



The Power of Culture

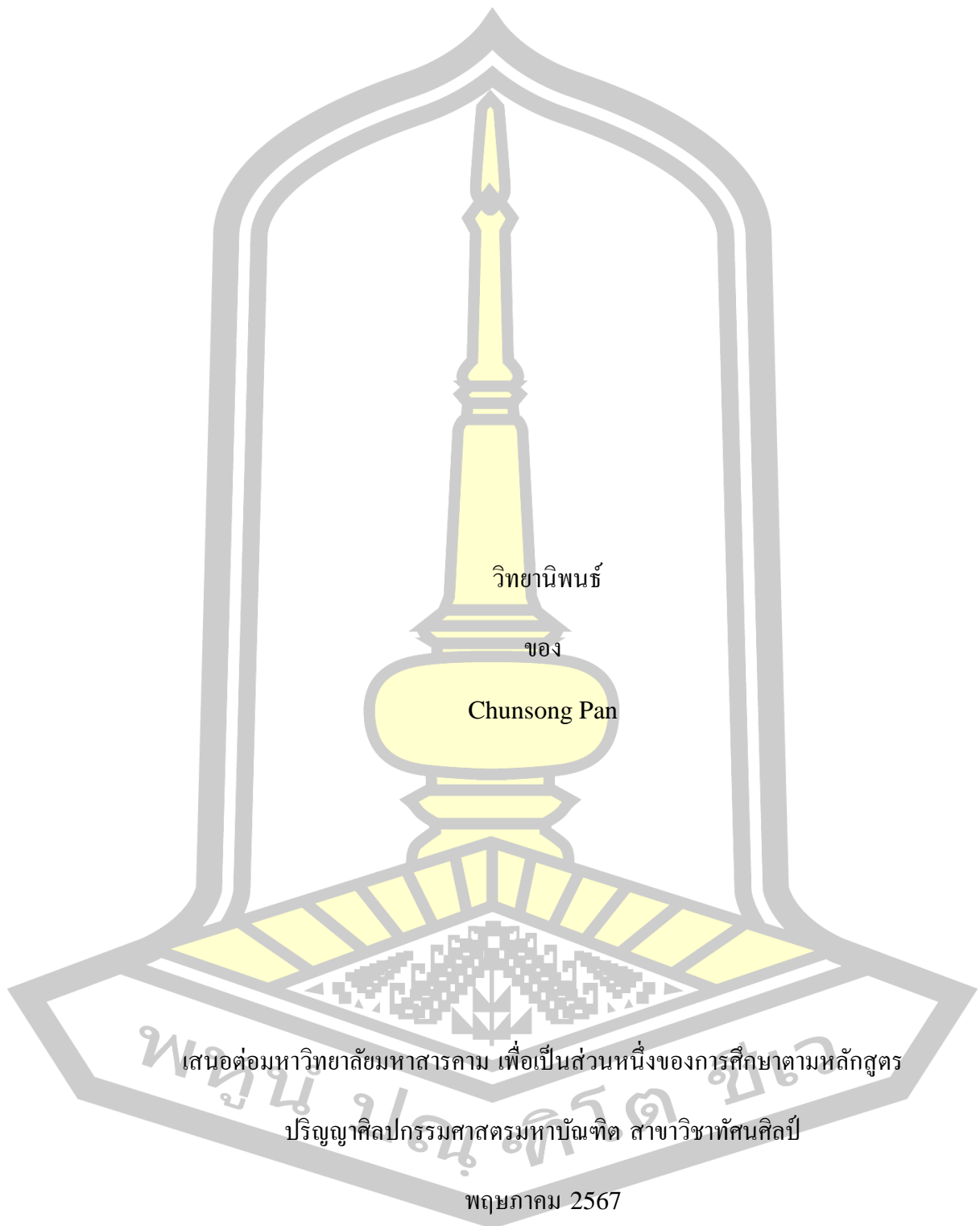
Chunsong Pan

A Thesis Submitted in Partial Fulfillment of Requirements for  
degree of Master of Fine Arts in Visual Arts

May 2024

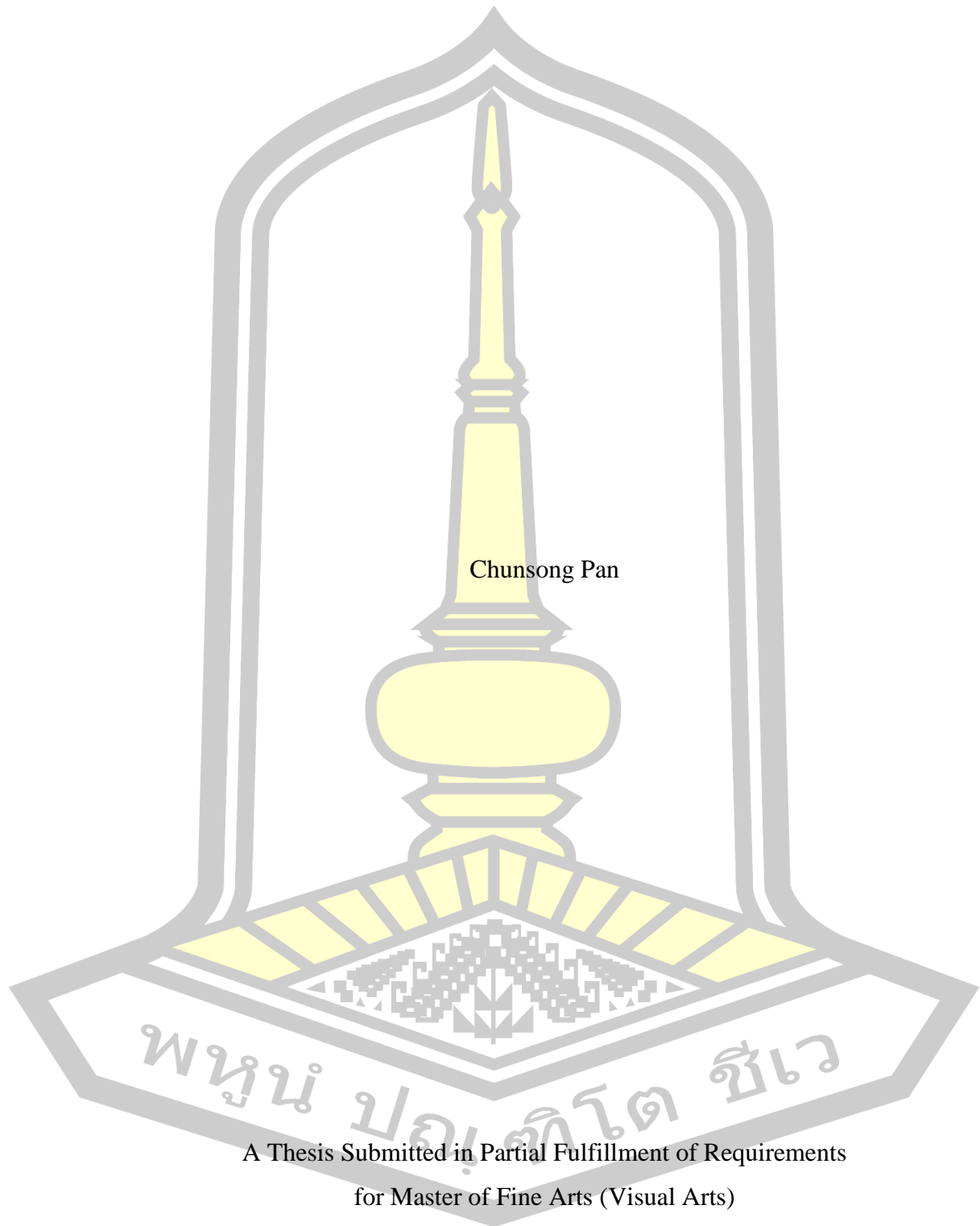
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ลิขสิทธิ์เป็นของมหาวิทยาลัยมหาสารคาม

The Power of Culture



Chunsong Pan

A Thesis Submitted in Partial Fulfillment of Requirements  
for Master of Fine Arts (Visual Arts)

May 2024

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The examining committee has unanimously approved this Thesis,  
submitted by Mr. Chunsong Pan , as a partial fulfillment of the requirements for the  
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### ABSTRACT

Creation of visual art named power of culture Inspired by the changing times of traditional culture. Innovative works are thus created through the shaping and detailing of articles and works. This study aims to carry on the continuation of spiritual civilization and intellectual civilization. Create visual arts according to beliefs and convey the culture of beauty with a unique personality and style. The scope of concept creation in the study is Oracle bone<sup>1</sup> inscriptions are an important part of traditional culture. It brings traditional cultural power to the creation of contemporary sculpture. The creative theme includes traditional Chinese characters that convey the meaning of the culture. Using plaster casting techniques to create three-dimensional works that Create meaning and beautiful feelings in the author's culture. Where culture<sup>2</sup> arises based on health and mental needs for good health.

A work of art is an existence that satisfies the spiritual desires of many people in different periods of society. This creative work is carried out by information gathered from the environment. Information from related documents and information about creation Influential visual arts The researcher analyzed the data to find clarity on the issues. Symbolic format and creative techniques There are three unique pieces of art.

Using Chinese characters in sculpture It is therefore a combination of art, culture, and language that gives the work a deep meaning, beauty in thought, and interesting in the aspect of cultural dimensions. Chinese characters have evolved for a long time. Typography reflects culture, connecting the past, present, and future, combining the meaning of letters with shapes. It conveys philosophy, beliefs, and reflects the story and content that the author has created.

Keyword : Chinese characters, Culture, Contemporary sculpture

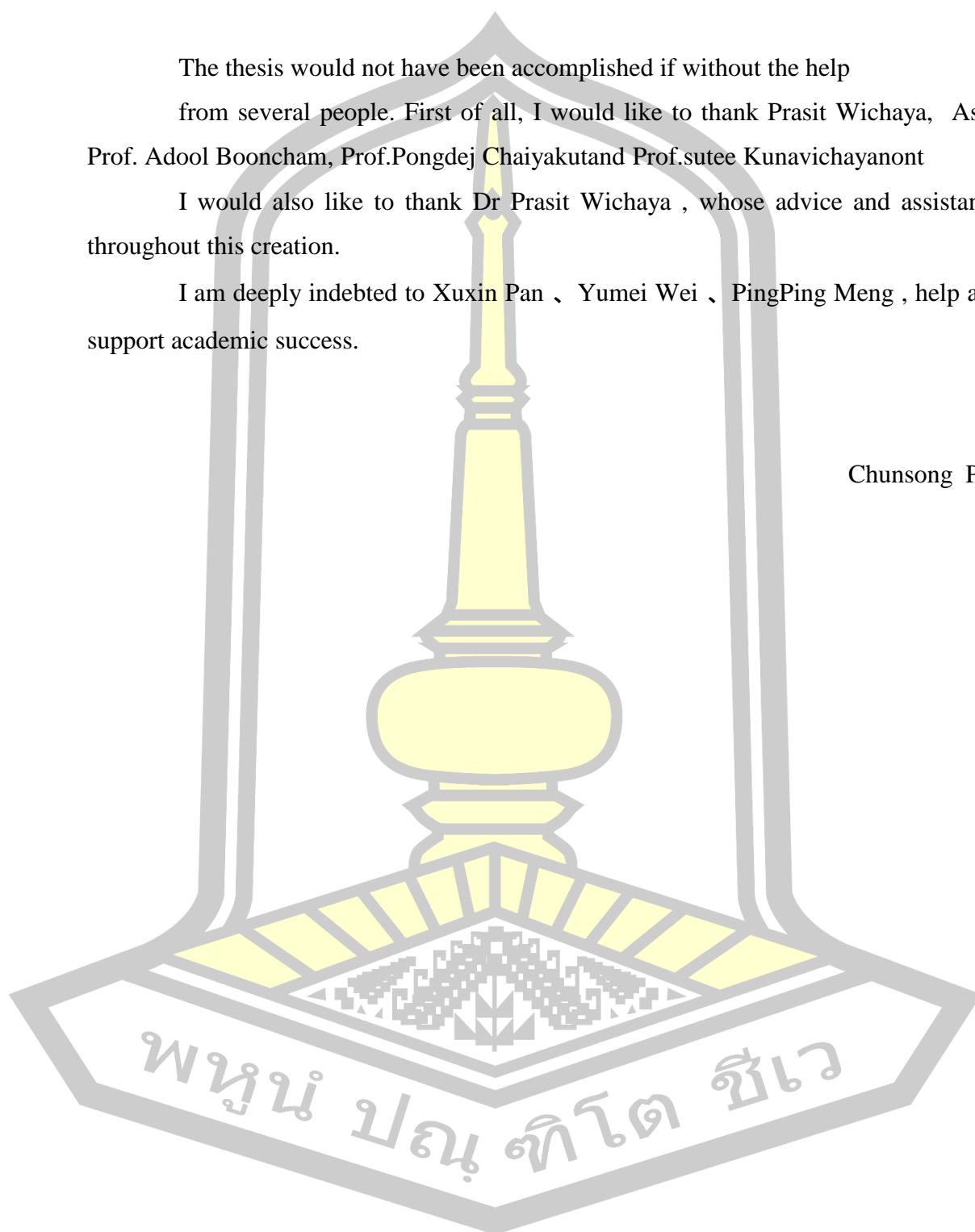
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I would also like to thank Dr Prasit Wichaya , whose advice and assistance throughout this creation.

