

Patterns in Mazu Culture: Symbolic Meaning and Expression in Immigration Society

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Abstract

The objective of this article is to examine the connotation and scope of Mazu culture through an analysis of the symbolic significance and representation of patterns in Mazu culture, particularly in the context of immigration. The purpose is to offer theoretical insights that can contribute to the advancement and preservation of Mazu culture. Simultaneously, the findings of this study can contribute to the enrichment of social culture's diversity and enhance individuals' comprehension and appreciation of traditional cultural practices. This study employs a research methodology that integrates the use of documentary data analysis and field investigation techniques. Initially, through a comprehensive examination of an extensive body of literature, we meticulously organized pertinent data pertaining to the fundamental attributes, symbolic connotations, and modes of representation associated with Mazu cultural patterns. Furthermore, in conjunction with the data gathered from field surveys, an analysis and summary of the present state of Mazu cultural patterns were conducted. The research revealed that the symbolic significance of Mazu cultural patterns encompasses religious ideologies, regional customs, historical legacy, and humanistic values. Simultaneously, the patterns within Mazu culture manifest themselves through several mediums like as painting, carving, weaving, embroidery, as well as enamel and metal techniques. In the context of immigrant societies, the preservation and evolution of Mazu cultural patterns encounter numerous obstacles, including marketization, superficiality of culture, and formalization. In pursuit of this objective, the present essay proposes recommendations including the enhancement of cultural heritage education, the prioritization of cultural innovation, and the elevation of cultural consciousness.

Keywords: *Patterns; Symbolic meaning; Immigration Society; Expression.*

1. Introduction

Mazu is a deity associated with the maritime domain, revered in the southern coastal regions of China. It is widely believed that she have the capability to safeguard maritime safety and ensure the preservation of fishermen's harvest. She is additionally regarded as a representative figure of marine endeavors and traditional cultural beliefs. The belief in Mazu has a lengthy historical background, beginning from Meizhou Island in southern Fujian. Over time, this belief system has extended extensively to other regions like Taiwan, Guangdong, Hainan, Macau, and others, giving rise to a distinctive cultural phenomena.

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The origin of Mazu may be traced back to Lin Moniang, a female resident of a fishing village located in southern Fujian during the Tang Dynasty. According to popular belief, she possesses the ability to manipulate the mythical creature known as the Dragon Palace and intervene in situations where fishermen find themselves in peril. Consequently, she is held in high esteem and worshipped as a deity associated with the sea. Subsequently, she was bestowed with the title "Mother of Heaven" and referred to as "Mazu". The belief in Mazu progressively developed and became included into the official religious practices during the Song and Yuan Dynasties. Over the course of time, the Mazu belief system has undergone a steady transformation, evolving into a folk belief culture that is deeply rooted on the southern coast of China. This cultural phenomenon has assimilated various elements such as local history, geography, and humanities, so shaping its distinctive character.

The dissemination of Mazu as a folk belief has persisted alongside societal progress, necessitating the integration of Mazu belief into the fabric of local social culture. The topic of discussion pertains to societies that are characterized by the presence and influence of immigrants. Immigrant societies frequently manifest a range of diversified, multicultural, and multiethnic attributes as a result of the coexistence and interaction of several populations within a shared geographical space. Immigrant societies have a multifaceted and heterogeneous nature as a result of the coexistence of many cultural, religious, linguistic, and traditional elements. The presence of diversity within society can yield numerous advantages, including but not limited to cultural interchange, advancements in various fields, expansion of the economy, and enhancement of social well-being. Nevertheless, it is important to acknowledge that this phenomenon is not without its share of difficulties, including but not limited to cultural clashes, disparities in social status, economic rivalries, and barriers related to assimilation.

The patterns in Mazu culture exhibit a continuous process of adaptation, assimilation, and adjustment within the context of its social milieu. The immigrant community showcases a unique cultural landscape through inventive development, while simultaneously preserving the distinguishing qualities of Mazu culture. This combination of factors results in a peculiar cultural scene with its own unique implications.

2. Research objective

The primary objective of this article is to examine the historical progression of Mazu culture, with a particular focus on identifying phenomena such as the assimilation and advancement of Mazu culture within immigrant communities resulting from the dissemination of Mazu belief. Additionally, this study aims to analyze the semiotic attributes of the patterns observed in Mazu culture within contemporary immigrant society. Assist in facilitating the enhanced dissemination and advancement of Mazu culture.

3. Definition of terms

The visual elements of Mazu can be defined as the various components that contribute to the visual representation and aesthetic appeal of the subject. The visual components associated with Mazu encompass various forms of artistic expression, including as paintings, movies, costumes, and festival customs.

