

The Symbolism Embodied in the Expo Emblem-Based on Victor Turner's Symbolic Theory

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Abstract

This study aims to examine the symbolism of the emblems of World Expositions by using Victor Turner's symbolic theory as a research method, and to reveal the symbolic types behind them by classifying the emblem designs of different periods and themes. The research object is 12 comprehensive World's Fair emblems from the 1939 New York World's Fair in the United States to the 2025 Osaka World's Fair in Japan, as identified by Bureau International des Expositions. The research method mainly adopts documentary research to collect historical information and theoretical frameworks related to the design of World's Fair emblems. In the analysis process, Victor Turner's symbolic sign theory is used as the main analytical framework to link the design elements of emblems to their relevance to specific societies and cultures in order to reveal the themes, values and ideas represented by the emblem symbolism. The results of the study show that the design of the Expo emblem uses different symbols, including material symbols, behavioral symbols, sensory symbols, natural symbols, social symbols and virtual symbols, to convey the core concepts, themes and values of the Expo. Through different types of symbols, the Expo emblem shows a wide range of concerns about technology and the future, mankind and the world, nature and ecology, and society and innovation. The symbolic design of the emblem plays an important role in conveying the core concept and theme of the Expo.

Keywords: Expo, Emblem, Symbols, Victor Turner

1. INTRODUCTION

World Exhibition or Exposition, or World Expo for short, is an international exposition with a large impact and a long history, organized by or commissioned by the host government. The history of World Expo can be traced back to 1851, when the first World Expo was held in London, England, showcasing the achievements of the Industrial Revolution at that time. Over time, the Expo has grown in scale and influence, attracting the attention of an increasing number of countries and audiences[1].

Each Expo is given its own unique emblem, which usually has symbolic design elements that represent the theme, values and philosophy of the Expo[2]. The design of the emblem is not only a logo, but also a visual expression to convey the spirit of the Expo. Through the design of the emblem, the Expo can leave a deep visual impression, attracting the attention of the audience, participating countries and the global media. The emblem becomes an important part of the Expo's image, highlighting the unique charm and value of the Expo as an event with global influence [3].

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Victor Turner, a British cultural and social anthropologist, presented an important theory of symbols in his book *Symbolic Sign Theory*, which argues that symbols are a key tool for understanding specific societies and cultures[4]. In this study, the six elements of Turner's symbolic theory, namely "material", "behavioral", "sensory", "natural", "social" and "virtual", are used as the core perspective to analyze the design of the Expo emblem. Through the interpretation of the symbolic visual elements in the emblem, the symbolic meanings they represent are discussed.

The purpose of the study is to reveal the multiple meanings and symbolic power of the Expo emblem as a symbolic symbol. Through the analysis of symbolic elements, it provides an in-depth understanding of the values, cultural characteristics and historical heritage pursued by different Expo host countries in the design of their emblems. At the same time, the study also aims to explore the role of symbols in shaping social identity, promoting cultural exchange and transmitting values.

2. RESEARCH SCOPE AND METHODS

This study will focus on the emblems of comprehensive expositions recognized by the Bureau International des Expositions, covering a total of 12 emblems from the 1939 New York World's Fair in the United States to the 2025 Osaka World's Fair in Japan.

The research method is mainly based on documentary research. Through in-depth reading and analysis of relevant literature, academic papers and professional books, we collect historical information and theoretical frameworks on the design of exposition emblems in order to gain a comprehensive understanding of the design principles and symbolic meanings behind different emblems. In the analysis process, Victor Turner's symbolic theory will be used as the main analysis framework. The theory relates the design elements of emblems to their relevance to specific societies and cultures in order to reveal the themes, values and ideas represented by the symbolism of emblems. By studying the symbolism of the emblem, this study aims to delve into the multiple meanings and symbolism of the Expo emblem as a symbolic sign, and provide new perspectives and insights for understanding the core values and influence of the Expo.

