

Ягдбетрибен дер „Rosokhotrybolovsoyuz“ ум 16,6% гестиеген (von 13,2 auf 15,4 Tausend Köpfe).

Abschließенд канны festgestellt werden, dass - von 2015 bis 2021 hat sich die Zahl der Elche in den Jagdbetrieben der Russischen Föderation um das 1,5-fache erhöht, die der Rehe um das 1,6-fache erhöht; die Anzahl der Wildschweine um 32,4% verringert; die Anzahl der Elche in den Jagdbetrieben der „Rosokhotrybolovsoyuz“ um 23,7% erhöht, die Anzahl der Rehe um 46,6% erhöht, die Anzahl der Wildschweine um das 1,6-fache verringert. In den Jagdjahren 2014-2015 bis 2020-2021 wuchs die Elchproduktion in den Jagdbetrieben der Russischen Föderation um das 1,4-fache, die Reh-Produktion stieg um das 1,5-fache und die Wildschweinproduktion um 2,6% %. In den Jagdbetrieben der Roswitha-Union hat die Produktion von Elch, Reh und Wildschwein um 40%, 36% bzw. 16,6% zugenommen.

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### THE ARTISTIC CONCEPTION EXPRESSION OF LANDSCAPE ELEMENTS IN CHINESE POSTER DESIGN

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***Abstract:** This study examines the atmosphere created by landscape elements in Chinese poster design. The study revealed that landscape elements facilitate the creation of artistic conceptions through the flow of ink, the interweaving of reality and illusion, the utilisation of metaphors, and the innovative deformation of graphics. This reflects the pursuit of artistic conception beauty in Chinese poster design.*

**Keywords:** *Chinese posters, landscape elements, artistic conception beauty, cultural connotation*

China's landscapes exhibit a remarkable degree of diversity. Landscapes are not merely natural features; they also possess cultural value. From ancient Chinese texts, it is evident that philosophers such as Laozi, Confucius, and Zhuangzi espoused the wisdom of harmonious coexistence between humanity and nature through their respective theories. Chinese culture has historically placed a premium on appreciating the aesthetic value of landscapes and promoting a harmonious relationship between humanity and the natural world [Li Guanlin, 2016, p. 88]. In ancient China, literati expressed their emotions and inner feelings through landscapes. Landscapes are a common element utilized by Chinese poster designers. This study aims to explore the different atmospheres created by landscape elements in Chinese poster design, analyze the aesthetic characteristics and cultural connotations behind them, and demonstrate the Chinese people's pursuit of artistic conception.

In graphic design, landscape elements frequently allude to natural phenomena such as mountains, water, trees, and clouds. Landscape elements serve as significant symbols of traditional Chinese culture. At present, academic research on this topic is primarily focused on three areas: landscape ink painting techniques in Chinese posters, reflections on ecological issues in ancient landscape visual language, and the integration and innovation of landscape painting and graphic design. This study not only enriches the connotation of Chinese poster design in theory, but also helps designers to create artistic conception accurately in practice, thereby creating design works that are closer to people's hearts.

### 1. The symbolic meaning of landscape elements in traditional Chinese culture

In Chinese culture, landscapes are not merely natural phenomena; they also serve as symbols of life and harmony. Mountains represent strong, in contrast, water symbolize femininity. This unity of opposites exemplifies the dialectical thinking characteristic of Chinese philosophy [Yang Guangyu, 2018, pp. 2-3]. The landscape elements not only reflect the profound understanding of life held by the people who view them, but also demonstrate their enduring pursuit of emotional experiences.

### 2. Artistic conception

In traditional Chinese aesthetics, the term "artistic conception" refers to the meaning and realm conveyed by the image of a work, which originates from the Taoist tenets of traditional Chinese philosophy [Shi Xue, 2022, p. 5]. The artistic conception pursued by Chinese landscape painters is a scene in which there is scenery in the painting, there is painting outside the painting, and the meaning is outside the painting [Yang Guangyu, 2018, p. 31]. This term is typically employed to delineate the implicit and imaginative sentiment evoked by the artwork. In traditional Chinese art, there is a strong emphasis on the harmonious unity of man and nature. In landscape painting, the integration of landscape elements and artistic conception represents a tangible manifestation of this aesthetic quality.