3.1 The Mazu Culture as a Fount of Inspiration. The fundamental ideological foundations of Mazu culture encompass Confucianism, Buddhism, and Taoism. The ideological underpinning of Mazu culture is rooted in Confucianism. The presence of Confucianistic traits within Mazu culture has been identified as the primary factor contributing to the recognition and reverence bestowed to Mazu by the imperial courts across several eras. The subject matter under consideration pertains to philosophical inquiry. The primary philosophical tenets of Mazu culture encompass the principles of filial piety, the notion of perpetual flux, and the understanding of the relationship between human beings and deities.

The cultural and philosophical thoughts of Mazu are grounded in the principles of filial piety and benevolence. The examination of filial piety and kindness is approached through the lens of Confucian philosophy and moral ethics. The principal sources of evidence for this notion are derived from the benevolent actions and virtuous conduct exhibited by Mazu during her lifetime, as well as the subsequent legends and narratives that emerged following her demise. The fundamental principles of filial piety and compassion in Mazu culture revolve around the concepts of "kindness" and "loyalty." These principles are primarily demonstrated via the acts of safeguarding the nation and its citizens, meting out justice to wrongdoers, and actively promoting virtuous behavior within Mazu culture.

The Mazu culture holds significant relevance in the present-day context. The Mazu culture holds a significant position within the broader context of Chinese traditional culture. This is evident in its fundamental principle of preserving and passing down the essence of Chinese traditional culture, as well as its emphasis on embodying the traditional virtues that are deeply rooted in Chinese society. Moreover, the Mazu culture is characterized by a profound humanistic spirit that is closely intertwined with the rich tapestry of Chinese traditional culture. Furthermore, it can be observed that the Mazu culture aligns harmoniously with the socialist core values. This alignment is evident in the shared objectives, comparable roles, and akin principles exhibited by both the Mazu culture and the socialist core values.

3.2 Semiotics, often known as semiology, is a field of study that examines the processes of signification and communication. It analyzes A visual symbol refers to an image-based symbol that effectively communicates information in a vivid, intuitive, and unambiguous manner. The utilization of visual elements not only compensates for the lack of clarity and monotony in the text, but also instills a sense of credibility and conviction in the audience. The relationship between the "signifier" and "signified" of a visual symbol, specifically referring to the visual representation of the symbol and the corresponding item it represents, exhibits a notable level of consistency. The relationship between them exhibits a high degree of proximity and directness. When attempting to convey a particular figurative concept, the linguistic expression or description must transition from an abstract form to a figurative one. Simultaneously, the transmission of visual symbols occurs directly between figurative representations, hence facilitating the interpretation of symbols and enhancing the ease of acquiring symbolic information. Simultaneously, this effectively mitigates the potential for interference and distortion of meaning during the process of communication.

Hence, the utilization of image language effectively conveys information instantaneously and presents a direct representation of reality. An illustrative instance is the video representation of Mazu's image, which exhibits a greater level of immediacy and visual impact in comparison to the textual depiction. Visual symbols have emerged as a very efficacious means of communication

that aligns with the contemporary trend of visual literacy. Despite the absence of accompanying textual content, the viewer is still capable of perceiving and comprehending the inherent significance conveyed by the visual representation. Naturally, the application ought to take into consideration some barriers and deficiencies. One illustrative instance is to the inherent ambiguity of visual representations, which frequently results in a disparity between the sender's intended meaning and the recipient's interpretation due to variations in the audience's visual literacy. Conversely, abstract language tends to be more easily comprehended and accurately deciphered by the recipient.

4. Methodology

This article uses qualitative methodology to do research, extensively conducted a literature review and consulted reputable ancient texts and resources within Mazu culture research institutions, including the Putian City Archives and the Putian University Mazu Culture Research Institute. Additionally, establish communication with overseas Chinese individuals through online and telephone conversations in order to conduct comprehensive interviews and gather firsthand valuable information. Subsequently, data collection from both local villagers and tourists in Mazu Temple was conducted through the utilization of questionnaires and structured interviews.

Within the scope of a scientific and technological research project or project engaged in, conduct a series of mental and physical labor, such as experimental observation, investigation, and comprehensive analysis, and conduct review and appraisal to confirm academic and creative results' significance and practical value.

5. Literature review

Chinese cultural patterns related with Mazu beliefs and celebrations include the Mazu pattern. These designs are peculiar to southern China and Southeast Asia, appearing in Mazu temples, festival decorations, handicrafts, and souvenirs. Chinese folk tradition calls Mazu the sea god. She is worshipped in fishing villages and port cities for protecting fishermen and crews.

Marine elements like waves, boats, fishing nets, and schools of fish are prominent in Mazu designs. The motifs depict Mazu as a majestic goddess in royal blue, clutching lotus flowers and a long rope. These patterns are utilized in religious ceremonies and celebrations and reflect seafaring livelihoods and traditions.

Studies of Mazu patterns have sought to understand their origins, evolution, and meaning across cultures and time. They examined how these patterns propagated across areas and were tied to local groups and religious rites. Some studies have also examined Mazu patterns in modern culture, particularly in tourism, cultural exchange, and cultural preservation.