3. THEORETICAL BACKGROUND

3.1 History and Origin of the Expo

The origins of the World's Fair can be traced back to ancient times. There are biblical references to major festivals held in ancient times in important population centers that also included trading, sports games and visits by important people. Such festivals were held many times in Rome and were usually associated with religious holidays. In the Middle Ages, these festivals, which combined commerce, entertainment, and comedy, evolved into large fairs held at the main trading crossroads[5]. From the 15th century onward, this trading event evolved into a regular, fixed-place gathering for trade and display of goods for the purpose of trading. Different countries have different names for them, such as: fair, exhibition, carnival, etc. English bazaar is derived from the Latin word "Fariae", which means festival. In the 19th century, as the status of the business community in Europe increased, the scale of fairs gradually expanded, the variety of goods traded and the number of participants increased, and their influence became more and more widespread [6].

In the middle of the 19th century, with the industrial revolution in Europe, a wave of trade liberalization emerged and merchants wanted to exhibit their goods internationally. At the end of 1949, after being briefed about the Paris Fair, Prince Albert of England was determined to organize an international fair on a large scale, with the full support of Queen Victoria. In 1951, the first London Universal Exhibition of Industrial Products was held in the newly built "Crystal Palace". There are more than 20 countries, so that the fair out of the scope of a country alone, run into the Universal Industrial Exposition, the World Expo to show the progress of global human civilization event has been opened[7].

3.2. The Concept and Appearance of the Emblem

Emblem is a graphic symbol or logo with differentiated decorative and iconic characteristics. It has a clear

purpose and is used to represent the identity of a specific organization, group or individual, and plays a symbolic or representative role in a specific context. Emblems are often designed to demonstrate abstract concepts through specific combinations and graphic representations that concretely present the associated meanings and characteristics[8]. As an emblem, the emblem is widely used to symbolize the historical origin, identity, or other unique expression of meaning of a country, organization, or group.

Medieval Europe was an important period in the development of the coat of arms. Nobles and knights wore coats of arms to display their status and family heraldry[9]. These badges were usually made of precious materials such as metals, gems, and precious fabrics, and were engraved with personal or family heraldic designs and symbols.

The uses and forms of badges have evolved over time. In modern society, badges are widely used in government, military, organizations, schools and other fields as symbols of identification, honorary awards, group identity and commemorative activities[10]. The design and production of badges have also become more diverse, including metal badges, embroidered badges, badge-like insignia, etc.

3.3 Victor Turner's Symbols

In Victor Turner's theory, symbols are divided into superficial and deep structures. Superficial symbols mainly represent the appearance or superficial meaning of things and have representative meaning at a single social level. Deep symbols have three main empirical characteristics, namely, condensation, unification, and polarity[11]. These three characteristics are the main basis for distinguishing the difference between superficial and deep symbols. The symbols of surface structure are material and refer to behavioral, sensory, natural, social, and virtual symbols (Table 1). The symbolic meaning of deep structure refers to the long-established conceptual consciousness, mental states, abstract concepts, various cultural phenomena, etc. in the society. "Material symbols" refer to various artificially manufactured material forms such as tools, clothing, buildings, etc. "Behavioral symbols" refers to various normative or non-normative behaviors such as rituals, celebrations and events. "Sensory symbols" include colors, patterns, sounds, spoken words, and other verbal and non-verbal symbols. "Natural symbols" include natural objects and phenomena such as weather, place, time, season, etc. "Social symbols" include social structures and social relations such as institutions, roles, and morals, and "virtual symbols" include myths, legends, religious beliefs, and other fictions[12].