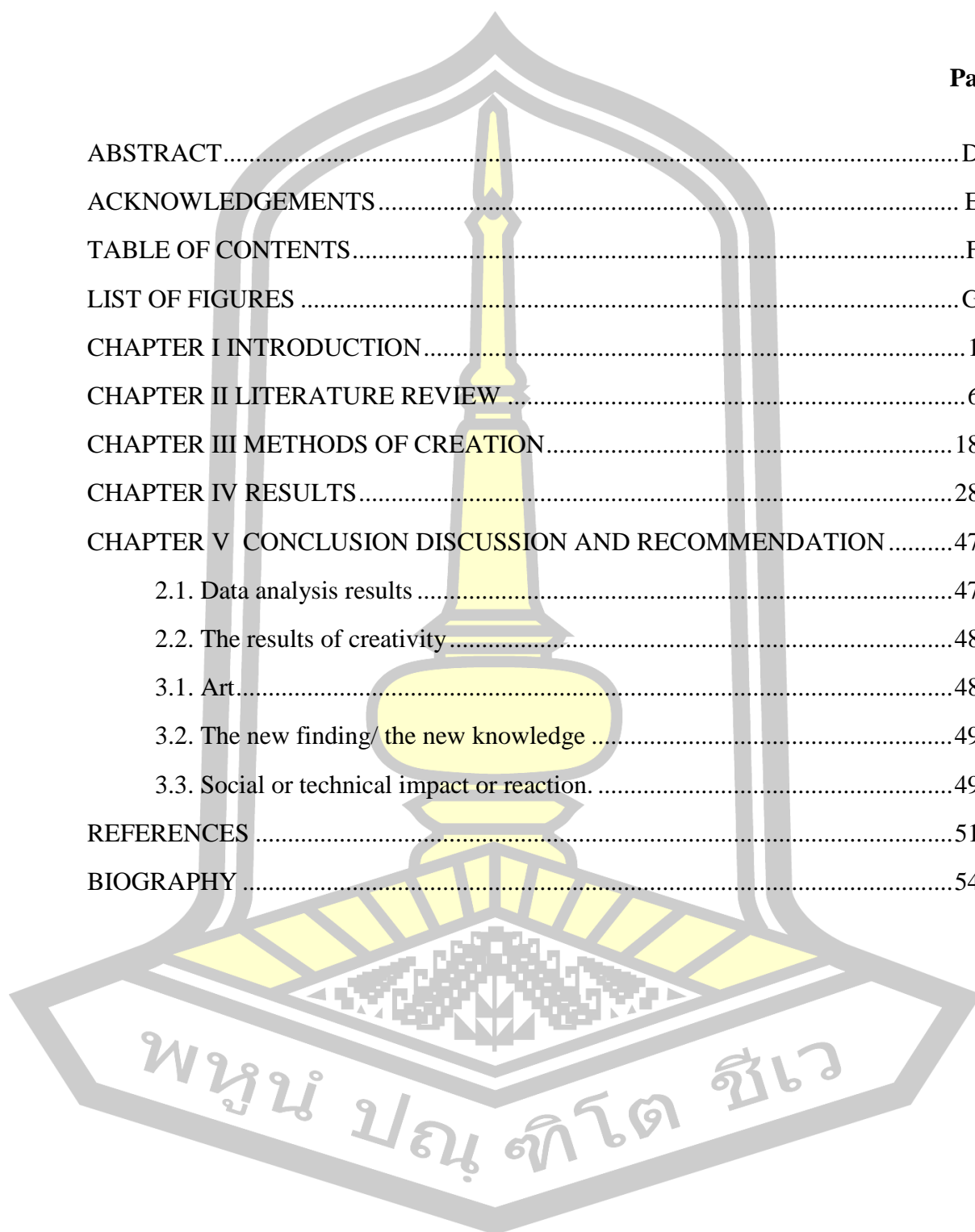
I am deeply indebted to Xuxin Pan , Yumei Wei , PingPing Meng , help and support academic success.

Chunsong Pan



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# CHAPTER I

## INTRODUCTION

### Background

#### 1. Inspiration

Culture means a system of ideas, beliefs, values, traditions, rituals, language, art, way of life, and cultural objects that humans created and inherited. It is something that shapes the way of life, thinking, and behavior of people in society. Culture and Chinese Characters have a deep relationship with Chinese culture for more than 4,000 years. It is not only a medium of communication, but also represents philosophy, Chinese History, and Values. Chinese characters are an important part of Chinese culture. Learning Chinese characters helps to deepen your understanding of Chinese culture. Oracle bones refer to turtle shells or animal bones inscribed with ancient characters. It was first discovered during the Shang Dynasty (about 1600-1046 BC) of China. Oracle bones are important historical evidence. It helps us learn about ancient Chinese beliefs, religion, culture, and language.

Chinese characters are a medium of expression for many contemporary artists to express their thoughts and emotions, such as writing Chinese words or phrases, to convey a specific meaning. It expresses ideas, emotions, aesthetics, culture, and criticizes society. The author is a Chinese person who came to study art and create sculptures, so he has thoughts about his own background. Chinese characters can be a powerful tool for connecting with one's past and roots. These letters can stimulate memories, feelings, and imagination.

The author traveled to study in Thailand. We have seen many Chinese characters being used for communication, shop signs, and various agencies. Makes you feel proud of the wisdom of your ancestors.

This understanding of Chinese character communication is meaningful to the writer as a link between the past and the present. It is a communication link between being a Chinese national even though this character is in a place other than China.

## 2. Significance of the Study

Sculptures based on Chinese characters can connect people with the past. Many Chinese characters have meanings related to traditional Chinese values, such as family, filial piety, and honesty. Sculptures using these Chinese characters can help people realize these values. Some Chinese characters may trigger people's personal memories, such as characters related to the names of relatives, friends, or important places. Some Chinese characters may trigger different emotions, such as characters related to happiness, sadness, anger, or love, representing culture. impress and conveys emotion These sculptures are valuable tools in learning and understanding Chinese culture.

### Purpose of Creation

1. To create sculptures that are valuable tools for learning, understanding, and connecting with Chinese culture.
2. To create a sculpture based on Chinese characters. that can stimulate the viewers' memories, feelings, and imaginations

### Scope of Creation

#### 1. Content

Research on ancient oracle bone inscriptions found that they contained various spells. These glyphs were eliminated in later evolutions. and some of them have become the basic structure of modern Chinese characters. By studying the incantations of the oracle bone inscriptions We can understand the origin and evolution of ancient Chinese characters. We can understand the change in the way of writing and inscription of Chinese characters. According to the long-standing social context of the people in China and other aspects are a record of the life of ancient Chinese society at that time. And these Chinese characters can stimulate the viewer's memories, feelings, and imaginations like a contemporary sculpture.

#### 2. Form

In visual sculpture, the shapes of oracle bone inscriptions are often refined and abstracted to fit the three-dimensional form and visual effect of the sculpture. These shapes may no longer strictly follow the original two-dimensional oracle bone calligraphy, but be adjusted and innovated according to the author's creative intention and the overall design of the sculpture.

**Three-dimensional structure.** Oracle bone inscriptions can appear in three-dimensional form in sculptures, and the three-dimensional structure of the text can be presented through carving or construction materials. Based on the combination of ancient characters and modern Chinese characters, the visual forms of different periods can be seen from different angles to increase the layering of the sculpture. **Abstract deformation:** abstract and deform the shape of oracle bone characters to create unique visual effects. These transformations may involve simplifying glyphs, emphasizing certain parts, changing proportions, or blending different text elements.

**Decorative elements.** Oracle bone characters can appear as decorative elements in sculptures to add detail and beauty to the artwork. These words may be transformed into patterns or shapes, used to decorate the surface of the sculpture or as local details of the sculpture. **Symbolic symbols.** Oracle bone writing can also be used as symbolic symbols in sculptures to represent specific meanings or express the artist's views. These symbols may no longer be readable words, but rather convey specific imagery and emotions through shapes, lines, and compositions.

These shapes and expressions depend on the author's creative style and the overall design of the sculpture. Each work of art may incorporate oracle bone writing into visual sculptures in a unique way based on its own understanding and creative needs.

### 3. Techniques

The author begins creating the work by creating a model with plaster and expand the work in proportion to a large work with plaster as well. which is learning Practice new writer's experiences Practiced working with plaster that has a quick setting time. Helps to work continuously Capturing the details of the work clearly Suitable for work with complex patterns or shapes. The surface of the plaster work

can be adjusted to be smooth or rough and rough. Moreover, the plaster is lightweight. Easy to move and durable Can be preserved for a long time.

### Conceptual of Frame Work

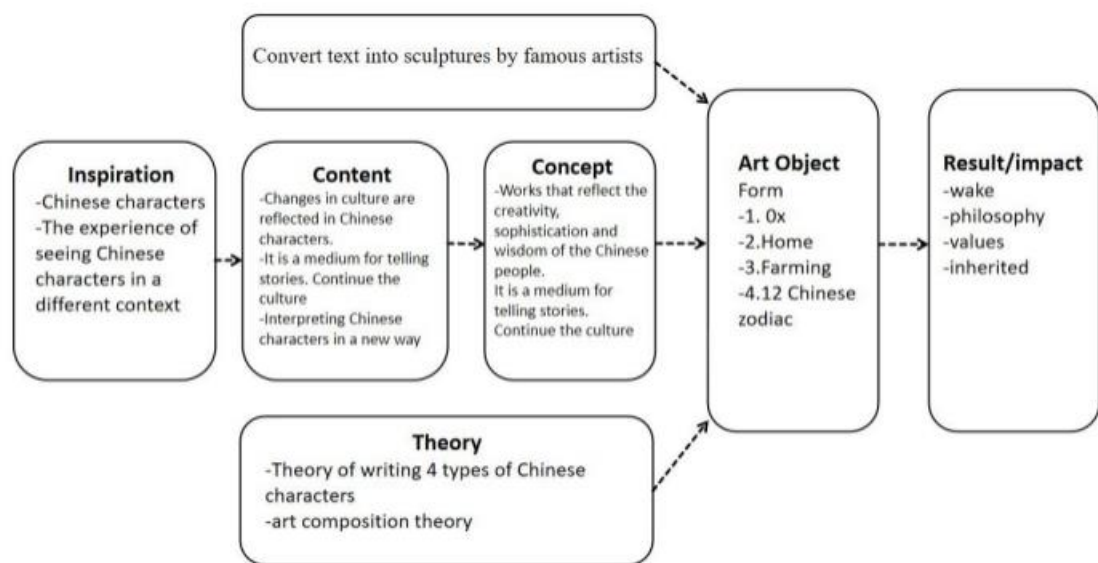


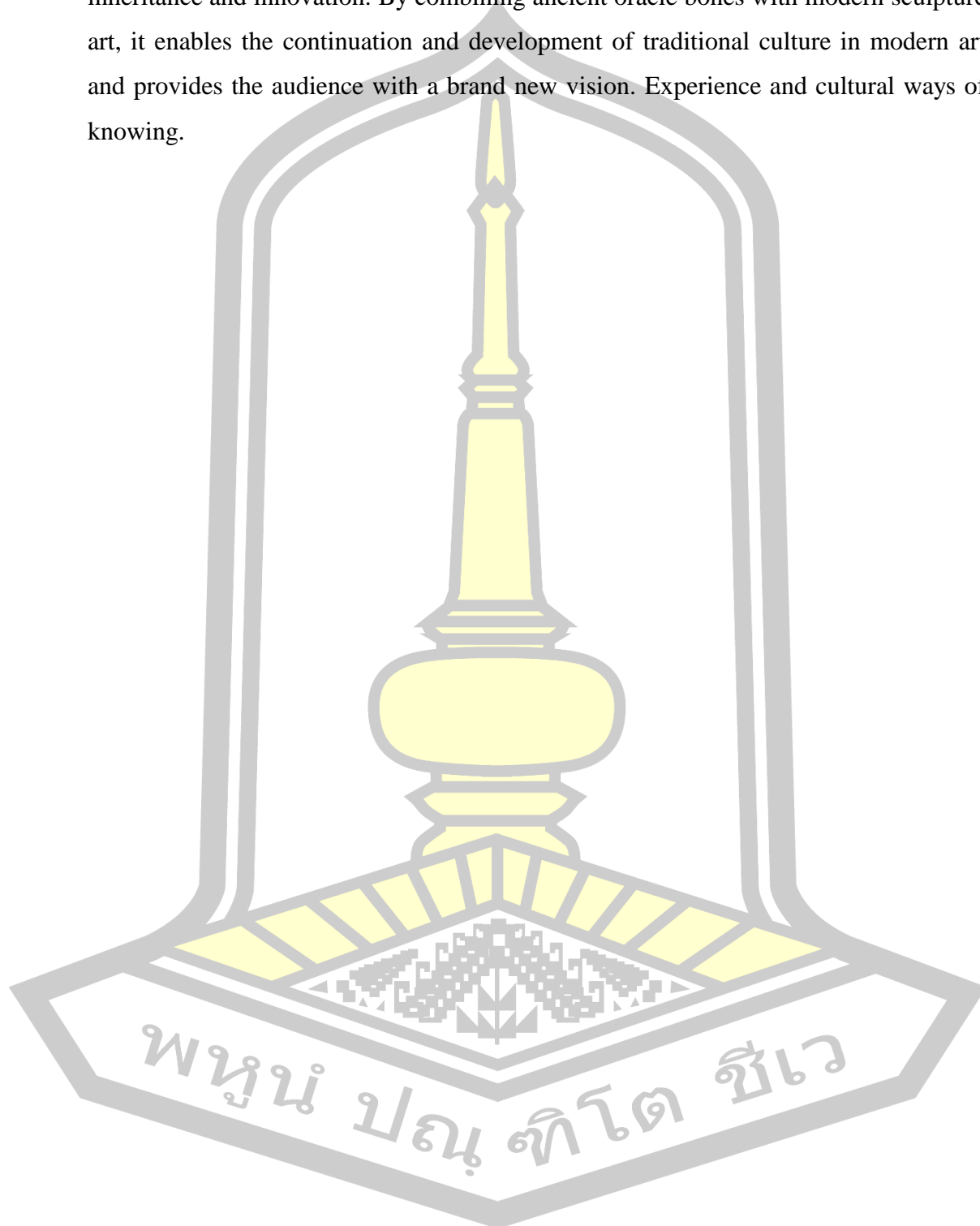
Figure 1 Conceptual of Frame Work

### Definition of Terms

It refers to the use of ancient text elements to visually present three-dimensional space in the form of sculptures, aiming to show the artistic charm and historical and cultural connotation of oracle bone inscriptions.

