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What is Knowledge?

1、 Philosophical definition of knowledge

The concept of knowledge is the most important concept in the field of philosophical epistemology. The definition of knowledge is still a controversial issue in epistemology. Although the question "what is knowledge" has aroused the interest of many great thinkers in the world, there is no unified and clear definition, "what is knowledge?" This question and "what is truth?" As hard to answer. The ancient Greek philosopher Plato once defined knowledge as follows: a statement can be called knowledge. It must meet three conditions. It must be verified, correct and believed by people [1]. Knowledge is the result of human understanding the objective world (including human itself) in practice. It includes the description of facts and information or the skills obtained in education and practice. Knowledge is a systematic understanding obtained by human beings from various ways through promotion, summary and refinement 2] 。 From the perspective of human development, knowledge should conform to the direction of civilization, which reflects the sum of the results of human exploration of the material world and the spiritual world 3] in my opinion, as a species with "spirituality", human beings have been creating knowledge since its birth, but the value judgment standard of knowledge lies in practicality, considering whether human beings can create new materials, obtain power and power, etc.

2、 Knowledge is the only way to change destiny (individual destiny and national destiny)

To be honest, when I saw this topic, I was a little unable to start, but looking back, don't we live in a world transformed by knowledge? The subject suddenly became clear. In the history of human development,

China is the country that has been transformed most rapidly by knowledge. I was born in the 1980s, when China was very poor and material deficient. My parents are hardworking, honest and hardworking farmers, but they will always emphasize that I should study well and focus on learning. Only by learning knowledge can I enter the University, escape from the countryside with low productivity and do not engage in hard physical labor. Although their logic only makes my life less difficult, it can be seen from the other side that knowledge plays a very important role in changing one's destiny. Under such a cognitive concept, I have been studying hard and doing what I like. My life was not stable until I got a job as a university teacher eight years ago. Since the reform and opening up in the late 1970s, China has placed talent training at the national strategic level and affirmed the positive role of knowledge on personal and social development from the government level. In terms of education, many corresponding policies have been set up, such as 9-year compulsory educational administration, expanding the number of universities, strengthening the policy guidance of education in weak areas, supporting students to study abroad, establishing a scholarship system, and continuously maintaining foreign reform, opening up and exchanges. In 2020, the investment in education funds will exceed 5 trillion yuan. It is the state's attention to knowledge and the adjustment and change of its own system that China can develop from a poor and white dilemma into a modern scientific and technological power.

3、 Knowledge is a self salvation in the process of human development

From the perspective of human history, Europe has experienced two profound knowledge explosions, which have promoted human society to make great strides towards modernization and realized self redemption to some extent. It also brought unprecedented changes to

social development (economy, science, system, concept, etc.), and gave birth to modern science.

The first was the Renaissance. Due to the development of productive forces, the emerging bourgeoisie was dissatisfied with the church's control of the spiritual world. It puts forward that people should be the center rather than God, and affirms human value and dignity. Advocate the liberation of personality, oppose the theological thought of ignorance and superstition, and believe that man is the creator and master of real life. In medicine, science and technology, literature, art and other aspects, it has obtained a new explosion of knowledge. For example, Polish astronomer Copernicus published the theory of celestial body movement in 1543, in which he put forward the heliocentric theory system different from Ptolemy's geocentric theory system; Galileo discovered the three laws of falling body, throwing object and pendulum through many experiments, which made human beings have a new understanding of the universe; The rediscovery of printing in Europe, as well as papermaking, compass and gunpowder (China's four great inventions) from the East, promoted the rapid dissemination of scientific thought; He has also made great achievements in literature, painting, architecture and other arts, so I won't repeat them one by one. The enlightenment is the second knowledge explosion in Europe since the Renaissance. It emphasizes rational thinking, advocates dispersing the darkness of reality with rational sunshine, criticizes absolutism and pursues political democracy, equality of rights and individual freedom. In the social system, it has established the theory of separation of powers, the theory of natural human rights, the theory of social contract and the theory of people's sovereignty, which has laid the foundation for the establishment of the capitalist system.

(1) . Capital consumption environmental crisis

The arrival of capitalist society has created an unprecedented material society. With the rise of consumerism, we get something not because of its use value, but because of its symbolic value. Consumer goods are beautified by symbolization and "Virtue". Advertising will give us many reasons to consume and replace old things that can still be used, which makes us fall into a cycle of buying and buying.

In the 1950s, in order to continuously promote automobile sales, Earl, President and designer of general motors, designed a set of sales model - planned abolition - "when designing new automobile styles, we must systematically consider changing some designs in the next few years, and make major changes every three to four years, resulting in planned" style "aging". Design has changed from "form follows function" to "design follows sales". Looking back, how many product designs around us are like this? It seems that almost all electronic products release new products every 1-2 years; Clothing brands MH and Zara constantly update hundreds of styles every month. We are in a world of over production and over purchase, and the environment is a little overwhelmed, resulting in the formation of extreme climate; Environmental pollution and depletion; Human beings over encroach on natural territory, resulting in virus variants and so on.