Table 1. Classification of Victor Turner's symbols






Symbols		Zones
Surface layer	Matter	Forms of artificially manufactured materials such as tools, food, clothing, architecture, money, goods, and supplies.
Symbols	Actions	Rituals, etiquette, festivals, dances, plays, competitions, entertainment, wars, events, and other normative or non-normative behaviors.
Symbols	Sensory	Verbal and nonverbal ways of communicating information, including colors, numbers, pictures, designs, patterns, sculptures, music, sounds, spoken language, and written symbols.
	Natural	Naturally occurring objects and natural phenomena such as sky, weather, region, location, space, time, season, animal, plant, water, stone, body, etc.
	Social	Social structures and social relations, including institutions, organizations, groups, classes, occupations, roles, policies, laws, morals, norms, and the state.
	Virtual	Mythical legends-religious beliefs Equivalent fictional objects and beings
In-Depth Symptoms		Socially long-formed ideas Consciousness, psychological states, abstract concepts, and various cultural phenomena

4. THE VISUAL ELEMENTS OF THE EXPO EMBLEM

The emblem of the Expo is a typical form of graphic symbols, reflecting the individuality of individual things and the essence of similar things at the same time. It is a kind of graphic design art with the symbolic art of distinctive image, artistry and consensus symbol. Graphic symbols and visual images are not only images of sensory functions, they carry profound human thinking and visual cognitive way[13]. The design of the Expo logo is similar to that of the Olympic logo, aiming to incorporate the elements of the Expo and to show the host city, the year, and the concept and image of the Expo through visual elements. Through the presentation of the name of the host city, the year, cultural symbols and thematic elements, the Expo logo demonstrates the characteristics and personality of the host city and the importance of the Expo as an international event. To understand this, we analyzed the visual elements of a total of 12 Expo emblems from 1939 to 2025 (Table 2).

Table 2. Visual elements of the Expo logo

<i>Era</i>	<i>Venue</i>	<i>Emblems</i>	<i>Topics</i>	<i>Visual elements</i>
1939	New York, USA		Tomorrow's world and building	The emblem designer directly used the silhouette of the landmark building at that time, the triangular minaret in the combination of earth shape, this building is the crystallization of technology and human wisdom, with the pursuit of modernity and functional characteristics.
1958	New York, USA		Science-led civilization and humanitarianism	The main body is an irregular five-star with the well-known Brussels City Hall in the center of the five-star. In the upper right, between the five star's tentacles, is the shape of the earth, with five diverging rays symbolizing the five continents.
1962	Seattle, USA		Humans in the Space Age	The emblem is an arrow extending to the right, called the "Space Needle", with the image of the Earth and the words "21st Century".
1967	Montreal, Canada		Humanity and the World	The basic unit of the logo is the symbol of the ancient people. The two symbols are connected to each other and are arranged in a circular repetition.
1970	Osaka, Japan		Human progress and harmony	The logo as a whole shows the representative flower of Japan, "cherry blossom". The five petals of the flower represent the world (five continents). The circle in the center of the logo is the "Hinomaru" of Japan.
1992	Seville, Spain		The Age of Discovery	A combination of the letters "EXPO" and the earth, and the word "92" in the same style.
2000	Hannover, Germany		People, Nature, Technology: Showing a New World	The emblem is an abstract wave pattern with a dynamic and extended visual effect.


2005	Aichi Prefecture, Japan		Nature's Wisdom	The sun, shooting down from the sky, shines brightly; all things, happily bathed in rays of sunlight.
2010	Shanghai, China		City, make life better	The Chinese character "世" is a calligraphic idea in the shape of three people embracing each other, and is cleverly combined with the number "2010".
2015	Milan, Italy		Nourishing the Earth, Energy for Life	The font effect consists of 7 different colors overlaid to form "EXPO".
2020	Dubai		Connecting minds, creating the future	The gold ring motif from the Dubai site resembles a cellular mass made up of numerous small cells.
2025	Osaka, Japan		Light of Life	On the basis of the design concept of "cell" in the emblem, a moving eye is added to the cell to better express the theme of "Light of Life".

5. CLASSIFICATION OF THE SYMBOLIC TYPES OF THE EXPO EMBLEMS

5.1 Types of Material Symbols

The types of material symbols include various man-made material forms such as tools, food, clothing, architecture, money, possessions and supplies. These material symbols play an important role, not only in satisfying people's needs, but also in carrying cultural, social and economic significance (Table 3).

