of Chashan cultural resources, enhance the popularity of Chashan and tea quality, enhance market competitiveness, and provide strong support for the inheritance and development of Pu'er tea culture.

Suggestions

From the research objectives and results, the researcher has suggestions as follows:

1. Chinese Pu'er tea culture has a long history and has profound national feelings. As a treasure of Chinese tea culture, it has been loved by people from the prototype of The Three Kingdoms period to the prosperous development of modern times, and has become an important force to promote cultural exchanges and economic development. Therefore, it is necessary to further strengthen the publicity of Pu'er tea culture. In the process of strengthening the promotion of Pu'er tea culture, we will actively explore the ways of diversified activities, and let the public personally feel the unique charm of Pu'er tea through the forms of field investigation and tasting activities. At the same time, the media and network integration strategy can also widely and deeply spread Pu'er tea, and improve its understanding and influence in the society.

2. At present, the cultural awareness of Chinese Pu'er tea is weak and there are many problems. Therefore, the cultural awareness of Chinese citizens on Pu'er tea should be raised. Including: ① Raise public cultural awareness. In terms of improving citizens cultural awareness, attention should be paid to the popularization and education of Pu'er tea culture, and comprehensively promote Pu'er tea culture from schools, communities to media network platforms. At the same time, the tourism brand of Pu'er tea culture will be built, so that more people can experience the charm of Pu'er tea culture on tourism, and further improve the public's awareness and interest in Pu'er tea culture. ② Should actively respond to external factors. Facing the challenges of globalization and cultural diversification, we should actively strengthen cultural exchanges and cooperation with other regions, learn from successful experience, and promote the innovative development of Pu'er tea culture. At the same time, it also attaches importance to strengthening policy support and guidance to ensure the inheritance and development of Pu'er tea culture. ③ Strengthen the integration of tea mountain cultural resources. The key to promote the sustainable development of tea industry is to integrate tea mountain resources, strengthen the

integration of tea mountain culture, dig deep into the cultural connotation, establish resource integration platform, hold theme activities, and train talents. Through clear objectives, establish alliances, joint promotion, resource sharing and other measures to improve the visibility of tea mountain and tea quality, enhance market competitiveness.

3. This study summarizes the cultural value of Pu'er tea, as one of the traditional Chinese tea products, Pu'er tea carries rich cultural value: the history of the tea can go back thousands of years ago, is an important part of Chinese tea culture; Secondly, Pu'er tea has unique cultural value and aesthetic taste, is regarded as a work of art; finally, Pu'er tea is also an important part of people's social, entertainment and leisure, with important social significance. Therefore, we should promote the innovation and development of Pu'er tea culture. In terms of innovation and development, efforts are made to integrate modern elements to make the Pu'er tea culture's new vitality. Through the innovative way of tea tourism, we can enhance the cultural experience of Pu'er tea, and attract more people to understand and love Pu'er tea. At the same time, strengthen cross-border cooperation, expand the development space of Pu'er tea culture, and inject new impetus into the inheritance and innovation of Pu'er tea culture.

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