This form of sculpture usually uses oracle bone inscriptions as the basis for creation, and transforms them into artistic images with a sense of three-dimensionality and space through carving, shaping and other techniques. Visually, the oracle bone inscriptions sculpture creates a unique visual effect through the shape, line, structure and other elements of the text, allowing the audience to intuitively feel the unique charm and historical and cultural value of the oracle bone inscriptions.

At the same time, oracle bone sculpture is also an art form of cultural inheritance and innovation. By combining ancient oracle bones with modern sculpture art, it enables the continuation and development of traditional culture in modern art and provides the audience with a brand new vision. Experience and cultural ways of knowing.



## CHAPTER II

### LITERATURE REVIEW

According to the purpose of the creation, this thesis study focuses on *The power of culture*. To support the study purpose, the framework of process is selected accordingly. This chapter reviews related literature, covering the following topics:

1. Data/ Related Influence
2. Theory
3. Influences from Visual Arts

#### Data/ Related Influence

Chinese characters are one of the oldest characters in the world. And it is also a letter that The most used people in the world as well. The number of Chinese characters is more than 60,000, of which 6000 are frequently used. Chinese characters have a long history. It has its origins in recording pictures. The oldest Chinese character currently unearthed is "Jieguwen甲骨文", which is more than 3400 years old and is still considered to be a very complete character Research on the turtle shell script system of the Yin and Shang dynastie (殷商甲骨文字形系统再研究)

Chen Tingzhu, (2007), Inheriting historical culture: Ancient text sculptures are an important carrier of history and culture. Ancient texts are recorded in the form of sculptures and passed down to this day, becoming an important way for future generations to understand history and culture.

Promote the art of calligraphy The characters in ancient text sculptures are often carefully designed and carved, and have high calligraphy art value. These sculptures not only demonstrate the charm of ancient calligraphy, but also provide future generations with valuable information for learning and appreciating the art of calligraphy. (Yan Wenming, 2006) said that the cause of the phenomenon of different characters but similar characteristics (异字近形) is assumed by the author to be due to the need to create new characters to convey meaning.

Convey culture and values: The words carved in ancient text sculptures often contain profound cultural connotations and values. These text sculptures pass on

culture and values to future generations through their unique artistic forms and expressions, and have a profound impact on people's thoughts and behaviors. (Prawet Wasi, 2004)

The data power of ancient text sculptures has a multifaceted influence. They have had a profound impact on human society by recording and preserving historical information, conveying culture and values, and promoting artistic innovation and development. At the same time, the cultural influence of ancient text sculptures is multi-faceted. They are not only precious heritage of history and culture, but also important representatives of calligraphy art and an important medium for cultural exchanges.(Wang Xiurong, 2013)

### 1. Field Data

The plaques are a language and cultural symbols that are unique to China. It can be said to be a comprehensive work of art that combines Chinese calligraphy, traditional architecture and carving techniques and is an ideology and an art Plaques are not just directional signs. But it is also a symbol of cultural identity. It is widely used in prominent places in palaces, archways, temples, businesses, residences and other buildings. To convey information about the emperor's power, character, beliefs, trade, etc. to people, for example, the familiar commercial field noticeboards often capture people's original psychology of seeking fortune by cleverly borrowing literature. clever By relying on the literary abilities of the business association Citing expressions and allusions Attached legends and legends Displays the inscriptions of famous people, etc., showing the emotions conveyed to the listener. Prawet Wasi, (2004)

Signs written with Chinese characters in Thailand can convey many meanings in terms of cultural connections, as follows Reflect the influence of Chinese culture: Thailand has a culture that has long been influenced by China The use of Chinese characters on signs expresses this influence. It is often found in Chinese communities, Chinese restaurants, and temples. (Charanwilai Charoonrot, 2005)

Demonstrate multiculturalism: Thailand is a multicultural society Using Chinese characters on signs It is areflection of cultural diversity It conveys openness to other cultures. and Chinese cultural influence.(Naris Wasinanon, 2000)





Figure 2 Oracle Bone Inscriptions

From: <https://museum.sinica.edu.tw/resources/item/63/>.Online:

2024



Figure 3 Plaque of Taitung Buddhist Hall

From: Photo by Chunsong Pan, Date February 24, 2024



Figure 4 Taidong Buddhist Hall Signboard

From: Photo by Chunsong Pan, Date February 24, 2024

## 2. Influences from How to create Chinese characters

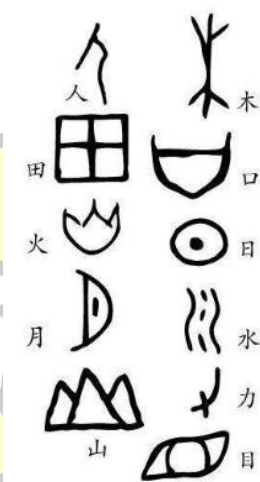


Figure 5 Xiang xing

(2024:Online)

From: <https://moegirl.uk/%E8%B1%A1%E5%BD%A2%E6%96%87%E5%AD%97>

2.1 "Xiangxing 象形" is a method of creating characters that are drawn to imitate the shape of things, such as "月" written to resemble a curved moon shape.

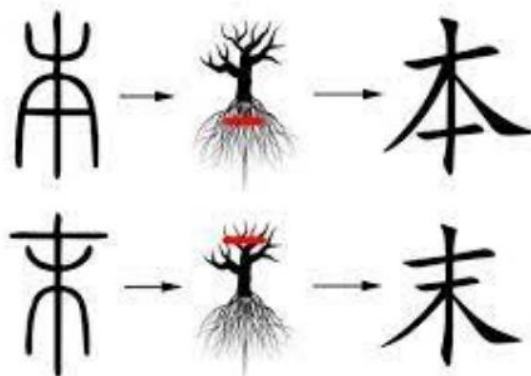


Figure 6 Zhi shi

(2024:Online)

From: <https://wapbaike.baidu.com/tashuo/browse/content?id=f24f0a802e6c70347f0c08dd>

2.2 Zhi shi 指事 is a method of creating characters by adding symbols or marks to the characters "xiangxing" or may create new symbols, such as "刃 ren" adding dots to (刀 tao means Knife) indicates that the position is where the knife edge is. Therefore, it means that the knife edge Evolution of the character 刀, which means knife. Add a dot to (刀) to indicate that the position is where the knife edge is. Therefore, it means that the knife edge.



Figure 7 Hui Yi

(2024:Online)

<https://baike.baidu.com/item/%E4%BC%9A%E6%84%8F%E5%AD%97/7146699>

2.3 Hui Yi 会意 is the combination of two or more symbols, a way of expressing a new meaning. For example, “明” is a combination of “日” (sun) and “月” (moon). Come together, the sun and the moon come together. It means light. "明" is a combination of "日" (sun) and "月" (moon). The sun and the moon are combined together. It means light.



Figure 8 Xing Sheng

(2024: Online)

From: <https://zhuanlan.zhihu.com/p/618378354>

2.4 Xing Sheng 形声 is the use of the part that tells the meaning (Sing Phang) and the part that tells the sound. Read (sengpang) and put them together into new characters, such as "湖". The part that tells the meaning is In Mandarin it is called "Ta". "Santianshui" can tell that if this one is related to water, "胡" is the pronunciation of "hu" when put together it means the Hu River.

These four methods of creating Chinese characters show the ingenious wisdom of Chinese ancestors. who invented a unique method of communication

Learning how to create Chinese characters It will help us understand the meaning of the letters. Remember letters more easily ABibliographynd being able to

pronounce it correctly is a method for creating interesting shapes that I use as inspiration and principles for creating sculptures.

## Theory

The author intends to use artistic principles in designing the sculptures. The theory of artistic design is very necessary. For all types of design work. Because these theories serve as the foundation and tools that enable designers to:

### 1. Understand the elements of art:

Theory helps designers understand the basic elements of art, such as line, shape, form, color, texture, shadow, and balance. This understanding helps designers use these elements to create effective and beautiful work.

### 2. Communicate ideas:

Design theory helps designers communicate ideas and emotions through design work. Theory helps designers understand how different elements work together. How does it affect the recipient?

### 3. Solve the problem:

Design theory helps designers solve problems that occurred during design. Theory helps designers think analytically and find effective solutions to solve problems.

### 4. Develop skills:

Study and practice design theory. Help designers develop their skills and design skills. Artistic design theory is essential for all types of design work. These theories are like the foundation and tools that help designers. Able to create works that are effective, beautiful, and communicate meaning effectively. In the context of the book "More than 2,500 pieces of art from caves to contemporary." King, (2008) Topic and composition mean two different things: This refers to the content or theme of the artwork. This book covers a wide range of topics. Many in the arts, including: Painting (with various media such as oil, watercolor, etc.) Sculpture (including statues and carvings) Architecture (buildings, churches, etc.) Decorative arts (pottery, jewelry, etc.)

Artistic elements Principles of artistic design are as follows:

1. Unity It is an arrangement of elements to create harmony various elements There should be a relationship There are clear highlights.

2. Balance (Balance) It is the arrangement of elements to have weight.

Do not tilt to one side. There are 3 types of balance: Symmetrical balance asymmetrical balance (Asymmetrical balance) Quasi-symmetrical balance (Radial balance)

3. Emphasis on artistic design principles

It means drawing attention to a certain point in a work of art. It makes that point stand out from other elements.

4. Rhythm in the principles of artistic design means

Repetition of various elements in art such as lines, shapes, shapes, colors, weight, textures.

Effect of rhythm

Create movement: Make your work look lively and not static.

Create interest: Attract the eye and stimulate the viewer to want to watch.

Create balance: Help your work look balanced. Don't tilt to one side.

Convey meaning: Help convey meaning. tell a story.

5. Pattern (Pattern) It is the use of repeated patterns Born beautiful create harmony.

6. Space

It is the arrangement of elements to have space. Negative Space: The empty space of an object. and the space the object occupies (Positive Space): living things that the object (Object)

7. Light and Shadow

It is the use of light and shadow to create dimensions It creates a feeling of depth and shallowness and also adds interest.

8. Color (Color) It is the use of color to convey emotion. Attract attention and create harmony

9. Texture

It is the use of the texture of the material. A dimensional perspective emerges.

10. Proportion

It is the arrangement of elements in appropriate proportions.

Create beauty and balance

This is in line with Chalud Nimsamer's emphasis on looking at the form of art rather than the story or emotional content of Chalud Nimsamer, who places importance on the concept of pure form (Pure Form) as form. that does not rely on



stories or shapes that are used for other purposes That is, it will provide direct value to the viewer with its pure form and that form will express emotion, wisdom, or beauty by itself. Shape therefore means a structure that has order, beauty, and meaning, made up of visual elements, including lines, weight, space, color, and texture. Chalood Nimsamer, (2014)

and said that visual arts, which include painting, sculpture, printmaking, mixed media art and possibly architecture, are There are important components: shape and content. Forms are the concrete parts of materials and visual elements that are touched by the visual nerve. Content is the abstract part. that can be felt through the senses through shapes such as stories, emotions, and symbols. Chalood Nimsamer, (1989)

#### Influence from Visual Arts

Eduardo Chillida is one of the most important Spanish sculptors of the twentieth century<sup>1</sup>. During his fifty-year career, he produced extraordinary works that established him as one of Spain's most distinctive and internationally renowned artists. Through his exploration of form, material and space, he continues to innovate and challenge the tradition of sculpture, and is recognized by the audience<sup>1</sup>. His cutting-edge and diverse practice includes small sculptures, plaster works, paintings, carvings and collages, most notably his public sculptures that have been exhibited throughout Europe and the United States<sup>1</sup>. Preferring to use elemental forms, the iron sculptures used are characterized by the contrast between the solidity of the iron and the openness of the design. Later granite works are also marked by contrasting relationships, particularly the architectural relationships of large stones. Unlike most modern sculpture, his works are the product of direct contact with the material, either by forging metal or carving stone. Coming from a long tradition of Spanish metalworkers and stone carvers, he preserves the craftsman's feel for the material.