Table 3. Classification of emblems of material symbols

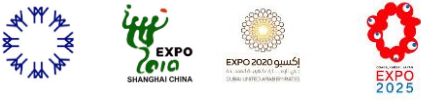
<i>Symbolic type</i>	<i>Expo emblems</i>
Material symbols	

The material symbols are divided into 3 emblems. In the emblem of the 1939 New York World's Fair in the United States, the triangular minaret in the shape of the earth, a landmark of the time, was used. Later, in 1958, the New York World's Fair emblem used the familiar Brussels City Hall. The Dubai World Expo 2020 emblem uses a gold ring motif from the ruins of Dubai.

5.2. Types of Behavioral Symbols

Rituals, ceremonies, celebrations, dances, plays, competitions, entertainment, wars and events are non-normative or informal behaviors in various forms. These activities are an important part of human society and not only have cultural significance, but also carry deep emotional and symbolic meaning. Through these behaviors, people are able to express emotions, convey values, demonstrate creativity, emphasize identity, and to some extent strengthen social cohesion (Table 4).

Table 4. Classification of emblems of behavioral symbols


<i>Symbolic type</i>	<i>Expo emblems</i>
Behavioral Symbols	

The symbols of the act are divided into five symbols. On the emblem of the 1967 World's Fair in Montreal, Canada, the symbol of a person with open arms is shown in a circle, cheering and dancing. The emblem of the 2010 World Expo in Shanghai, China, is shaped by the calligraphic idea of the Chinese character "世", which resembles three people embracing each other with their arms, resembling a happy and joyful family. The emblem of Expo 2020 in Dubai is made up of numerous small cells, resembling people holding hands, and the emblem of Expo 2025 in Osaka, Japan is designed with the concept of "cells", which are closely connected to each other and to people.

5.3 Types of Sensory Symbols

Sensory symbols include verbal and non-verbal ways of conveying information such as colors, numbers, drawings, patterns, sculptures, music, sounds, spoken words, and written symbols. These symbolic elements are capable of expressing ideas, emotions and concepts in an intuitive and implicit manner. These verbal and nonverbal symbolic elements play an important role in the realm of communication, cultural transmission, and cognition, enabling people to communicate and share ideas, values, and stories (Table 5).

Table 5. Classification of emblems of behavioral symbols

<i>Symbolic type</i>	<i>Expo emblems</i>
Sensory Symbols	

The symbols are divided into nine symbols. On the emblem of the 1962 Seattle World's Fair, the blue arrow of the "Needle of Space" extending to the right conveys the spirit of moving forward and pursuing the unknown, inspiring people to explore and achieve greater goals. On the emblem of the 1967 World's Fair in Montreal, Canada, the human symbols are interlinked and arranged in a circle, conveying the emotions of unity, harmony and cooperation. At the 1970 World's Fair in Osaka, Japan, the emblem as a whole was the "cherry blossom", the representative flower of Japan. The five petals represent the five continents, and the circle in the center of the logo is Japan, conveying the spirit of international exchange, peace and friendship, and sharing and cooperation. The emblem of the 2000 World Expo in Hanover, Germany, features an abstract wave pattern with a dynamic and extended visual effect, conveying the symbols of innovation, vitality, connection, diversity and dynamism, and arousing the viewers' thinking and interest in future development and global communication. In the 2005 World Expo emblem of Aichi Prefecture, Japan, the image of the sun shining down from the sky and everything bathed in rays of sunlight conveys the sensory symbols of life, light, integration, warmth and wisdom, inspiring the viewer to think about and praise a better future and the relationship between human beings and nature. The emblem of the 2010 World Expo in Shanghai, China, takes the shape of the Chinese character "世" in calligraphy and resembles three people embracing each other, conveying the symbols of global unity, multiculturalism, peace and friendship, and a bright future of common development. On the emblem of the 2015 World Expo in Milan, Italy, the font

effect consists of seven different colors superimposed to form the word "EXPO". The overlay of the seven colors creates a colorful font effect that symbolizes the natural environment and resources around the world, emphasizing the importance of concern for the earth, sustainability and diversity. The Dubai Expo 2020 emblem is derived from the gold ring motif at the Dubai site, which resembles a cluster of numerous small cells, conveying the symbols of connection and communication, creativity and innovation, diversity and integration, and development and prosperity. In the Expo 2025 emblem of Osaka, Japan, the design concept of the emblem is "cell", which expresses the theme of "Light of Life" and conveys the miracle of life, vitality and energy, connection and interconnectedness, science and technology, and ecological balance and sustainability. It conveys the symbols of the miracle of life, vitality and energy, connection and interconnectivity, science and technology, and ecological balance and sustainable development.

