

Discussion on the Application of British-American Culture in Export Food Packaging

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Abstract: British-American culture is one of the mainstream cultures in the world. Applying British-American culture to the export packaging design of food products helps bring new consumption experience to people around the world. British-American culture can serve as a window connecting food producers and consumers and realize emotional interaction through culture. The consumer group of export food is mainly overseas customers, reflecting the cultural characteristics of British and American culture in food packaging, which can not only enhance the novelty of cultural creativity, but also attract the attention of customers and establish the selling points and style of products. Due to the differences of domestic and foreign culture, the culture and local culture of China. In the export food packaging design, we need to combine the characteristics of American culture with food, express creative body structure, graphics and color elements, so that overseas consumers can resonate with the cultural artistic conception of food packaging, and thus improve consumers' acceptance of food.

Keywords: Export food; Food packaging; British-American culture; Cultural exchange

1. Application of English and American food culture in export packaging

Diet is the basic physiological needs of people, and people obtain the nutrients that the body needs through diet. It should be said that diet is the basis for people's life activities to be maintained. In countries all over the world, due to the different history, culture and natural environment, people from different countries and regions have formed different food cultures in a long period of social life. By observing the differences between British and American culture and Chinese local food culture, it can be learned that the residents of British and American countries pay more attention to the use of tools and the nutrition of diet, while the Chinese food culture pay more attention to the color and fragrance of food and attach great importance to the food experience. Thus it can be seen that there are significant differences between British and Chinese food culture both in concept and tableware. What the British and American food culture reflects a pursuit of rational and nutritional value. An export of sunflower seed food packaging is based on British and American food packaging, in packaging design, fully absorbed the food culture of reason, order, in the British and American food culture as the starting point, creative use of knives and forks and other tableware as part of the pattern, make food packaging and can highlight the characteristics of Anglo and American food culture. Specifically, on the basis of studying the American 70s history and the cultural elements, to understand the English and American food packaging design, into the British and American culture elements, on the basis of the British and American culture, that is, using yellow, black, green, red and other different tones to create a rational and free atmosphere of British and American culture. The style of the circular font and pointed brush strokes can reflect the British and American cultural style of the time. Let people see food packaging, and evoke memories of history and culture. In the food packaging pattern design, also integrated food culture, British and American culture, general emphasis on heavy nutrition, light taste food concept, therefore, packaging design of sunflower seeds, the image of sunflower seeds, can make consumers perceive the kind of food, and can get from the image of sunflower seeds pay attention to nutrition food culture identity. In addition, the cartoon expression design full of sunshine makes food packaging more vitality and interesting, making consumers have a feeling of returning to nature, and then gain the favor of consumers in food packaging, improve the selling point of food. Food culture mainly includes food use tableware, the main concept of diet and other aspects, packaging designers can get inspiration from the American food content and customs, in food packaging, can show the British tableware, main nutrition concept and table etiquette food culture content, and make consumers feel the fun of food packaging design food culture, and then increase consumers' trust in food health.

2. The Application of British-American Life Culture in Export Packaging

The natural environment and social communication methods of British and American countries are quite different from China. In the long-term historical development, people have gradually formed a unique British-American life culture. It mainly includes: architectural culture, urban culture, clothing culture, etc. In the design of export food packaging, the use of

British and American life culture elements for design can make British consumers have a sense of cultural identity. British and American life culture gathered on the food packaging box, can make consumers feel the happiness of unique British and American life culture, to be specific, can be British representative architectural style as the main part of food packaging pattern, food brand and name in the center of the pattern, when highlight British culture, can be with the help of British wind buildings, with vaguely visible blinds, porch, roof and so on, This pattern design idea can perfectly reflect the British architectural style. For British consumers, they can feel the unique charm of British and American culture through the architectural style of food packaging mountains, and they can also find the sense of belonging of their own culture. Britain not only reveals the atmosphere of the royal nobility in its architectural style, but also reflects the hierarchical culture of Britain in the design of vehicles such as cars. In the food packaging design, the characteristics of British transportation can be used as materials. A kind of export food packaging on better use of the characteristics of British transportation and automobile culture, won the love of British consumers. The central part of the food packaging is two cars with British features, Cars with British characteristics are located in the lower right and middle left of the food packaging, two cars in a folk car and a royal style that allows Britain to think of British car culture when they see the packaging. In addition, because the British pay close attention to etiquette and pay great importance to people's spirit and clothing. The British clothing culture is added in the lower left and upper right corners of food packaging, when shaping the characters, the characters of the clothing characteristics cater to the British etiquette and clothing culture. Draw the outline of the crown in the form of sketch, a young man dressed neatly, reflects the attributes of British clothing culture characterized by cleanliness, generosity and nobility, but also reflects the cultural characteristics of British attention to etiquette and clothing. British and American life culture used in the export of food packaging design, can make British and American consumers feel the breath of national culture, food is also an essential part of life, food packaging content into the breath of British and American life culture, can enhance the interesting and cultural attributes of food packaging, make consumers see packaging, can feel the thick life atmosphere. In psychological theory, people often pay attention to the first impression brought by packaging when buying goods, with the same law of interpersonal communication, people are more inclined to buy the packaging food they like at the first time. If British and American culture is applied to the reality of export food packaging, it will more cater to the consumption psychology of British and American residents, improve people's first impression of food packaging, and then improve the sales volume of export food.^[1]