Figure 9 The Wind Comb

Artist: Eduardo Chillida

Title: The Wind Comb

Size: 800X 1500 centimeter

Technique Steel

From: [https://en.wikipedia.org/wiki/Eduardo](https://en.wikipedia.org/wiki/Eduardo_Chillida#/media/File:Elpeine.jpg)

Chillida#/media/File:Elpeine.jpg (2022: Online)

2. Delphine Brabant is a French artist who works in sculpture, painting and performance art. The works have attracted much attention for their unique aesthetic perspectives and profound connotations. He is good at using various materials and media to express his artistic ideas, thereby creating works full of personality and charm. It is inspired by the combination of multiple geometric shapes that intertwine with each other, producing tense and delicate lines in bursts of structure, reminiscent of architecture. In fact, it is through the play of light and shadow created by the alternation of emptiness and fullness that the form vibrates, as if stretched by all these contradictory forces. The use of different materials such as plaster, earth, concrete and even steel contributes to this sensitive study, navigating between the power of evocation and the softness of hallucination. This combination of shapes and materials creates an almost earthy energy, combined with spiritual inspiration. She is also good at combining sculpture with painting, making her works more vivid and contagious



through the use of color and lines. Her works not only demonstrate her unique artistic style, but also inject new vitality and thinking into the contemporary art world.

Overall, Delphine Brabant is a versatile artist whose works demonstrate outstanding talent and creativity in multiple fields such as sculpture, painting, and performing arts, and have had an impact on the contemporary art world. Positive effect.



Figure 10 Variations

Artist: Delphine Brabant

Title: Variations

Size: 24 × 63 × 20 centimeter

Technique: Concrete sculpture colored in the mass.

From: <https://artistics.com/artwork/variations/> (2022: Online

)

Variations, a sculpture by French artist Delphine Brabant. Attract the audience with the author's distinctive identity as follows:

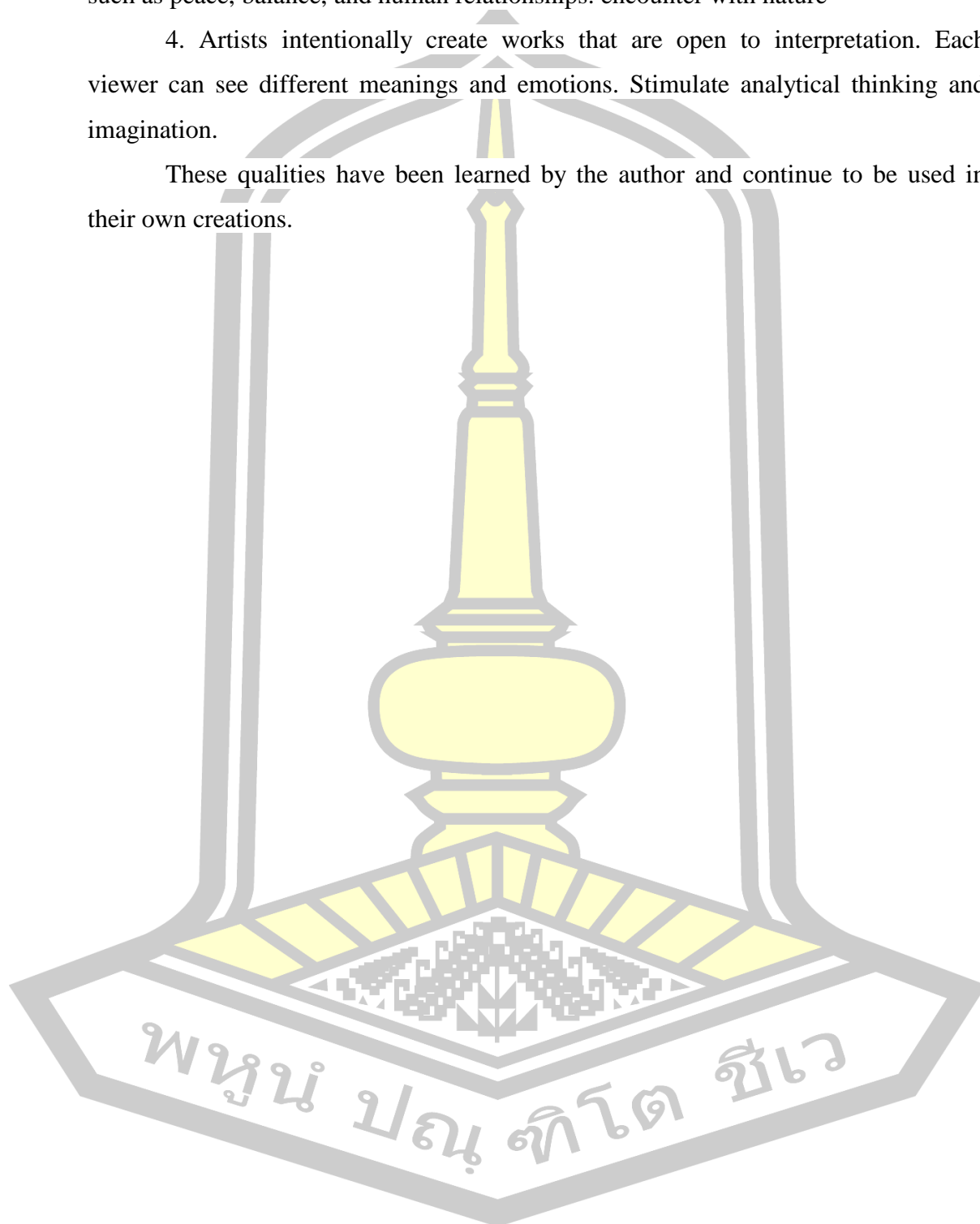
1. Using simple lines and shapes The artist emphasizes the use of simple lines and shapes. Reflecting the beauty of basic shapes It gives the viewer a sense of calm and balance.

2. The artist pays meticulous attention to lighting and shadows. Light and shadow falling on simple shapes creates dimension and depth. It indicates the mood and connotation of the work.

3. Artists' works often convey a variety of emotions, feelings, and meanings, such as peace, balance, and human relationships. encounter with nature

4. Artists intentionally create works that are open to interpretation. Each viewer can see different meanings and emotions. Stimulate analytical thinking and imagination.

These qualities have been learned by the author and continue to be used in their own creations.



## CHAPTER III

### METHODS OF CREATION

This chapter gives an outline of the study design and procedure. The procedure of the study concluded from chapter two and other frameworks which involve with *The power of culture*. This creation will be presented according to the following topics:

1. Collection and Analysis Data
2. Process of Creation

#### Collection and Analysis Data

##### 1. Chinese characters

1.1 Chinese characters in shop signs play an important role in many aspects. It reflects the long-standing relationship between Thailand and China. Attract Chinese customers and tourists Promote the economy and tourism Create income for the country and promote the image of the country.



Figure 11 Plaque of Taitung Buddhist Hall

Photo by Chunsong Pan, Date February 24, 2024



Figure 12 Chinese characters on shop signs in Thailand

Photo by (2024: Online) [https://waymagazine.org/chinese\\_sign/](https://waymagazine.org/chinese_sign/)

1.2 Chinese characters have historical, cultural, linguistic, economic, educational and tourism value. It is an ancient, complex and unique writing system. Reflecting China's long civilization and plays an important role in the lives of Chinese people.



Figure 13 (甲骨文) Oracle Bone Inscriptions

Photo by (2024: Online)

[https://t1.blockdit.com/photos/2020/05/5ecdd8cda63f0b403e4f43b7\\_800x0xcovers\\_a5hxHbYb.jpg](https://t1.blockdit.com/photos/2020/05/5ecdd8cda63f0b403e4f43b7_800x0xcovers_a5hxHbYb.jpg)

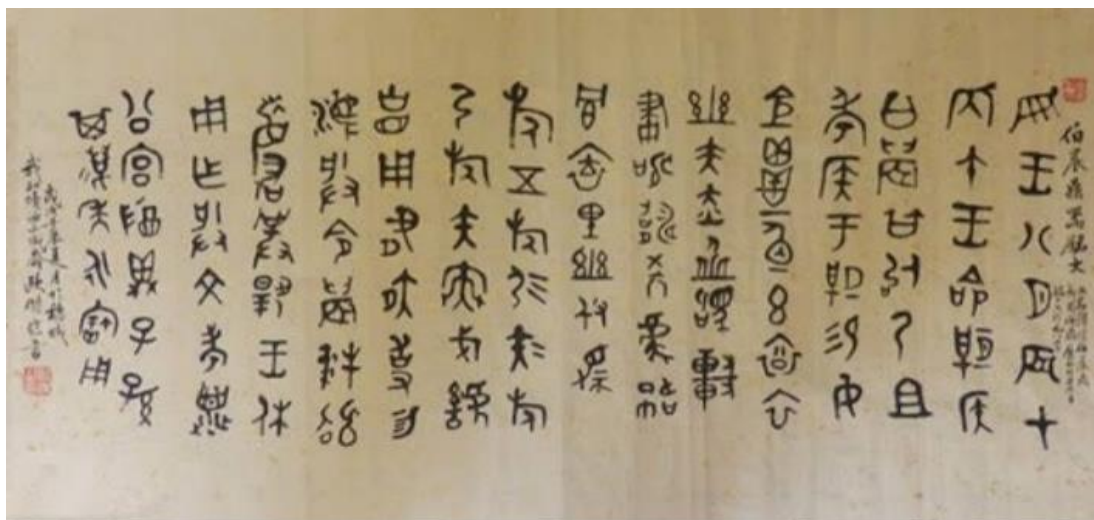


Figure 14 (金文) Bronze characters

Photo by (2024: Online)

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Figure 15 (小篆) Xiaozhuan character

Photo by (2024: Online)

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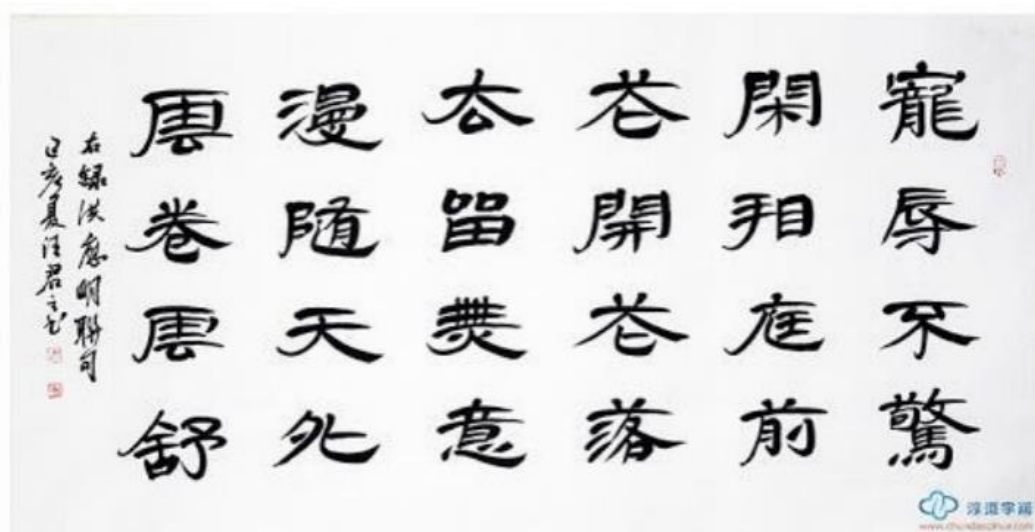


Figure 16 (楷书) Kaisu character

Photo by (2024: Online)

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Figure 17 (楷书) Kaisu or calligraphy

Photo by (2024: Online)

[https://t1.blockdit.com/photos/2020/05/5ecde0eed880ee037375e1ef\\_800x0xcover\\_g77PGzR9.jpg](https://t1.blockdit.com/photos/2020/05/5ecde0eed880ee037375e1ef_800x0xcover_g77PGzR9.jpg)



Figure 18 (草书) Cao Su Character

Photo by (2024: Online)

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Figure 19 (行书) Xingsu characters

Photo by (2024: Online)

[https://t1.blockdit.com/photos/2020/05/5ecde33c4e97dd3fca301a69\\_800x0xcover\\_8u\\_M2m3W.jpg](https://t1.blockdit.com/photos/2020/05/5ecde33c4e97dd3fca301a69_800x0xcover_8u_M2m3W.jpg)

Chinese characters have many different ways of writing. It has a long history of origin and development. Can convey a variety of content When writing Chinese characters, you should consider accuracy, meaning, and stroke order. Practice reading and writing repeatedly. It will help you memorize characters and write Chinese characters fluently.

The author chose to use the characters (甲骨文) Oracle Bone Inscriptions because tortoiseshell characters are important historical, linguistic, archaeological, and literary evidence. Helps to understand the way of life, beliefs, culture, and evolution of the Chinese language. It is a priceless treasure of China and the world.

## 2. Data Analysis

### 2.1 Analysis of theme

From the characters (甲骨文) Oracle Bone Inscriptions are the origins of the Chinese characters used today. The development from the past to the present has undergone many changes. But it still has meaning. Characteristics of ethnic characters When the author came to study in Thailand, he saw shop signs and signs that used Chinese characters to communicate meaning. Make the writer impressed and are proud of being a Chinese person who has good relations with Thai people and understand the cultural power that spreads to other regions of Chineseness.

change The flow of Chinese culture through communication with Chinese characters in areas outside of China is the author's interest. It is the feeling that I want to express in the sculptures in this project.

### 2.2 Analysis of form symbols

The author adopts the use of Chinese character methods, pictorial fonts. Mixed with the creation of abstract symbols to create new meanings.

Using the method of Chinese characters, picture fonts Mixed with the creation of abstract symbols to create new meanings. It has linguistic, cultural, artistic and educational value, helping to expand the meaning of language. represents creativity Reflect on values, beliefs, and philosophy. Develop analytical thinking. Promote learning and stimulate curiosity.