5.4. Nature Symbolic Types

Nature symbols cover naturally occurring substances and phenomena such as the sky, weather, geographic regions, locations, space, time, seasons, animals, plants, water, rocks, and the human body. These natural symbols carry a rich symbolic meaning and profoundly reflect the close connection between humans and nature and their understanding of nature (Table 6).

Table 6. Classification of emblems of behavioral symbols

Symbolic type	Expo emblems
Nature Symbol	

The nature symbols are divided into six symbols. The symbol of a man with open arms was used on the emblem of the 1967 World's Fair in Montreal, Canada. The cherry blossom, the representative flower of Japan, was used at the 1970 World's Fair in Osaka, Japan. In 1992, the emblem of the Seville World's Fair in Spain featured the earth, reflecting concern and respect for the earth and the natural environment. The emblem of the 2005 World Expo in Aichi Prefecture, Japan, shows the sun shining from the sky and everything bathed in rays of sunlight. The emblem of the 2010 World Expo in Shanghai, China, uses the figure of three people embracing each other with their arms together. The emblem of Expo 2020 in Dubai uses the image of a cellular mass made up of countless small cells. In the emblem of Expo 2025 Osaka, Japan, the emblem is composed of cells with the addition of moving eyes.

5.5 Types of Social Symbols

Social symbols cover social structures and social relations such as institutions, organizations, groups, classes, occupations, roles, policies, laws, morals, norms, and the state. These social symbols are important in human society, reflecting social order, values, and codes of behavior. They also reflect the way human society is organized, functions, and develops (Table 7).

Table 7. Classification of emblems of behavioral symbols

Symbolic type	Expo emblems
Social Symbols	



The social symbols are divided into six emblems. On the emblem of the 1958 New York World's Fair, the center of the five stars is the Brussels City Hall, a symbol of social identity and collective consciousness. In

the emblem of the 1967 World's Fair in Montreal, Canada, the human symbols are interlinked and arranged in a circle to convey social unity and communion, interaction and exchange, common goals and values, and in the emblem of the 1970 World's Fair in Osaka, Japan, the whole emblem is a graphic representation of Japan's representative flower, the cherry blossom. The five petals represent the five continents, and the cherry blossom pattern and the five petals represent the social symbols of international cooperation and friendship, cultural exchange and diversity, and common development and progress. In the emblem of Shanghai World Expo 2010, China, the figure resembling three people embracing each other with their arms together conveys the social symbols of unity and cooperation, harmony and sharing. In the emblem of Dubai Expo 2020, the gold ring from the ruins of Dubai resembles a cell cluster composed of countless small cells, conveying the social symbol of gathering and connection, emphasizing human connection, cooperation and common development. For the Expo 2025 emblem in Osaka, Japan, the emblem consists of interconnected cells, conveying the social symbols of innovation and technology, interconnection and cooperation.

5.6 Virtual Symbol Type

Virtual symbols include myths, legends, religious beliefs, and other imaginary things and beings. These virtual symbols play an important role in human culture and thinking. Virtual symbols have an important function in human culture. They not only satisfy the desire to transcend reality, but also provide a deeper reflection on meaning and existence. Through narratives, symbols and rituals, virtual symbols convey wisdom, values and the relationship between the individual and the universe. They enrich the spiritual life of human beings and serve as a cohesive force and identity in society (Table 8).