3. Application of British-American Festival Culture in export packagin

Holiday culture is a day that people set up for a few important historical periods and to set up the corresponding activities. The festival culture has distinctive national characteristics. At the same time, the festival culture can usually reflect people's good yearning and good wishes for characters and specific things. Festival is a culture formed by a country in the process of long-term historical evolution, and festival activities are the external expression form of national culture. In its long-term historical development, China has formed many cultures with national characteristics, such as the National Day, Dragon Boat Festival, Tomb-sweeping Day and so on. These cultures reflect the Chinese people's memorial for the ancients and their good wishes for the prosperity of the country. In different festivals, people will hold different activities. Among British and American countries, there are also festivals with national characteristics, For example, Christmas is a very important festival in British and American countries. In the eyes of British and American residents, Jesus is a very respectable figure. Christmas is the birth of Jesus. On the day before Christmas, there will be Christmas Eve activities, which have distinct regional and cultural characteristics. In the packaging design of an export food, it takes the British and American festival culture as the clue to create the product image in the young language, and by baking the festive atmosphere, it increases the interesting and festive atmosphere of food packaging. This packaging design concept makes food easier to reach young people and enhances the perceptual experience of food packaging. The main pattern of food packaging is designed into the charming image of Santa Claus, coupled with Christmas tree and other decorations as an ornament, so that consumers see food packaging, can resonate with Christmas culture, but also show the cultural attributes of the western Christmas festival. In the packaging design, extracting yellow with western culture color as the main color, such as blue and red as the holiday color, through the color design, using illustration language to outline Christmas tree, Santa, Christmas cars, and other festival related elements, holding the bear Santa image, snow elements, Christmas tree with lights, etc., not only can enrich the packaging color, It can also foil a happy festive atmosphere. When food packaging is presented in front of customers, customers can think of the happy atmosphere of childhood through Christmas when they see the packaging, and then improve the sales of exported food. Festival culture during the festival food sales has more obvious selling points, such as: June 1 international children 's day is festivals around the world, during the children 's day, selling children 's day characteristic commemorative significance and blessing food more in line with the culture of the festival, can meet the needs of holiday gifts to each other during the festival. Scientific application of British and American festival cultural elements in the packaging design of export food can effectively increase the sales volume of food during the festival, and enable the exported food can create greater economic benefits.^[2]

4. The Application of British and American Regional Culture in Export Packaging

British and American regional culture is also the dominant culture in the world culture, In the food packaging design, With the small true happiness of ordinary people as the design theme, Integrating the British regional culture into the packaging design, Highlight the regional culture in the packaging style, language processing, graphics processing and other details, Capable to enable the UK customer base when meeting the packaging, The sense of belonging of regional culture, Design food packaging, Not only is the basic information presented to the name of the food and the specific taste, It also need the use of rich packaging design ideas to arouse people's good memories, Improve the visual experience of

food packaging, Then improve the food buying experience. Because the exported food faces more foreign customers. As a representative of British and American culture, English is more used in food packaging design, and English adopts obscure ways, humor and drama elements to tell stories in advertising to win the sense of identity of consumers and realize food marketing. Using Britain's landmark buildings and landscape as the background, the image of a rising mouth, with a tipsy expression and full of rigorous and unruly wine test uncle is presented on the packaging, this pattern design style is more common in the British local food packaging design. Regional culture and language culture can be used as a bridge of communication with consumers. Due to the influence of national cultural background, the details treatment of English expression with "cripe", helps to ensure the quality of interaction with British customers and facilitate customers to better understand the content of advertising.