Mazu patterns are a unique cultural heritage in southern China and Southeast Asia that reflect the long tradition of Mazu belief and the complicated history of different civilizations and religions. This research helps us grasp Chinese culture's diversity and regionality. Future research should improve our understanding of Mazu patterns and explore their new uses in modern culture.

Traditional Chinese religious beliefs include mazu belief, which has special research relevance in immigrant populations. The complicated religious system

of Mazu involves ocean, navigation, fishery, and religious ceremonies, hence researchers are interested in it. Mazu beliefs in immigrant societies: A literature review.

History and evolution: Researchers are studying Mazu beliefs' history. This research covers Fujian Province, where Mazu belief originated, and how it moved to Southeast Asia, Taiwan, Penghu, and other locations with immigration. These studies illuminate the faith's history and spread.

Scholars of Mazu beliefs investigate temples and religious places, which are frequently centers of belief rituals and activities. They study temple architecture, decorating, and community activities to learn how faith was practiced and passed on.

Semiotics and rituals: Mazu belief includes the figure of Mazu, ocean elements, ships, idols, music, dance, and festivals. Researchers study how these symbols are used in rituals and celebrations and what believers think they imply.

Regional research: Mazu beliefs' geographical spread is important to research. To understand how Mazu beliefs developed in distinct social and cultural contexts, scholars research them in Taiwan, Penghu, Penang, Xiamen, and other places.

Cultural integration and immigrant societies: Mazu ideas combine with local culture and belief systems to generate new symbols and rituals. Researchers study how cultural integration reflects immigrant societies' diversity and Mazu beliefs' development.

In religion, culture, history, sociology, and other domains, Mazu beliefs have been extensively studied. These studies help explain Mazu belief and the intricate interaction between religion and culture in immigrant societies, as well as how beliefs are passed and developed across cultures. Mazu beliefs' influence, change, and adaptation in immigrant societies may be studied in the future.

6. Results

6.1 The symbolic meaning of patterns in Mazu culture

Traditional Chinese patterns hold significant cultural value within Chinese society, since they encapsulate a profound historical legacy, enduring customs, and profound cultural symbolism. China's distinctive cultural traditions are safeguarded and transmitted across generations, as individuals pass down the genes of ancient wisdom and civilization. The utilization of traditional Chinese patterns holds significant importance within the realm of aesthetics due to its distinct designs and exceptional artistry. These patterns employ many components such as lines, colors, and shapes to exhibit exceptional artistic merit, thereby captivating individuals and providing them with a sense of beauty and aesthetic gratification. Simultaneously, traditional patterns, serving as cultural emblems, has the capacity to foster societal cohesion. Symbols serve as a means of expressing collective historical recollection and cultural affiliation, thereby fostering social bonds and unity within a community. Traditional patterns are frequently employed in several domains such as architecture, clothes, and accessories, among others. This practice enables individuals to experience shared cultural symbols in their everyday existence, so fostering social cohesion and stability.

The Mazu culture is a separate cultural phenomenon within the broader context of traditional Chinese culture, characterized by its own local attributes and folk

beliefs. Within Mazu culture, patterns hold significant importance since they serve as manifestations of individuals' beliefs and cultural connotations. These patterns are imbued with profound symbolic meanings and cultural implications. The existence of patterns is predicated upon the composition thereof. The fundamental components of patterns within Mazu culture encompass various elements such as lines, forms, colors, and cultural symbols.

Within the Mazu culture, lines hold significant importance as they form an integral component of pattern design, serving as the fundamental element that establishes a strong connection throughout the entirety of the pattern. In Mazu culture, the lines commonly exhibit characteristics of delicacy, smoothness, softness, accuracy, precision, and dynamism. The arched bridge exhibits a visually captivating aesthetic, characterized by its gentle and polished lines that demonstrate precision and delicacy, thereby evoking a profound visual impact on individuals.

The concept of shape holds significant importance in the context of pattern development within Mazu culture. The concept of shape encompasses not only the physical appearance of objects, but also the ability to convey specific meanings through deliberate alterations and arrangements. The circle is often regarded as a symbol that represents concepts of perfection, tranquility, and eternity. The utilization of circular motifs in Mazu culture encompasses several elements such as the typical conch, turtle, and Tai Chi patterns.

Color has a significant role in the composition of patterns within Mazu culture. Color is often considered to be the essence of a design, capable of conveying specific cultural meanings through various mixes and applications of colors. Within the Mazu culture, the prevailing utilization of red and yellow hues is observed, symbolizing fervor, illumination, and benevolence.

Cultural symbols play a significant role in the patterns found within Mazu culture, serving as a medium that seamlessly integrates patterns with cultural connotations. The cultural symbols commonly found in Mazu culture include the phrase "福," dragon and phoenix motifs, longevity peaches, fish, and brocade, among others. These stimuli have the ability to elicit individuals' extensive cognitive connections and distinct cultural affective responses.