Table 8. Classification of emblems of behavioral symbols

<i>Symbolic type</i>	<i>Expo emblems</i>	
Virtual Symbols		

The virtual symbol is divided into two symbols, and at the 1970 World's Fair in Osaka, Japan, the overall symbol was a graphic representation of the cherry blossom, the representative flower of Japan. It is a virtual symbol of beauty and grace, transience and change, peace and hope. In the Dubai Expo 2020 emblem, countless small cells are connected and cooperate to form a whole. This conveys the importance of people connecting and cooperating with each other in society. It emphasizes the spirit of people uniting and working together to achieve common goals and build a more prosperous society.

6. ANALYSIS OF THE SYMBOLIC TYPES OF THE EXPO EMBLEMS

6.1. Analysis by Chronological Symbol Type

Table 9. Classification by chronological symbol type

<i>Era</i>	<i>Venue</i>	<i>Symbolic type</i>	<i>Number</i>
1939	New York, USA	Material symbols	1
1958	New York, USA	Material symbols, social symbols	2
1962	Seattle, USA	Sensory Symbols	1
1967	Montreal, Canada	behavioral symbols, sensory symbols, natural symbols, social symbols, the	4
1970	Osaka, Japan	Sensory symbols, natural symbols, social symbols, virtual symbols	4

1992	Seville, Spain	Nature Symbol	1
2000	Hannover, Germany	Sensory Symbols	1
2005	Aichi Prefecture, Japan	Sensory symbols, natural symbols	2
2010	Shanghai, China	behavioral symbols, sensory symbols, natural symbols, social symbols, the	4
2015	Milan, Italy	Sensory Symbols	1
2020	Dubai	Material symbols, behavioral symbols, sensory symbols, natural symbols, social symbols, virtual symbols	6
2025	Osaka, Japan	Sensory symbols, natural symbols, social symbols	3

As shown in Table 9, from 1939 to 1958, the symbolic types of the World Expo emblem mainly used material and social symbols, focusing on demonstrating modernity, technology and human wisdom. The emblem designers used iconic architectural silhouettes, such as the triangular minaret and the shape of the earth, representing the crystallization of technology and human wisdom. These graphics are characterized by the pursuit of modernity and functionality, symbolizing the world of tomorrow and construction.

From 1962 to 1970, the symbolic types of the Expo emblem became more diverse. One of the themes was mankind in the space age, and the graphics in the emblem represented mankind's exploration and development of space with an arrow extending to the right and the graphic of the earth. Another theme is the unity and harmony between mankind and the world, and the symbols in the emblem are interlinked and repeated in a circle to symbolize the close connection between mankind and the world.

From 1992-2015, the symbolic types of the emblem of the World Expo mainly used natural and sensory symbols, focusing more on the natural environment. The motifs and letter combinations in the emblem express their respective themes in a creative way. For example, the emblem of Expo 2010 Shanghai China: Better City, Better Life. The emblem adopts the calligraphic idea of the Chinese character "世" as its shape, resembling three people embracing each other with their arms, and is cleverly combined with the number "2010" to convey the symbol of urban development and human solidarity.

The emblems of Expo 2020-2025 in Dubai and Osaka, Japan, both convey the core concepts and themes of the Expo through social and natural symbols and sensory symbols. They emphasize the importance of human connection, cooperation and interaction, as well as the importance of technological development for social progress. These commonalities reflect the common areas of focus of the Expo as a global event and reflect the shared concern of countries for global challenges and development.

6.2. Analysis by Topic Type

Each emblem represents a different theme and value, demonstrating the diversity and broad areas of focus of the Expo as a global event. Based on the themes emphasized in each Expo, which demonstrate the focus of different Expos in terms of promotion and expression, the Expo emblems are divided into four categories according to the type of theme, including Technology and the Future, People and the World, Nature and Ecology, and Society and Innovation (Table 10).