For example, the work uses the Chinese character for family. (家) which has the meaning of the writer's feelings of love, care, and warmth. Although the use of the word family in Chinese It depends on the context and relationships of people.

Character "宀" (mián): Shaped like a roof It symbolizes shelter, warmth and safety rounded lines It conveys tenderness, warmth and motherhood stable structure It conveys stability. and strength Character "豕" (shǐ): Shaped like a pig It symbolizes abundance, food and wealth imple lines It conveys simplicity, sincerity, and naturalness balanced structure It represents balance. and harmony

word agriculture(农业) which relates to the author's childhood days

Agriculture plays an important role in rural life. Help rural people earn income, food, and food security. Promote the economy, society and the environment Agriculture is the foundation of the country and should be promoted and supported.

The word "农业" (nóng yè) in Chinese means "agriculture" and consists of two visual elements as follows.

1. The character "耒" (lěi) means farming tools, representing work, perseverance, and patience.
2. The character "田" (tián) means rice field, representing soil, water and fertility.

Artistic analysis: component: Character "耒" (lěi): Shaped like an ax, it represents pioneering, beginnings, and courage Sharp lines convey power, authority, and determination The simple structure conveys simplicity, sincerity, and determination.

Character "田" (tián): The shape is similar to a square, symbolizing stability, order and balance.

Straight lines convey honesty, sincerity, and transparency open structure conveys receptivity, abundance. and prosperity.

### 2.3 Analysis of techniques

A variety of techniques are used to create sculptures based on Chinese characters. These techniques help artists create meaningful, expressive works.

**Material selection** The choice of material of a text sculpture is critical to the final artistic effect. Commonly used materials include steel, wood, cloth, etc. Artists need to choose the right materials based on the sculpture's content, size, and intended effect. For example, wrought iron can convey the raw beauty of metal. While plaster can offer a sophisticated and modern feel.

**Symbol processing** The essence of an oracle bone sculpture is to express a message in the form of a sculpture. Therefore, an in-depth study of the oracle bone glyphs is required. Understand structure, proportion and rhythm and then masterfully incorporate these into the sculpture.

**surface treatment** The surface treatment of the oracle bone sculpture is also important. Artists can improve the surface of their sculptures through grinding, polishing, polishing, and other techniques. To be more consistent with the theme and style.

The technical analysis of text sculpture involves many aspects such as material selection, carving techniques, glyph processing, material application and surface treatment. It is necessary to use these technical methods comprehensively to create works with unique artistic charm and cultural connotation.

This work mainly expresses the cultural power of the Chinese nation. And ancient cultures recorded symbols of the power of farming. The work expresses itself through the properties of plaster. Most of the works are a combination of ancient and modern texts. and see the language and texts of various eras from different angles The work evokes a sense of both ancient and modern cultural power expressed through modern sculptural techniques.

The materials and equipment used in the production process include wire, iron pliers, plaster, files, gloves and other materials. Iron wire is widely used in the construction field and is a convenient and quick shape-shaping material. Gypsum is a widely used industrial and construction material. It can be used as cement retarder, gypsum building products, and model making. A file is a grinding tool that can smooth a rough surface to a perfect finish.

### 3. Visual Arts Experimentation

Experimenting with creative methods means that the author has a creative experimentation process through many experiments. Because many techniques and

methods have only recently had the opportunity to learn. such as molding and casting with plaster steel welding Using gypsum to create work



Figure 20 Small prototypes of works made from plaster  
Photo by Chunsong Pan, Date February 24, 2024

The process of creating a prototype of a small work from plaster. Creating the structural core of the work with wire and steel.



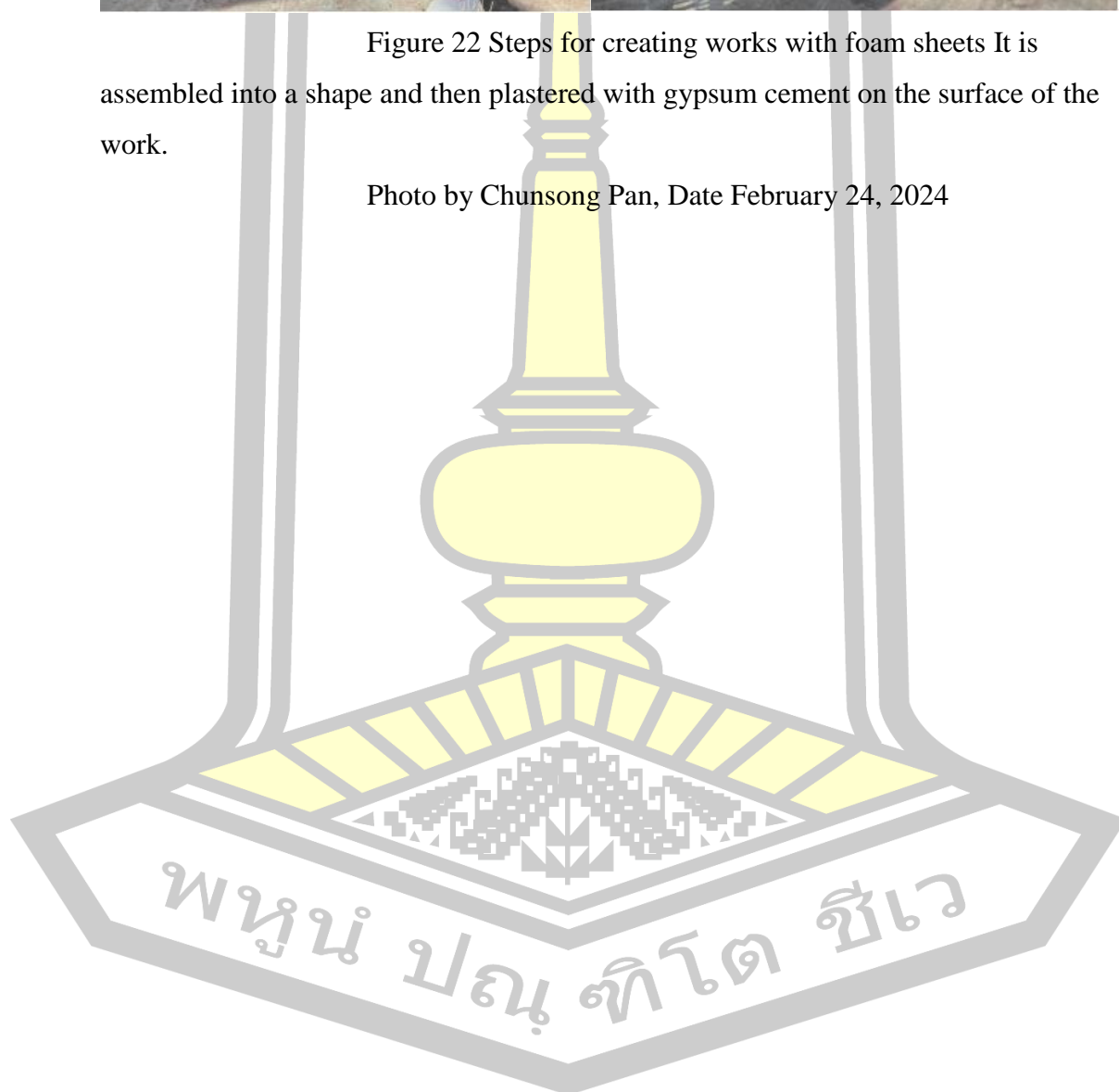
Figure 21 Small prototypes of works made from plaster  
Photo by Chunsong Pan, Date February 24, 2024

พหุ ประทีป ชีวะ



Figure 22 Steps for creating works with foam sheets It is assembled into a shape and then plastered with gypsum cement on the surface of the work.

Photo by Chunsong Pan, Date February 24, 2024



## CHAPTER IV

### RESULTS

This chapter intends to *The power of culture*

The focus of this chapter is to illustrate to the results. Thus, the results are shown into the following topics:

1. Pre-Thesis Creative Work
2. Thesis Creative Work

Thesis Creative Work

1. Thesis work

1.1 Idea/ Concept: The letter "cow" is a derivative letter. It has a meaning related to the human and animal bodies, and various things in nature<sup>5</sup> In the oracle bone inscription, it shows the shape of a bull's head when viewed from the front. Curving up on both sides were a pair of horns, and the two lines extending diagonally up under the horns were a pair of ears of the bull. Cows are sacred in the hearts of ancient Chinese people. At the end of the year, ancient people would hold grand events to pay more respect to their ancestors and gods. Cows are generally used in large sacrificial ceremonies. Cows are the most sacred animals in the hearts of ancient people, very important. During the agricultural period Cattle are the main labor force. They were often used for farming and pulling carts. They are essential to human life and production. It also represents wealth. With the progress of the industrial era Machines have gradually replaced cattle. And the morphological characteristics of cattle play an important role in social life.

1.2 Form: The work is first scaled using a sketch to determine the angles of each stroke direction. Then use the prepared material to fix it. The material is wood board mixed with gypsum. The board has high density and easily absorbs the gypsum material on the surface. The gypsum surface can be easily polished after drying. The slanted design of the "cow" oracle bone inscription represents the gradual decline. The

fading of ancient letters and the modern letters that support them today. at the same time You can see the characters in different time periods from different angles Create unique personalities and visual effects that incorporate modern visual art reproduction

1.3 Meaning: Ox has the meaning of prosperous career in traditional Chinese culture. It indicates that your career will take off and develop in the future, you will encounter fewer obstacles at work, your career status will soar, and you will eventually become a successful leader.