The fundamental components of patterns within Mazu culture encompass various elements such as lines, forms, colors, and cultural symbols. The utilization of Mazu culture encompasses a wide range of elements that are intricately interwoven, resulting in a vivid and dynamic realm of patterns.

Prominent motifs throughout Mazu culture encompass the Bagua pattern, dragon motif, phoenix motif, lotus motif, plant motif, cloud motif, Eight Immortals, backgammon, and Five Blessings. Each pattern possesses its own distinct symbolic significance.

The Bagua pattern holds significant cultural significance within traditional Chinese culture, encompassing a plethora of symbolic meanings. The Bagua pattern finds its origins in the Bagua idea as expounded in the Book of Changes. The Bagua symbol system encompasses the fundamental principles of Yin and Yang, as well as eight elemental components. This system serves as a representation of the universal rules governing the processes of transformation and growth in all entities throughout the cosmos. The Bagua pattern encompasses a variety of combinations and arrangements of the eight fundamental elements, resulting in diverse patterns and associated significances.

The yin and yang symbols depicted in the Bagua pattern serve as representations of the dualistic and interdependent energies that exist within the universe. The

symbolic representation of yin and yang signifies the notion of achieving equilibrium and fostering harmonious cohabitation among entities. The Bagua pattern serves as a reminder for individuals to strive for equilibrium in all aspects of their lives, such as the interplay between yin and yang. This includes achieving a harmonious balance between internal and exterior elements, as well as the integration of mind and body. Furthermore, the Bagua pattern emphasizes the importance of fostering harmony between society and the natural environment. The Bagua pattern encompasses eight fundamental elements that symbolize distinct natural forces and traits, including but not limited to heaven, earth, thunder, wind, water, fire, mountain, and lake. The many methods by which these materials are amalgamated and organized serve as representations of the perpetual flux and progression of the cosmos and all entities within it. Bagua patterns serve as a reminder for individuals to effectively respond to dynamic circumstances, adjust to their surroundings, and strive for personal as well as societal growth and advancement. The Bagua pattern consists of eight fundamental elements that are arranged in a harmonious manner, representing the interplay and harmonization of diverse forces. The notion of balance and harmony holds significant importance in several aspects of life, serving as a reminder for individuals to strive for equilibrium and harmony in interpersonal interactions, familial dynamics, and social cohesion, among other areas. Bagua designs are occasionally employed as talismans or protective symbols, representing the concepts of safeguarding and bestowing blessings. There is a widely held belief among individuals that the utilization of Bagua lines possesses the ability to effectively repel malevolent spirits, safeguard tranquility, and eradicate detrimental energy. The utilization of Bagua patterns in architectural design, household items, and decorative elements has been seen to evoke a profound sense of comfort and protection among individuals.

The Bagua pattern, being a significant emblem within traditional Chinese culture, exhibits a complete alignment with the underlying connotation of Mazu culture. The utilization of the Bagua pattern as a decorative motif within Mazu culture exhibits qualities of generosity and coordination, while also fulfilling psychological requirements and effectively communicating the essence of Mazu culture. The term "spiritual connotation" carries a metaphysical implication.



Figure 1 "Bagua" pattern on the roof, 2023

Many cultures venerate the dragon as a symbol of power and authority. These creatures are usually large, flying reptiles with special skills. In Chinese tradition, the dragon symbolizes imperial authority and the emperor's power. Dragons are associated with power, majesty, bravery, and sageness. Dragon motifs symbolize power and grandeur. Palaces, temples, and old buildings use them to add seriousness and majesty.

Dragons are also associated with nature and cosmic energy. In several mythology, dragons rule the sky, sea, and earth. Weather patterns, precipitation, and hydrological systems are thought to be under their control. They also relate to water's nurturing and fecundity. Dragon motifs can symbolize reverence for nature's powerful energies and understanding of life's genesis and rhythm.

Dragons symbolize wisdom and insight in several cultures. They are considered wise and eminent educators with a wealth of information and potential. The dragon motif has traditionally symbolized intellectual pursuits, knowledge, and human growth. Dragons were often used as metaphors to encourage people to learn, grow, and develop.

Additionally, the dragon symbolizes bravery and valor. Dragons commonly represent bravery and martial proficiency in folklore and stories about soldiers. The dragon motif symbolizes strength and heroism, inspiring people to face challenges.

Fortune and wealth are often associated with dragons. Dragons symbolize good luck and abundant agricultural crops in many Asian cultures. Dragons are believed to bless and protect, bringing success and good fortune. Thus, dragon themes are often used at celebrations to bring luck and abundance.