5. The Application of British and American Entertainment Culture in Export Food Packaging

The British daily entertainment activities are mainly based on horseback riding, gardening and making friends. The exported food packaging uses the popular entertainment elements, which can enhance their sense of cultural identity and thus enhance the selling point of food. For example, in the export of some food packaging, the image of horse riding activities on the grassland is used to design the packaging of export food. Most export food belongs to the category of leisure food, leisure food packaging design needs to have leisure food scene, for example: with people in the entertainment scene as the main material, food packaging design, can make people see food packaging can feel the happiness of leisure moment, and then make people buy food more strongly. The packaging of a casual food uses the British horse racing culture as the theme, the packaging design into a royal aristocrat riding pattern, such a pattern will enable the export of food packaging can obtain the British cultural identity, thus laying a solid foundation for improving sales. In particular, leisure food, is the food that people eat when people enjoy a happy time in the leisure time. In the packaging design, we need to highlight the ease and happiness of the leisure time, and bring consumers a kind of spiritual enjoyment from the packaging. Entertainment culture reflects the lifestyle and social culture of people in a country. Integrating the entertainment culture into the export food packaging can make the British and American culture on the food packaging be recognized by British and American consumers, and then open a market for the export of leisure food. Entertainment culture is also an important carrier to reflect the country's social values. The scientific use of entertainment culture for food packaging design can not only meet the aesthetic needs, but also reflect the culture of a country and region, and increase the desire of foreign people to buy. Export food is the same as food sold in China. The first thing consumers see is that food packaging is vivid and interesting. Food packaging with certain cultural connotation can attract consumers 'attention and arouse consumers' interest in food. The packaging of export food also needs to be vivid in content, which can reflect the characteristics of British and American culture, and then occupy a large market share in the British and American market.^[3]

6. Application of British and American Food Safety in the Export Food Packaging Design

As we all know to all, the food culture of Britain and the United States mainly take dishes, knives and forks as the main tableware and pay more attention to nutrition in diet. Therefore, the UK and the United States represented by the United Kingdom pay special attention to the nutrition and health of food. Especially in a few years ago in order to improve food safety and quality management, the UK specially stipulated not to use cartoon characters in food packaging, the main reason is that Britain thinks cartoon characters more can attract children 's attention, children see vivid and lovely cartoon characters, will buy food and eat food, but British parents generally believe that the use of cartoon characters while improving the selling point, also increased the risk of children' s health, because parents think that use cartoon images for packaging design, most food belongs to children's health of unhealthy food. As a result, British food safety laws prohibit the use of cartoon images in food packaging. Not only that, in order to reflect the British importance to food safety and health, British laws stipulate that the nutrition of food needs to be published on packaging bags, and need to identify the health of food, to play a role in indicating nutrition and health. In the export food packaging design, while paying attention to the packaging beauty, need to understand the food culture and social concept, especially the export of food main consumer groups is consumers, which needs to according to the British and American food concept of food nutrition needs and display content, and make consumers have the correct understanding of the nutrition and health of food, dispel the British and American countries consumers about food safety and nutrition concerns. As the saying goes, people to food as the day, especially in the British and the United States countries, nutrition, and food safety is the focus of content, compared with the concept of food taste, American consumers pay more attention to food nutrition, therefore, in the export food packaging design, it is necessary to publicize the main ingredients of food and main nutrients, to conform to the concept of British and American countries health. The nutrition and safety of food are the focus of parents in British and American countries, therefore, in the export food packaging design, we need to combine the main buyers of food to formulate targeted nutrition publicity plan, and then increase the recognition of food nutrition and safety of British and American consumers, so as to increase the sales of export food.^[4]

7. Summary

British and American culture includes many aspects of culture among British and American countries. Anglo-American culture is also the main cultural species affecting the development of world culture, especially the entry and dissemination of British and American culture has changed the aesthetic appreciation and values of people all over the world. As a window connecting food products and consumers, export food packaging needs to pay more attention to the characteristics of British and American culture, from food culture, regional culture and festival culture dimensions to establish consumer cultural

identity, at the same time, American culture can also increase the richness and beauty of food packaging, and improve customers' aesthetic experience, can open sales for export food.

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