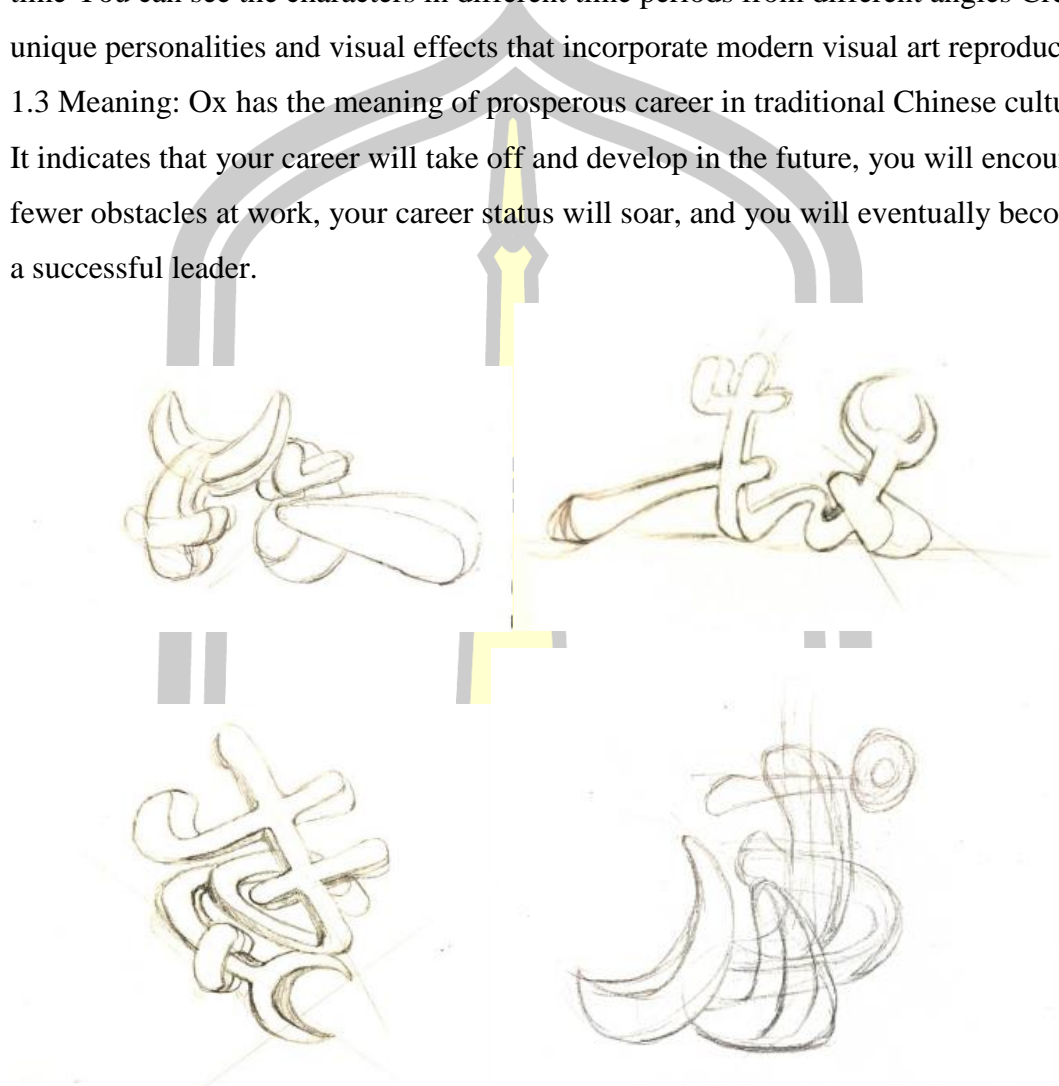


Figure 23 Sketch 1

Photo by Chunsong Pan, Date December 13, 2023







Figure 24 Model 1

Photo by Chunsong Pan, December 18, 2023

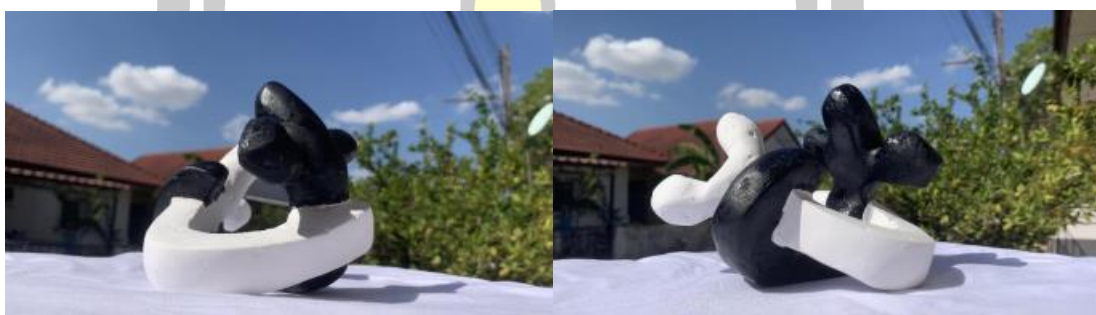


Figure 25 Model 2

Photo by Chunsong Pan, Date December 18, 2023

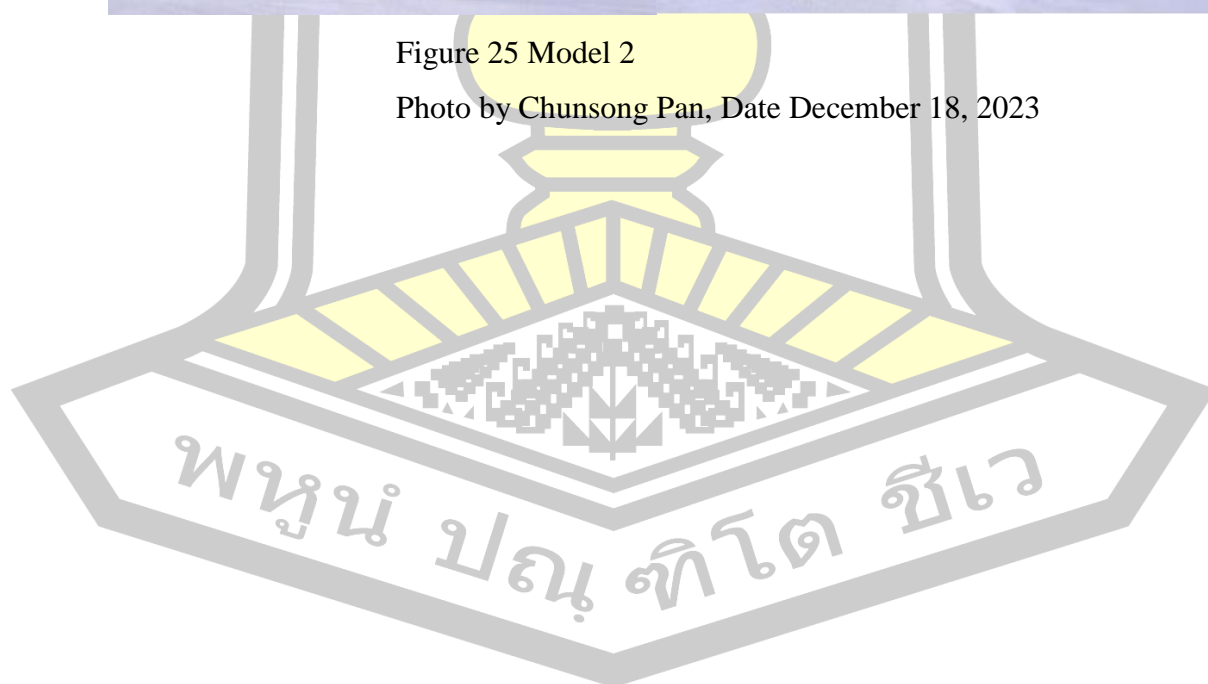




Figure 26 Thesis work 1.1

Title: cow power

Size: 200 x 150 Centimètre

Technique: Made of wrought iron plaster



Figure 27 Thesis work 1.2

Title: cow power

Size: 200 x 150 Centimètre

Technique: Made of wrought iron plaster





Figure 28 Thesis work 1.3

Title: cow power

Size: 200 x 150 Centimètre

Technique: Made of wrought iron plaster

## 2. Thesis work 2

2.1 Idea/ Concept: In the oracle bone inscription, the character "inside the house" is a glyph that resembles a house with a thatched roof. It indicates that it is a family. There are enough characters to convey everything.<sup>6</sup> Every thought and story of life that one wishes to express, the character "家" in the deity's bone inscription consists of the character "宀" and the character "豕", which means raising pigs in the house. In ancient China, people value family unity. Therefore, the meaning of the word "household" gradually expanded to mean a harmonious and happy family. In Chinese culture, "home" is a very important concept. It represents family, love and friendship. Family resonates with everyone. The main strength of the house is to create a happy and welcoming harbor. Everyone desires beauty. In terms of destination, men are a

strong shield that protects their families. and their arms holding their children represents the future.

2.2 Form: The letters are either upside down or sideways.<sup>7</sup> The shape of the work comes after being unique to the Turtle Kradok letter. The author finds it interesting There fore used to design the work From the first work, the problem appeared to be defective and easily broken. For the second piece New materials are being tried. Steel is welded to hold the model's frame. and use foam to repair the shape After separating the fiberglass and foam So the pouring began. in the last step Let the plaster dry and polish the surface. The oracle's bone inscriptions blend with modern writing. First, the outer outline is an extension of the arm of the male owner leading a child. The shape of the arms is typical of a house in ancient script. The family eaves in modern writing convey happy people living under the house. There are three of them and the male protagonist is able to protect his family from the wind and rain.

2.3 Meaning: It means that there will be no disasters. Oxen themselves are loyal and honest animals. They can calm down disasters at home, improve personal good luck, and reduce unexpected changes and obstacles that may occur in life. They are very helpful for improving future fortune.

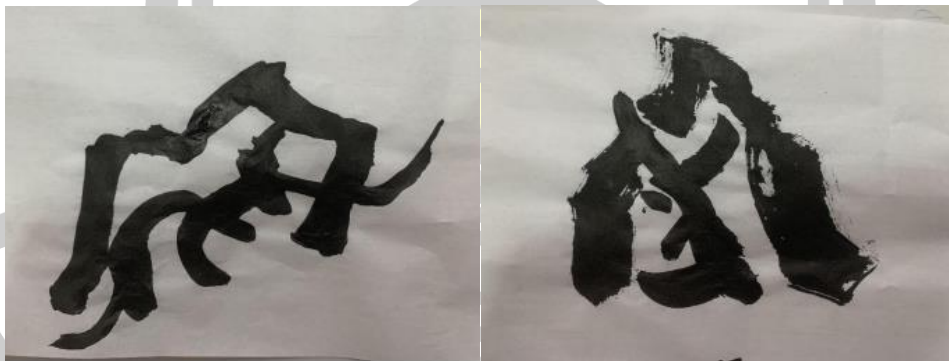


Figure 29 Sketch 1

Photo by Chunsong Pan, Date January 13, 2024

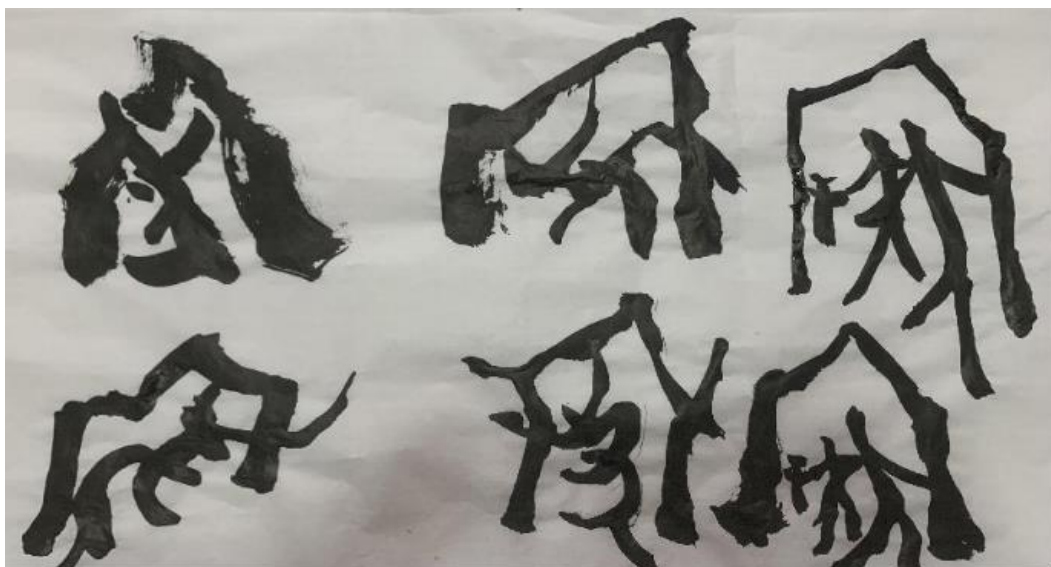


Figure 30 Sketch 2

Photo by Chunsong Pan, Date January 13, 2024



Figure 31 Model 1

Photo by Chunsong Pan, Date January 15, 2024



Figure 32 Model 2

Photo by Chunsong Pan, Date January 18, 2024



Figure 33 Model 3

Photo by Chunsong Pan, Date January 20, 2024





Figure 34 Model 4

Photo by Chunsong Pan, Date January 23, 2024



Figure 35 Model 5

Photo by Chunsong Pan, Date January 24, 2024



Figure 36 Thesis work 2.1

Title: The power of family

Size: 180 x 150 Centimètre

Technique: Iron, foam, fiberglass, plaster



Figure 37 Thesis work 2.2

Title: The power of family

Size: 180 x 150 Centimètre

Technique: Iron, foam, fiberglass, plaster

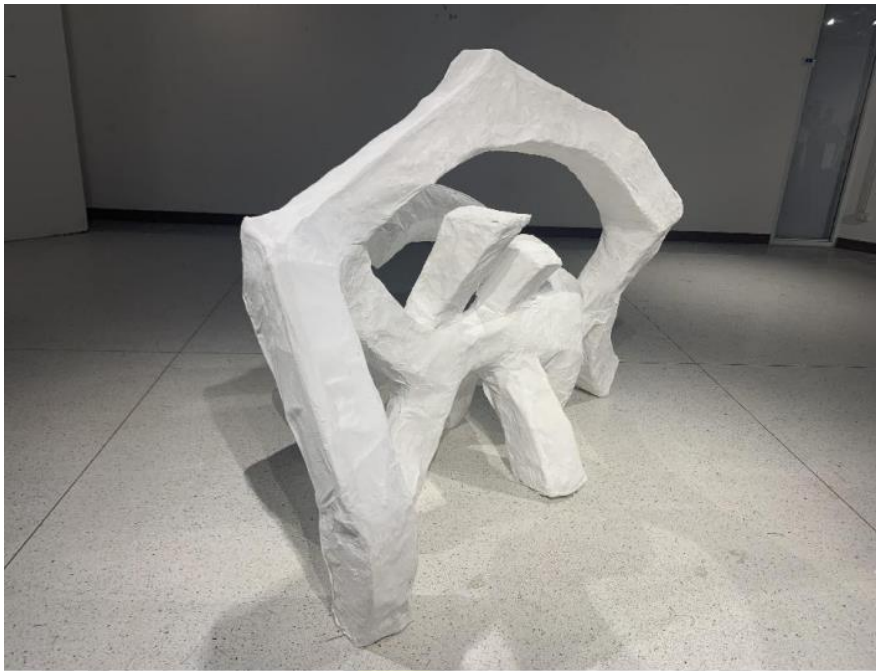


Figure 38 Thesis work 2.3

Title: The power of family

Size: 180 x 150 Centimètre

Technique: Iron, foam, fiberglass, plaster

### 3. Thesis work 3

3.1 Idea/ Concept: In the old society, people in ancient times had complex and intensive agricultural activities. From sowing to autumn harvest, from planting to picking, from raising to slaughtering, people's hard work can be seen everywhere. For example, the oracle bone glyph of the Chinese character "劳动" expresses a hard-working person. The upper part is holding a pestle with both hands, and the lower part is the seedlings with their heads hanging down, indicating fashion. The entire glyph means that both hands are holding a pestle and pounding crops, showing the hard work of ancient people. Scene.

3.2 Form: After the first and second works, new defects appeared, the surface was irreparably smooth and flat, and the foam and fiberglass reacted chemically. The third work uses a combination of reinforced wire mesh and fabric.

3.3 Meaning: The cow is the most important asset in the family. It represents auspiciousness, sacredness, loyalty, kindness, steadfastness, reliability, stability,



diligence, hard work, endurance, bravery, fearlessness, stubbornness, stubbornness, clumsiness, etc. It means wealth, wealth and good luck.