To many, the dragon symbolizes balance and harmony. Chinese culture associates the dragon with the phoenix, symbolizing yin and yang balance. The dragon pattern may symbolize the search for balance, harmony, and respect for society and the cosmos.

Dragon designs have many metaphorical meanings across cultures. Dragons symbolize evil and danger in Western culture. In a broader sense, the dragon symbolizes potency, sanctity, sagacity, heroism, wealth, harmony, and other virtues.

Dragon designs are used in art, décor, and tattoos to emphasize their symbolism. These things can beautify garments, furnishings, architectural buildings, and more, giving them a mysterious, dignified, and regal look. Dragon motifs are also used as cultural and religious symbols to represent a society's values.

Dragon symbols on Mazu's temple and in her clothing represent her divinity and the people's reverence for her.



Figure 2 Roof ridge elements of Mazu Temple architectures, 2023

In traditional Chinese culture, the lotus pattern holds significant symbolism, representing purity, dignity, solemnity, and expansion. The lotus is an aquatic flower that thrives in watery environments. The flower thrives in contaminated soil without succumbing to pollution, thereby earning its reputation as a representation of purity and grace. The utilization of lotus designs frequently serves as a means to communicate notions of purity and noble ideals, hence accentuating the endeavor towards attaining purity and noble attributes. The lotus holds significant cultural value in traditional Chinese society, symbolizing notions of nobility and solemnity. The lotus, characterized by its erect stature and exquisite blossoms, serves as an emblem of dignified and solemn attributes. The utilization of lotus patterns is frequently observed in palace construction, antique attire, and cultural artworks as a means to convey an impression of nobility and solemnity.



Figure 3 Lotus pattern decoration on Mazu architectures

The lotus plant undergoes a process of development, transitioning from a nascent state within the muddy substrate to a fully blossomed form over the water's surface. This botanical phenomenon symbolizes the concepts of growth, alteration, and metamorphosis. The aforementioned characteristic renders the lotus a representation of the aesthetic aspects of existence, personal advancement, and the development of one's spirituality. The utilization of the lotus design frequently serves as a representation of individual development and favorable transformation. The lotus holds significant symbolic significance within the context of Buddhist culture. The lotus holds significant symbolic meaning in Buddhist iconography, as it represents the enlightened state of the Buddha seated upon the lotus throne. This sacred flower embodies profound insight, spiritual enlightenment, and the revelation of higher truths. The utilization of lotus designs is a prevalent practice within Buddhist architecture, sculptures, and artworks, serving as a means to symbolically convey the aspiration for wisdom and the attainment of the spiritual realm. In Chinese culture, the lotus is also recognized as a symbol representing peace and beauty. The lotus flower, renowned for its symmetrical aesthetics and vibrant hues, frequently serves as a representation of beauty and harmony. The utilization of lotus designs is prevalent in several artistic disciplines such as traditional painting, needlework, ceramics, and related domains, with the intention of symbolically representing the aspiration for harmony and an improved existence.

Traditional Chinese mythology values the Kirin. The object symbolizes luck, protection, and auspiciousness. Art, architecture, and décor use unicorn patterns frequently. The unicorn symbolizes luck. In traditional Chinese culture, the Qilin is the most important legendary creature and a symbol of auspiciousness. The object is believed to bring luck, success, and wealth, signifying joy and auspiciousness. Unicorn motifs symbolize people's desire for happiness, goodness, and a better future. Thus, the unicorn symbol is often used at weddings, festive parties, and other auspicious occasions to bring luck and prosperity.

Kirin, a royal and awe-inspiring legendary beast, is often considered the best. It has virtues, unique powers, and sublime authority. Unicorn symbols symbolize strength, grandeur, and reverence for sacred and transcendent existence. Unicorn themes are used in royal palaces, temples, and old buildings to add aristocracy and seriousness. Unicorns symbolize kindness and protection. Kirin is thought to be gentle, unselfish, and protective. The mythological monster is often portrayed as kind and helpful to humans. Unicorn motifs symbolize compassion, protection, harmony, and companionship. This reminds people to care for others and build community.



Figure 4 Kirin pattern stone carving, 2023

Chinese mythology depicts the Qilin as a creature that can balance and manage conflict. The sign represents yin-yang balance and the harmonious interaction of the five elements. It is claimed to provide calm, stability, and organization. Unicorn designs represent harmony, respect for society, and natural laws. The concept reminds people to seek internal and external balance to live peacefully with others and the environment. Drawing Kirin, a mythical creature, is beautiful and meaningful. The unicorn motif is skillfully designed by the artisan. Its excellent composition, clear lines, and gorgeous decoration make it stand out. This method is used in painting, sculpture, embroidery, pottery, and other art forms, giving the piece a unique look.

The unicorn design preserves and transmits culture due to its cultural and symbolic significance. The Kirin have always been important in Chinese history and culture. This element is used in historical art, architecture, and culture, making it a symbol of Chinese culture. People learn about past artistic and cultural customs and the unicorn as a symbol by using the unicorn pattern. Unicorn patterns in modern society honor and preserve past cultural practices, giving them fresh life.