### 3. Landscape elements in contemporary Chinese posters

#### 3.1 Landscape elements create a cultural atmosphere

In Chinese poster design, the symbolic elements of mountains and waters create a tranquil and profound atmosphere, reflecting the breadth and depth of Chinese culture. In the poster "Chinese Characters" (Figure 1) by the renowned Chinese designer Kan Taikeung, the artist employs a variety of techniques to convey the weight of mountains and the fluidity of water. These include the depth of ink, the hardness and softness of the brushstrokes, and the regularity and freedom of the font. The viewer can discern the designer's profound attachment to Chinese characters.

### 3.2 Landscape elements create a profound atmosphere

In the poster for the Chinese drama "Lifelong Journey" (Figure 2), the landscape elements are employed in a skilful manner to create a profound atmosphere. The snow-covered peaks symbolize the ebbs and flows, the peaks and troughs, of life, while the lone traveler represents the tortuous journey that is the human experience. The pine branches symbolize a tenacious character, which serves to complement the image of the traveler and to illustrate the length and difficulty of life. The design effectively evokes the tenacious struggle of the characters in the drama and the length and tortuousness of life.

### 3.3 Landscape elements create a magical atmosphere

The incorporation of landscape elements into poster design can create a magical effect, attract audiences, and convey a unique vision. Figure 3 is a poster for the Chinese film *Monster Hunt*. It depicts a giant monster that has transformed into a mysterious mountain range. The monster's eyes are depicted as large and bloodshot, creating a thrilling atmosphere. The lotus leaves appear and disappear in the mist, evoking a sense of dreamlike unreality. The clear textures and clever design create a deep sense of space. The illusory figures at the top contribute to the overall sense of mystery and magic.



**Figure 1**



**Figure 2**

**Figure 3**

Figure 1 Chinese poster "Chinese Characters" Kan Taikeung; Figure 2 Chinese drama poster "Lifelong Journey"; Figure 3 Chinese movie poster "Monster Hunt"

## Conclusions

In Chinese culture, landscape is not merely a representation of beautiful natural scenery; it also serves as a artistic expression and spiritual sustenance. In Chinese poster design, landscape elements serve to create different artistic conceptions. This is achieved through the flow of ink, the interweaving of reality and illusion, the use of metaphors, and the innovative deformation of graphics. These designs not only demonstrate the profound cultural associations inherent in landscape but also exemplify the distinctive pursuit of artistic conception beauty in Chinese poster design, evoking profound emotional responses in the viewer.

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### **EVALUATION DE L'EFFICACITE DE LA DELTAMETHRINE ET DE L'ACETAMIPRIDE+LAMBDCYHALOTHRINE SUR LES INSECTES RAVAGEURS DE LA TOMATE DANS LA STATION EXPERIMENTALE DE SANGALKAM (SENEGAL)**

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**Résumé:** La tomate est une espèce de la famille des solanacées. Deux produits à base de deltaméthrine et d'acetamipride + lambdacyhalothrine sont testés sur la tomate variété mongal dans un dispositif en bloc aléatoire complet. Ainsi, le nombre de mines de *Tuta absoluta* et de *Liriomyza trifolii* ont été déterminé suivant les étages foliaires dans chacune des 6 plantes centraux choisies. Le rendement et les pertes ont aussi été déterminé. La dose double de deltaméthrine (D2) est efficace sur le nombre de *Liriomyza trifolii*. Les doses double (D2, P2) et recommandée (D3, D3) de la deltaméthrine et d'acetamipride+lambdacyhalothrine sont efficaces sur la réduction des mines de *Tuta absoluta*. Le meilleur rendement a été obtenu avec la dose double de l'Acétamipride + lambdacyhalothrine. Les pertes sont plus faibles avec la dose double de deltaméthrine.

**Mots-clés:** *Solanum lycopersicum*, Acétamipride, Lambdacyhalothrine, rendement, Deltaméthrine, *Tuta absoluta*, *Liriomyza trifolii*.

### **Introduction**

La tomate (*Solanum lycopersicum* L.) est une espèce de la famille des solanacées. C'est une plante herbacée annuelle, originaires des Andes et d'Amérique, très cultivée pour son fruit consommé soit frais, soit transformée [3]. C'est le légume le plus consommé dans le monde, après la pomme de terre [1]. La tomate est très