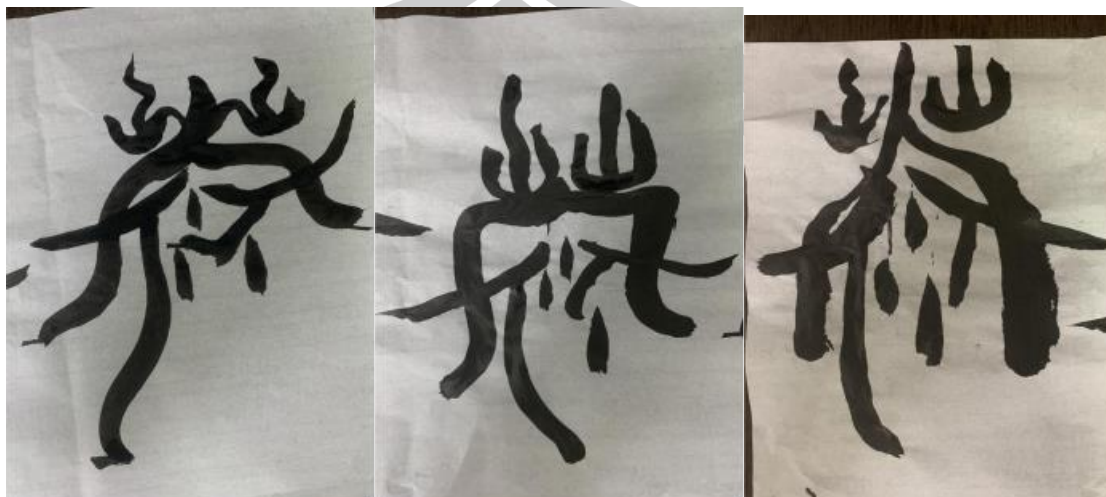


Figure 39 Sketch 1

Photo by Chunsong Pan, Date February 13, 2024



Figure 40 Model 1

Photo by Chunsong Pan, Date February 14, 2024





Figure 41 Model 2

Photo by Chunsong Pan, Date February 24, 2024



Figure 42 Thesis work 3.1

Title: The power of labor

Size: 180 x 200 Centimètre

Technique: iron art fabric plaster



Figure 43 Thesis work 3.2

Title: The power of labor

Size: 180 x 200 Centimètre

Technique: iron art fabric plaster



Figure 44 Thesis work 3.3

Title: The power of labor

Size: 180 x 200 Centimètre

Technique: iron art fabric plaster

#### 4. Thesis work 4

4.1 Idea/ Concept: Chinese characters that communicate meaning It is a word that calls the names of various animals and the zodiac.

4.2 Form: Communication using Chinese characters with letter shapes representing the names of various animals. Each of the 12 zodiac signs looks like plaster. The elements are arranged in a circle. to communicate movement The circulation is dynamic. By arranging visual elements, including lines, shapes and empty space. It also explains the characteristics of the work that appear in various visual elements, including shapes, lines, colors, textures, empty space, and the arrangement of circular art compositions that convey the meaning of the swirling seasons. There is an art style (Art Style) which is a type of 3D work, a sculpture. Using materials and fiberglass resin casting techniques to create.

4.3 Meaning: The fact that there are 12 animals in the zodiac year conveys meaning. and many different aspects reflect human culture, beliefs, wisdom and creativity. Representing the elements: 12 animals, divided into 4 elements: Fire, Earth, Water and Wind, 3 each, representing the balance of nature.

4.4 Progress: The shape the author created from Chinese characters. With a method of creating lines and abstracts. It has a single shape. There is a surrounding perspective that can convey feelings in the form of a three-dimensional sculpture. -Problems and development of creative works from previous pieces is a technical imperfection Because the work is large The author therefore has a way to make the sesame work smaller. but can be put together to form groups.

-It solves the problem of presenting a single-shaped sculpture like a modern sculpture to a more contemporary sculpture. Able to present many perspectives both on the wall and the floor of the exhibition room

-Using the method of writing Chinese characters using symbols. Writing Chinese characters using symbols or "象形字" (xiàng xíng zì) is writing using pictures to convey meaning. without having to rely on the voice to read Notice the pictures used in the letters. What is the image? What does it mean? In this fourth work, it is an animal in the zodiac. By specifying animals as symbols in that year, namely rat - rat, ox - cow, calf - tiger, bull - rabbit, dragon - big snake, snake - small

snake, horse - horse, goat - goat, monkey - monkey, rooster - chicken, screen - dog, pig - pig. Created as a sculpture.



Figure 45 Sketch 1

The process of creating a sketch with Chinese ink

Photo by Chunsong Pan, Date March 4, 2024



Figure 46 Sketch 2

The process of creating a sketch with Chinese ink

Photo by Chunsong Pan, Date March 4, 2024



Figure 47 Sketch 2

The process of enlarging a sculpture using a steel structure

Photo by Chunsong Pan, Date March 6, 2024



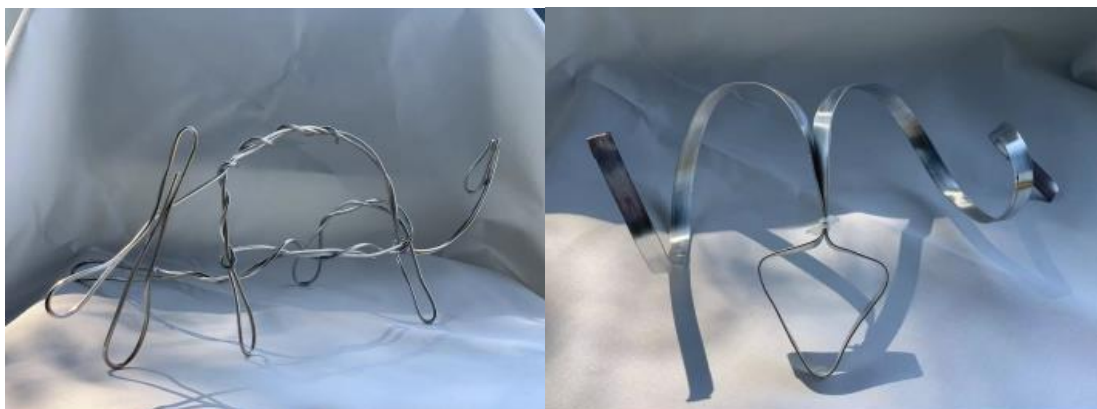


Figure 48 Model 2

The process of enlarging a sculpture using a steel structure

Photo by Chunsong Pan, Date March 6, 2024



Figure 49 Thesis work 4.1

Title: 12 Chinese zodiac

Size: 150 x 150 Centimètre

Technique: iron art fabric plaster



Figure 50 Thesis work 4.2

Title: 12 Chinese zodiac

Size: 150 x 150 Centimètre

Technique: iron art fabric plaster

Summary of the creation of the sculpture: inspired by tortoiseshell characters and Chinese characters.

Sculptures inspired by tortoiseshell and Chinese characters. It's an interesting approach. Reflecting the power of Chinese culture through language and letters Encourage viewers to reflect on the importance of language and culture.

Creating sculptures inspired by the writing of turtle shell characters (甲骨文) and Chinese characters to communicate ideas. Feelings about the power of Chinese culture to communication in other cultures' languages

Interesting points from an artistic perspective:

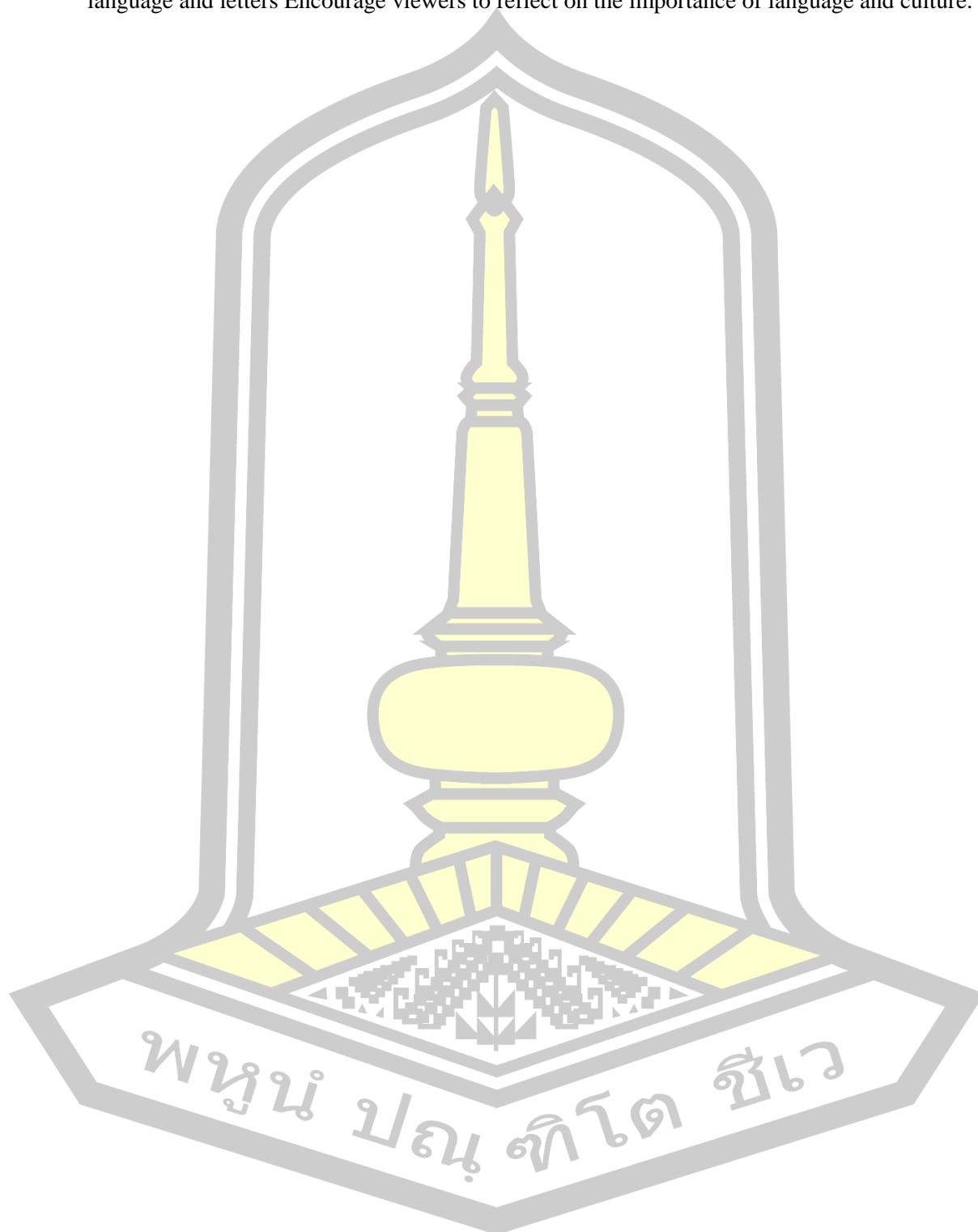
1.Combination: The work combines two forms of ancient characters. It reflects the depth and continuity of Chinese culture.

2.Symbol: Font style Filled with symbolism and meaning. Communicate stories and Chinese philosophy.

3.Interpretation: Allows the viewer to interpret the artwork in their own way. Stimulate imagination and analytical thinking.

4.Medium: Sculpture is a medium that reaches audiences from different cultures, transcends language barriers.

5.Communication: Works communicate the power of Chinese culture. through language and letters Encourage viewers to reflect on the importance of language and culture.



## CHAPTER V

### CONCLUSION DISCUSSION AND RECOMMENDATION

This chapter examines the extent to which the study problems have been resolution by the work, study and how the findings add to the existent literature. Conclusion about the creation purposes and the creation resolution are drawn based on the results findings. It will be presented according to the following topics:

1. Purpose of Creation
2. Conclusion
3. Discussion
4. Recommendation

#### Purpose of Creation

1. To study create sculptures that are valuable tools for learning, understanding, and connecting with Chinese culture.
2. To create the visual arts create a sculpture based on Chinese characters. that can stimulate the viewers' memories, feelings, and imaginations

This visual arts creation thesis ***The power of culture*** will be presented the conclusion according to the following topics:

#### Conclusion

Visual Arts Creation Thesis power of culture This will present a summary based on the following topics.

##### 2.1. Data analysis results

The "beauty" of text sculpture art is reflected in the beauty of its standardized form. dynamic beauty and diverse beauty. The "sublime" beauty is reflected in the sculptural art linked to the oracle bones that seek symmetry and balance in glyphs. creating eternal, harmonious beauty



## 2.2. The results of creativity

The work's artistic text sculptures are inspired by oracle bone inscriptions, and use sculptural art techniques to transform the message From Chinese characters to three-dimensional art. This change not only shows the unique charm of Chinese characters. But it also gives the sculpture art a deeper cultural connotation. at the same time Chinese character sculpture art has also created works of art with modern aesthetic value through refining and creating new Chinese character shapes. This creates a natural blend of tradition and modernity.

The creative result of the text sculpture artwork in this work is a combination of Chinese characters and modern sculptural methods. Through its unique art form and deep cultural connotations. It shows the unique charm and deep heritage of Chinese culture.

## Discussion

The results of creativity are discovered.

### 3.1. Art

The oracle bone-inspired sculpture is an innovative style that combines ancient Chinese calligraphy with modern sculptural art. It presents ancient characters in the form of three-dimensional sculptures through artistic reproductions of oracle bone inscriptions. This not only shows the deep historical and cultural connotation of the oracle bone inscriptions. But it also provides modern aesthetic value. in terms of art Oracle bone sculptures usually have the following characteristics. A combination of abstract and concrete letter shapes. Because the oldest Chinese characters The oracle bone inscriptions thus had abstract and concrete characteristics in the glyphs. in sculpture Through deconstructing and reorganizing the font, a shape that is consistent with the original intent and has a unique aesthetic can be created. This is due to the variety and meaning of the material. This sculpture can be made from a variety of materials such as steel, wood, cloth, etc. Different materials have different textures and expressive powers. The charm of a sculpture can be expressed according to its material. which can create a variety of visual effects and can increase the artistic attractiveness of the sculpture. Space arrangement and composition When creating a

sculpture from this Chinese character Consider the layout and composition of the sculpture in the space. by organizing perspective space and designing elements Sculpture can therefore present a harmonious and unified overall aesthetic.