6.2 In the context of modern immigrant society, the patterns in Mazu culture have new expressions

The Mazu culture holds significant prominence within China's maritime culture, wherein the central tenet of Mazu belief is widely disseminated throughout coastal regions. The cultural patterns observed within Mazu culture frequently exhibit associations with many components, including statues of deities, vessels, and marine fauna, thereby reflecting the veneration of the ocean and the profound respect accorded to the Mazu deities. In order to explore novel manifestations of patterns within Mazu culture, it is imperative to undertake comprehensive research on the connotative aspects of Mazu culture.

This will facilitate a deeper comprehension of the fundamental nature of Mazu culture, hence enabling the exploration of more inventive concepts. As an illustration, the conventional Mazu design undergoes a process of abstraction, wherein the fundamental components are isolated and subsequently reinterpreted within the realm of contemporary art. The creation of a contemporary and beautiful Mazu pattern is achieved by employing reduced lines, geometric shapes, and a vibrant color palette. By employing computer technology and graphic design tools, the intricate patterns of Mazu culture are transformed into a digital format, so giving rise to a novel mode of artistic expression. Utilize vector graphics, pixel art, or computer-generated art techniques as means of representing patterns derived from the Mazu culture. Incorporate the Mazu culture into a broader framework of cultural aspects to facilitate the development of a cross-cultural pattern of expression. An illustration of the fusion of diversity can be observed through the amalgamation of Mazu patterns with contemporary art forms or the incorporation of elements from other local cultures.

Mazu designs are effectively showcased across many media platforms through the utilization of novel materials and advanced technological methods. One potential approach is utilizing various techniques such as light and shadow manipulation, projection mapping, or LED technology to showcase Mazu patterns on the exterior of the building, thereby generating visually captivating and dynamic effects. Leverage the communicative potential of social media and digital platforms to facilitate the promotion and manifestation of patterns within Mazu culture. Facilitate the broader dissemination and promotion of Mazu cultural patterns by utilizing online platforms to share and circulate visual media such as photographs, graphics, or animations. The potential for creativity is boundless. Individuals have the ability to generate distinctive Mazu patterns by using their personal comprehension and creative faculties, so showcasing the allure of Mazu culture and the dynamism of contemporary society.

Mazu culture, a Chinese folk religion, provides coastal communities with maritime culture and traditional values. Mazu culture expresses itself through patterns. These patterns demonstrate people's worship of Mazu and emotional connection to ocean life through color and meaning. Religious, cultural, artistic, social, and economic values are attached to these patterns.

Mazu culture is Chinese folklore. Mazu, the sea goddess and guardian of fishermen, is the patron saint of fishermen. As an essential form of expression, Mazu culture uses images to depict Mazu and related symbols. These patterns are employed in Mazu temples, ancestral halls, monuments, and other buildings for their aesthetics, cultural significance, and artistic worth.

In religion, Mazu patterns are essential. Mazu, the sea goddess and protector of fisherman, is venerated. People revere and believe in Mazu, as shown by the portrait and symbols in the design. These patterns are adornment and a way for people to communicate with Mazu. By admiring and worshiping these patterns, people honor and pray to Mazu for protection. This belief value makes patterns

the core of Mazu temples, ancestral halls, and other buildings and urges individuals to actively inherit and preserve Mazu culture.

Mazu culture patterns reflect marine culture's unique traits. Marine culture icons include waves, ships, fish, and more. They demonstrate admiration for maritime creatures and fisherman. These patterns depict the natural environment and preserve marine cultural traditions. Patterns have increased people's identity with maritime culture and helped them understand coastal culture.

Second, Mazu culture reflects coastal ideals. The pattern's flowers, birds, auspicious clouds, dragons, and phoenixes represent ancient Chinese aesthetics, giving the structure a particular appeal. People want beauty and aesthetic taste, and these patterns symbolize luck, blessings, and pleasure. This ancient aesthetic is mirrored in patterns. Pattern inheritance improves traditional aesthetics comprehension and enjoyment.

The motifs of Mazu culture also represent all facets of coastal social life. Fishing boats, nets, and other features in the design show how important the fishery economy is to local society. These patterns honor fishermen and benefit the fishery and society. The exhibition and inheritance of patterns make coastal dwellers proud of their lifestyle and profession choices and promote local socio-economic sustainability.

Mazu culture patterns influence cultural inheritance. The pattern's waves, ships, fish, and other features symbolize marine life, fishery economy, and human-nature relationship. These designs show nautical culture and coastal values through visuals. Pattern decoration and display convey Mazu culture's distinctive charm and profound legacy.