Table 10. Table 10 Classification by Topic Type

<i>Theme Type</i>	<i>Era</i>	<i>Symbolic</i>
Technology and the Future	1939	Material symbols
	1958	Material symbols, social symbols
	1962	Sensory Symbols
Humanity and the World	1967	Behavioral symbols, sensory symbols, natural symbols, social symbols
	1970	Sensory symbols, natural symbols, social symbols, virtual symbols
Nature and Ecology	2005	Sensory symbols, natural symbols
	2015	Sensory Symbols

Society and Innovation	1992	Nature Symbol
	2000	Sensory Symbols
	2010	Behavioral symbols, sensory symbols, natural symbols, social symbols
	2020	Behavioral symbols, sensory symbols, natural symbols, social symbols, virtual symbols
	2025	Behavioral symbols, sensory symbols, natural symbols, social symbols

The Technology and Future type is divided into three emblems, the 1939 and 1958 U.S. World's Fairs in New York and the 1962 U.S. World's Fair in Seattle. This type of emblem emphasizes technology and future development. They have material symbols, representing technological progress and material development.

The Humanity and the World type is divided into 2 emblems, the 1967 World's Fair in Montreal, Canada, and the 1970 World's Fair in Osaka, Japan. These emblems express the connection and solidarity between mankind and the world. They have behavioral symbols, sensory symbols, natural symbols and social symbols, symbolizing the connection and cooperation of human beings with nature and society.

Nature and Ecology is divided into two emblems, Expo 2005 in Aichi, Japan and Expo 2015 in Milan, Italy. This type of emblem emphasizes the value of nature and ecology. They have sensory symbols and natural symbols, reflecting concern and respect for nature.

The Society and Innovation type is divided into five emblems, Expo 1992 in Seville, Spain; Expo 2000 in Hanover, Germany; Expo 2010 in Shanghai, China; Expo 2020 in Dubai; and Expo 2025 in Osaka, Japan. These types of emblems highlight the development and innovation of society. They have behavioral symbols, sensory symbols, natural symbols and social symbols, representing the progress, innovation and change of society.

7. CONCLUSION

This is a study that categorizes the symbolism appearing in the Expo emblem centering on Victor Turner's (Victor Turner) theory of symbolism, observing the types of symbols exhibited in different eras and theme types.

Different symbols are used in the design of the Expo emblem, including material symbols, behavioral symbols, sensory symbols, natural symbols, social symbols and virtual symbols to convey the core concept, theme and values of the Expo. The symbolic types of the Expo emblem have shown diverse characteristics in different eras. From 1939 to 1958, the emblem focused on displaying modernity, technology and human wisdom, with the silhouette of iconic buildings and the shape of the earth expressing the crystallization of technology and human wisdom. From 1962 to 1970, the emblem symbolizes human exploration and development of space, with arrows and earth graphics presenting the imagery of the direction of human progress. 1992 to 2015, the emblem focuses on discovery, nature, cities and vitality, conveying their respective themes through creative motifs. For the period 2020 to 2025, the Expo emblem's symbolic typology focuses on connecting ideas, creating the future and the light of life. The graphic in the emblem is based on the gold ring from the Dubai site and the cellular mass of countless small cells, conveying the importance of future creation and life. Overall, the evolution of the Expo emblem reflects a continuous focus on modernity, technology, human development, harmony and unity, urban progress and the creation of the future.

Based on the analysis of each Expo emblem, the symbolic types of the Expo emblem can be divided into four categories: Technology and Future, Humanity and the World, Nature and Ecology, and Society and Innovation. Through the evolution of the Expo emblem, we can see the change of human society's vision and development direction for the future in different generations. From the focus on technology and modernity, to the emphasis on the solidarity between humans and nature, to the highlighting of environmental protection and sustainable development, as well as the importance of social innovation and problem solving, the Expo emblem represents the continuous concern of human society for global challenges and development. In short, the symbolic types of Expo emblems across the ages demonstrate the diversity and broad areas of focus of the Expo as a global event. They reflect each era's focus on technology, human solidarity, nature

conservation and social innovation, presenting the importance and influence of the Expo as a global platform.

In general, the design of the Expo emblem requires comprehensive consideration of its symbolic role in conveying core ideas and themes, triggering reflection and resonance among viewers, and promoting social development and cooperation. By drawing on the design experience of previous emblems, focusing on diversity and participation, and reflecting aesthetics and creativity, it is possible to create an Expo emblem with strong symbolism.

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