In short, as a unique art form This sculpture is based on ancient Chinese characters. It has been created to present to people in a new way through the author's thoughts and exquisite skills born of intention, determination, and dedication, which not only inherits historical culture. But it also provides modern aesthetic value.

### 3.2. The new finding/ the new knowledge

The author's work has also been taken into account. "New knowledge" has many meanings, such as the linguistic dimension, the ancient Chinese system, and modern China. Using Chinese characters (panel culture) to communicate in another language (Internationalization of works with aesthetic content) has a philosophical dimension, namely the use of Chinese characters to convey Chinese philosophy. It is a combination of Chinese philosophy and Western philosophy. It is the creation of a new philosophy through contemporary sculpture.

In summary, the use of Chinese characters to create three-dimensional sculptures is considered to be "New knowledge" in many dimensions through the integration of language, culture, philosophy, technology, and visual psychology.

### 3.3. Social or technical impact or reaction.

The author's work has created important social and technological impacts, such as: Stimulate interest in Chinese language and culture With statues of Chinese characters attracting people from many backgrounds. Create interest in Chinese language and culture Stimulate the learning of Chinese language and build relationships between people of different nationalities. Encourage people to think and feel about their own culture.

To promote cultural diversity Chinese character sculptures are examples of contemporary art that combines Eastern and Western cultures. Promote understanding and respect for diverse cultures.

It stimulates analytical thinking. Chinese character sculptures often have a philosophical content. Encourage viewers to think critically about various issues. Interpretation and beauty of images.

## Recommendation

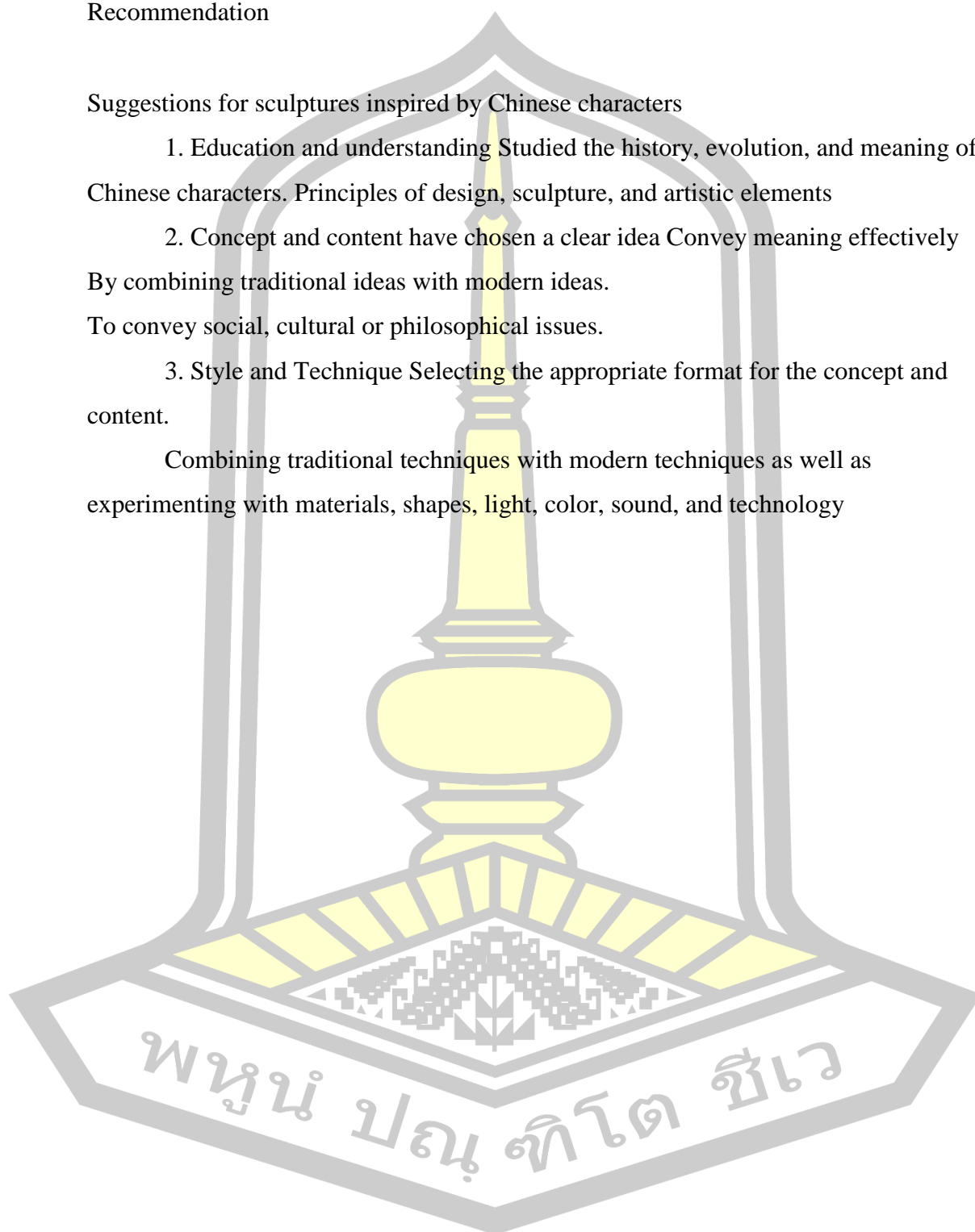
### Suggestions for sculptures inspired by Chinese characters

1. Education and understanding Studied the history, evolution, and meaning of Chinese characters. Principles of design, sculpture, and artistic elements

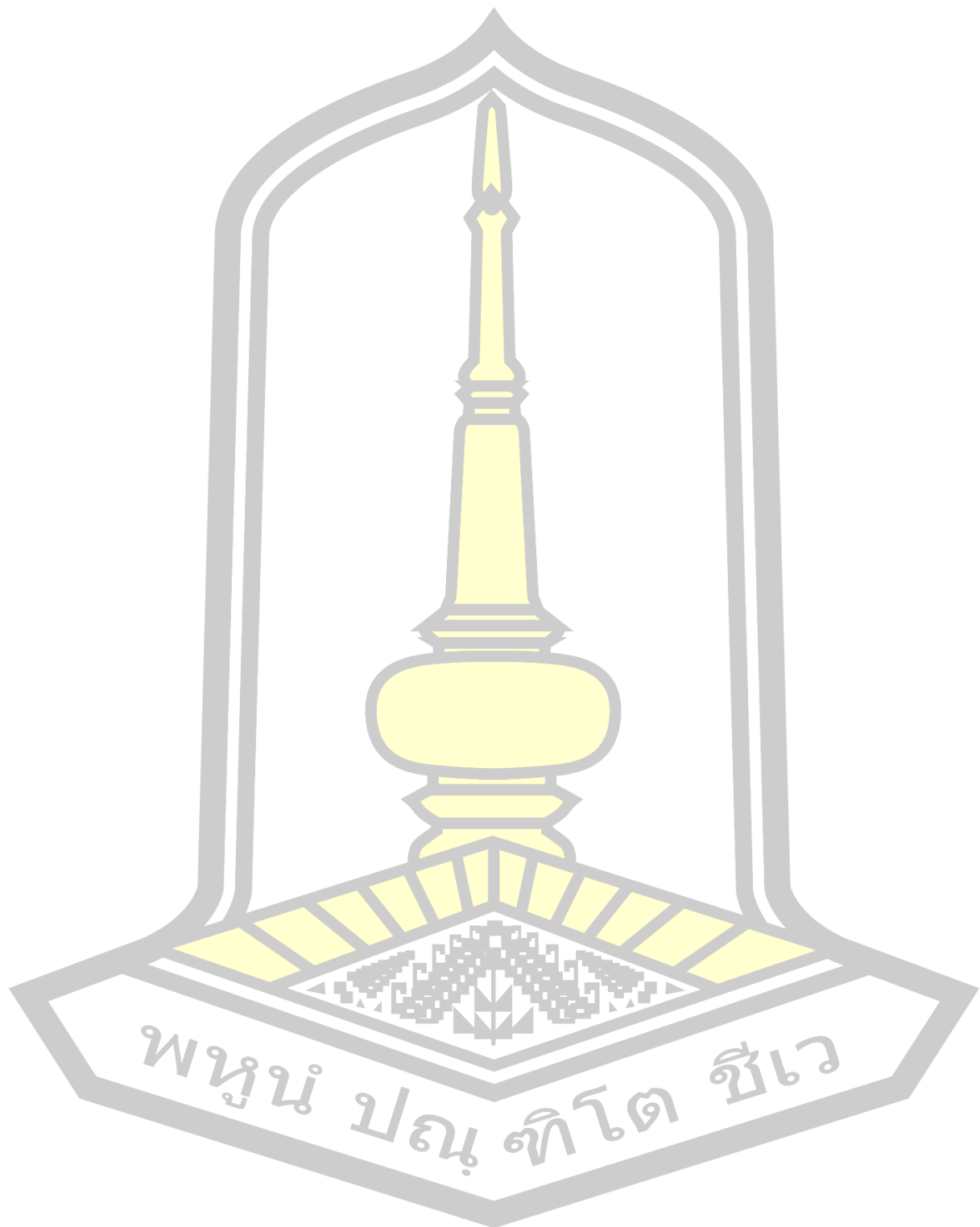
2. Concept and content have chosen a clear idea Convey meaning effectively  
By combining traditional ideas with modern ideas.  
To convey social, cultural or philosophical issues.

3. Style and Technique Selecting the appropriate format for the concept and content.

Combining traditional techniques with modern techniques as well as experimenting with materials, shapes, light, color, sound, and technology



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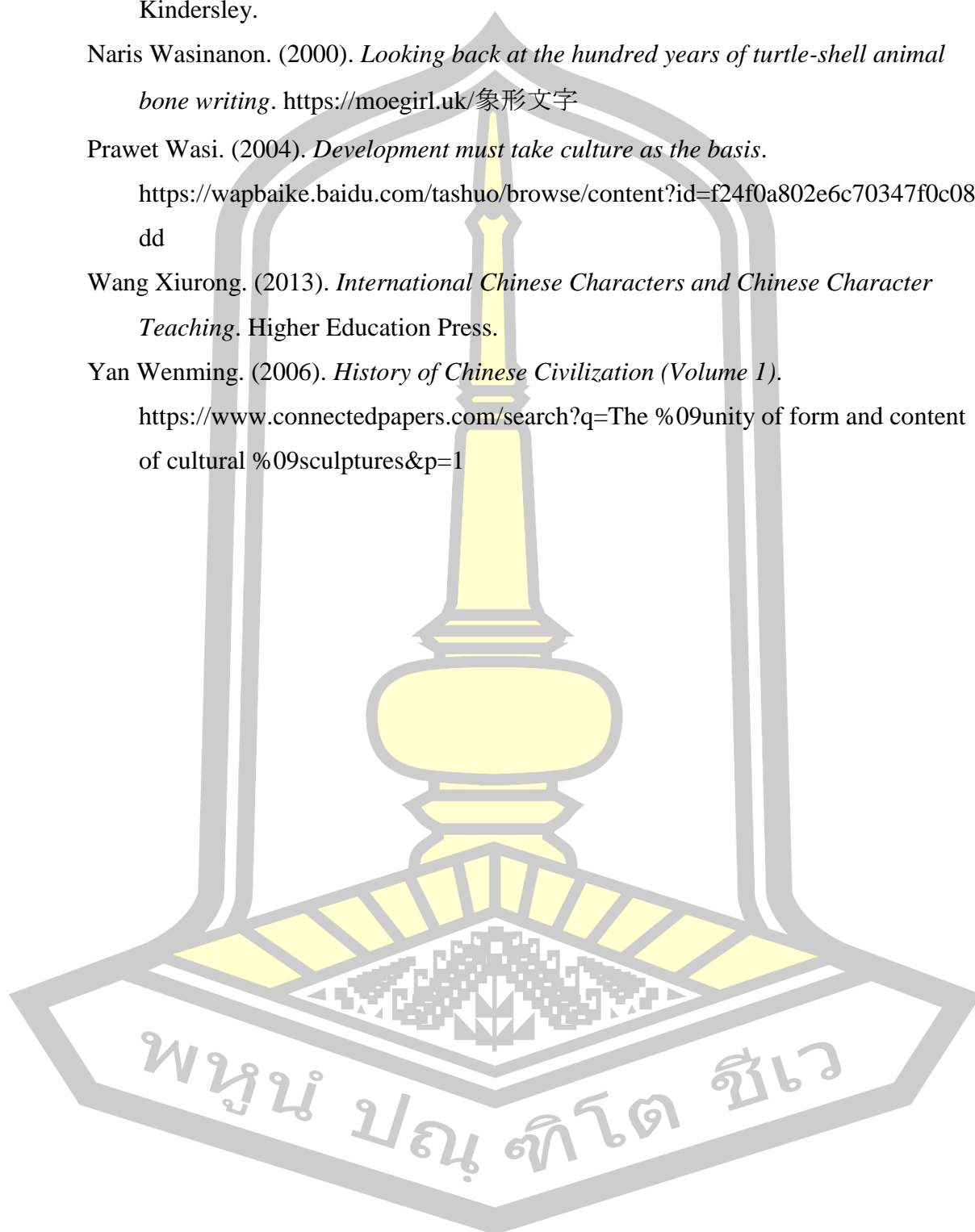
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