First, Mazu culture patterns reflect coastal history and culture. Mazu culture, a Chinese folk belief, represents coastal people's intelligence and inventiveness. The pattern's waves, ships, fish, and other components depict fishermen's lifestyle and fishing economy development. Visually interpreting these patterns on houses, cutlery, and other objects helps coastal inhabitants comprehend their history and culture. Patterns will enhance coastal cultural confidence, regional features, and culture inheritance and development.

Second, Mazu culture patterns influence cultural interaction and integration. Many tourists and culture aficionados are interested in Mazu culture, a maritime culture. Mazu culture's marine aspects and artistic manifestations have opened cultural exchanges, letting individuals from diverse regions and cultures experience marine culture's charm and depth. In addition, Mazu culture is inspired and combined by various regional cultures, creating unique artistic styles and aesthetic conceptions. Cross-cultural exchange and integration fosters cultural diversity.

Additionally, Mazu culture patterns help younger generations retain their cultural identity and inheritance. The younger generation's interest in traditional culture has declined as contemporary society has grown. Young people are drawn to Mazu culture's distinctive aesthetic value and cultural meaning. The exhibition and inheritance of patterns can interest young people in Mazu culture and help them study it. The younger generation's participation and inheritance have revitalized Mazu culture.

Mazu culture has unique aesthetic patterns. These patterns' intricate motifs, delicate craftsmanship, and distinctive shapes draw attention. The pattern's smooth lines, brilliant colors, and matched composition are creative.

The Mazu culture's patterns provide unique visual impacts. The patterns beautifully depict the waves' curves, the ship's grandeur, and the fish's quickness. Through line movement and form variations, these patterns create beautiful and pleasing visual effects. The designs use a wide range of colors, from brilliant red, yellow, and blue to soft green, purple, and pink, to provide visual depth.

Second, Mazu designs represent Chinese aesthetics. Traditional Chinese patterns feature flowers, birds, auspicious clouds, dragons, and phoenixes. Flower and bird patterns showcase traditional Chinese painting's beauty and craftsmanship. Auspicious clouds with dragons and phoenixes symbolize traditional Chinese culture. Due to their delicate lines and beautiful embellishment, these designs showcase ancient Chinese aesthetics.

Mazu culture likewise combines art and practicality in its patterns. These patterns are intrinsic to the building's form and construction, not just decorative. The patterns were meticulously laid out and proportioned to beautify the building. Mazu architecture's appeal and artistic worth come from craftsmen's carving, painting, and pattern-painting.

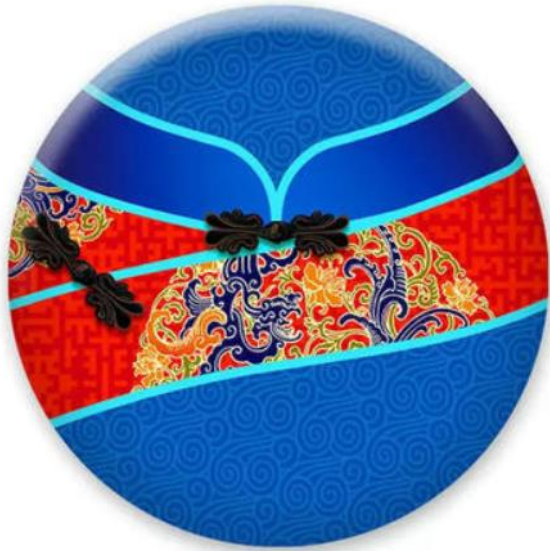


Figure 5 The use of Mazu patterns in LOGO

Cultural patterns in Mazu culture are very important socially and economically. They benefit society and the economy beyond creative expression.

Mazu culture patterns foster social solidarity and identity. Patterns indicate Mazu culture's respect for tradition and region. People who observe Mazu culture in buildings will have a strong feeling of belonging and identity, strengthening community cohesion and connection in coastal locations. A shared cultural emblem and value notion unites individuals to preserve and promote Mazu culture.

Second, Mazu culture patterns boost tourism and economic growth. Mazu culture, an essential aspect of traditional Chinese culture, attracts many tourists and culture aficionados. Tourists go to Mazu temples, ancestral halls, and other sites for their unique cultural patterns. This boosts local tourism and the economy. The commercial expansion of Mazu cultural patterns has also created business prospects for connected businesses, such as souvenirs, handicrafts, cultural derivatives, etc.

Additionally, Mazu culture patterns influence social education and value transmission. Auspiciousness, blessing, and other meanings in the pattern

convey positive ideals to society visually. Patterns remind people to preserve marine resources, the environment, traditional culture, and other social values. This helps build civic duty, positive social energy, and harmonious development.

Mazu culture's patterns influence religion, culture, aesthetics, and society and economy. Patterns provide Mazu culture meaning through their visual effects, cultural heritage functions, creative aesthetics, and social and economic advancement.



Figure 6 The application of Mazu culture patterns in bedding

The patterns in Mazu culture connect people to Mazu beliefs and maritime culture and have religious, cultural, artistic, and socio-economic values. They strengthen social solidarity and identity by conveying Mazu's veneration and the ocean's power through artistic expression and cultural transmission. These patterns showcase Mazu culture's beauty and legacy and promote cultural preservation. Additionally, the pattern's artistic worth and aesthetics draw attention and boost Mazu architecture and allied sectors' economies. Patterns convey auspiciousness and favors, promoting social education and value transfer.

Protection and study must be strengthened to preserve Mazu culture's patterns. This includes restoring and conserving Mazu building patterns, enhancing pattern art inheritance and innovation, encouraging Mazu culture research and academic exchanges, and developing more professional inheritors. It's also important to improve public education, raise knowledge of Mazu culture's patterns, and encourage more individuals to inherit and promote the tradition.

Mazu patterns are distinctive cultural symbols and artistic expressions that connect people to Mazu beliefs, sea culture, and coastal traditions through visual language and cultural inheritance. They capture Mazu culture's wisdom, feelings, and values while being attractive ornaments. Through the debate and inheritance of patterns in Mazu culture, we can better comprehend and acknowledge its relevance and influence, allowing it to shine brighter in modern society.

7. Conclusion

The extensive historical background of Mazu belief offers significant cultural assets, while the abundant and magnificent resources provide as an endless source of creative inspiration for our design endeavors. The Mazu cultural graphic symbols have preserved the deep significance of Mazu culture throughout its extensive cultural history, providing us with a glimpse into the Mazu culture that endures to this day. This article adopts a semiotic perspective to examine the profound significance of Mazu cultural graphic symbols and their relationship with the fields of humanities and society. It conducts a thorough analysis of the primary patterns found in Mazu cultural patterns, delving into the intricate connotations they hold. Furthermore, it examines Mazu cultural graphic symbols from a developmental standpoint. In this study, we will examine the present condition and shortcomings of Mazu cultural creative products and designs, focusing on cultural communication and cultural creative products. We will provide a compilation of current instances where Mazu cultural patterns have been applied and created, and assess the potential for the development and design of Mazu cultural patterns. The objective is to facilitate the effective promotion and dissemination of Mazu culture through various mediums such as cultural creative products, artistic works, sculptures, architecture, and more.

The range of pattern manifestations within Mazu culture is highly varied. Mazu temple murals are not solely confined to doors and walls, but extend their presence to encompass a diverse range of artistic mediums, including pottery, fabrics, and metal containers. Furthermore, as societal changes occur and immigrant communities continue to evolve, the application and manifestation of patterns within Mazu culture are likewise undergoing ongoing evolution. The contemporary domains of architecture, clothing, furniture, and various other areas bear evident traces of the impact and valuable contributions stemming from the Mazu culture.

Hence, it is evident that the symbolic significance and manifestation of patterns within Mazu culture hold significant value inside immigrant communities as well. In forthcoming times, the integration of Mazu culture with diverse art forms will be employed to enhance the portrayal of its distinctive artistic allure and cultural significance. This endeavor will further facilitate the advancement of cultural construction and development inside immigrant populations.

8. Discussion

The enduring significance of Mazu cultural traditions is expected to persist in shaping the evolution of forthcoming immigrant communities. The broadening of the cultural refinement among the general population, along with the growing affluence of the cultural and creative sectors, would likely result in expanded opportunities for the utilization of Mazu cultural patterns. Simultaneously, the emergence of novel patterns and the advancement of their development represent prospective trends. In addition to preserving conventional pattern aspects, it is imperative to employ novel design concepts and technical methodologies in order to generate patterns that are more contemporary and original.

Patterns are a fundamental and essential component within the cultural framework of Mazu. The utilization of Mazu cultural characteristics is prevalent across diverse businesses among immigrant populations. Patterns in Mazu culture are extensively employed in the creation of cultural and creative products. The utilization of traditional cultural aspects within the patterns demonstrates a high level of proficiency in product design, hence enhancing the

cultural richness and aesthetic appeal of the resulting cultural products. Furthermore, the influence of Mazu culture has progressively permeated architectural architecture. As an illustration, the architectural design of a building located in Xiamen, Fujian, incorporates patterns derived from the Mazu culture, so enhancing the building's distinctiveness in relation to the local cultural milieu. Moreover, patterns have extensive use in other domains, including but not limited to apparel design, jewelry design, and home décor.

The research and discussion of the application prospects and development trends of patterns in Mazu culture hold significance within the framework of contemporary immigrant society. In subsequent periods, it is imperative to persistently enhance the scholarly investigation and expedition of Mazu culture, with the aim of perpetuating and advancing traditional cultural practices. Simultaneously, it is imperative to foster the advancement and progression of pattern design, amalgamate conventional features with contemporary design, and facilitate the flourishing growth of cultural and creative enterprises.

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