(2) . Technology - the future of mankind

The 21st century is an era of knowledge explosion. As one of the most dazzling achievements of human knowledge, science and technology will inevitably arouse people's concern. Physicist Heisenberg once pointed out: "We have read about the mutual restraint of good and evil in science. We know which parts of the world have successfully linked science and technology. The material poverty of the poor has been largely eliminated. Modern medicine has prevented millions of people from dying due to illness, and transportation and

telecommunications have made life much more convenient. On the other hand, science can be misused to develop its most terrible destructive power. The priority development of technology damages and threatens our living space. But in addition to these direct threats, our values (ethical standards) have also changed. " The French philosopher Stigler pointed out in his book *technology and time: 2. Lost direction*, "There has never been and cannot be a stable balance between human beings and their world. The Greeks interpreted this as the fault of Epimetheus in mythology. He forgot to give human beings a power that can naturally integrate them into the world, which has become an inherent fault of human beings. Human beings can only obey God through the use of fire - Prometheus (they do not belong to this world). The fire stolen there can survive in the interaction with other entities. "The 'technological system' continues to evolve, while eliminating the 'other systems' that constitute social cohesion. Technological development was originally a kind of destruction, and social generation re adapted to this kind of technological generation. However, technological generation is structurally ahead of social generation. It will always encounter resistance when coordinating the relationship between technological progress and social tradition, because technological change depends on its magnitude. Will more or less shake the cultural benchmark. "[4) the nuclear weapons, biological and chemical weapons and biological viruses created by our science and technology will be the knowledge products with the potential to destroy mankind. At the beginning of this century, convergence technologies composed of nano bio info cogno (hereinafter referred to as NBIC) , its purpose is to improve human performance and make human better. However, in the face of these improvements, we can't help being confused. What is the difference between these improvements and human enhancement, and what is the boundary? While developing science and technology to

conquer nature and play the role of creator, we will bring a new round of out of control, creation and destruction.

We are using knowledge to build an orderly human society, but also destroying the original systems and norms. Especially after the emergence of automatic production stimulated by digital technology, there is a world in which human subjects are lawless and seriously overdrawn their lives. The capitalist society created by human beings has evolved into a deeper world caused by human crazy plunder Therefore, there should be a brand-new political economy to deal with the development of mankind today, the "anti human period" in the form of "negative entropy" As human beings with a common destiny, we should walk hand in hand, abandon prejudice, keep questioning and criticizing, build a better future with knowledge and redeem ourselves with knowledge.

[1] Knowledge(2021).Available at:
<https://plato.stanford.edu/entries/epistemology/>(Accessed: November 2021).

[2] Knowledge(2021).Available at:
<https://baike.baidu.com/item/%E7%9F%A5%E8%AF%86/74245>
(Accessed: November 2021).

[3] Knowledge(2021). Available at:
<https://baike.baidu.com/item/%E7%9F%A5%E8%AF%86/74245>
(Accessed: November 2021).

[4] 2009, "Technology and Time: 2. Lost in Direction", Yilin Publishing House, 2010, p. 2.)

Reflection on previous research

For the reflection on my previous research work, I have to start with my graduate thesis and graduation design. There is no mention of undergraduate research because the research at that time could not be regarded as formal research. In China, design graduate students need to do graduation thesis and graduation design, which are interrelated. The title of my graduate thesis is: Research on the cooperation between luxury brands and contemporary artists. Firstly, the paper defines what luxury brands are, how luxury brands are formed step by step in the contemporary consumer society, and how luxury brands use marketing means to educate consumers. Then, it combs the cooperation projects between luxury brands and artists from the time node, describes and analyzes the projects, and classifies the cooperation projects between luxury brands and contemporary artists. Finally, it summarizes the collusive relationship and operation mechanism between luxury brands and contemporary artists. In the graduation design part, I designed a visual identification system for a virtual jewelry brand, including the basic visual identification system (logo, auxiliary graphics, outdoor advertising, object application, etc.) and the design of a Book (Title: in the name of love). The content of the book includes three parts: love and custom, love and art, love and music. I want to integrate critical things into the brand design, so this virtual jewelry brand name is called "Venus". Venus represents love and beauty, reminiscent of purity and nobility. In the part of photography, I found my own model to shoot two versions of Venus, one is as noble and cold as a fairy (the inspiration of this scheme is the statue of the broken arm Venus), and the other is as loose as hell. I want to reflect the relationship between love and purity, love and material, love and beauty, love and control in this society. Although it is almost 10 years ago, I still like this experimental work very much. Because of the ability at that time, many academic depth in the part of the paper is still insufficient, especially the lack of data analysis. At that time, I put most of my energy on my graduation project.

In 2013, I entered the university to teach courses related to graphic design, such as Chinese font design, layout design, design design, brand

planning and promotion. The requirements of Chinese universities for teachers are assessed through scientific research projects, including the evaluation of professional titles (associate professors and professors). During the eight years of teaching in the University, he also published some papers, a book and national research projects. This paper mainly focuses on the research and writing of agricultural product packaging design and brand design in our city, and some studies focus on some courses of teaching reform. Due to the change of funds and policies, some research projects were not actually promoted in the end, resulting in the failure of follow-up research. Here, I would like to talk about a monograph I published - Research on the development and evolution of graphic design. The book has 215000 words and is divided into seven chapters. The first chapter is the origin of graphic design, talking about the origin and formation of characters in the West and East, the development of graphic design in medieval Europe and the influence of printing on graphic design. The development of graphic design in Europe from the Renaissance to the 17th century. The second chapter is the impact of the industrial revolution on the development of graphic design. It mainly discusses the impact of technology on the development of graphic design, the emergence of new style, the change of font design, and then the impact of photography technology on graphic design. The third chapter is the influence of "Arts and crafts" and "new art" movement on the development of graphic design in the Victorian period, mainly talking about the style of graphic design in this period and the influence of Arts and crafts movement and new art movement on graphic design. The fourth chapter is the formation and promotion of modern graphic design concept, mainly discusses the influence of modernist style on graphic design style and the establishment of graphic style by Bauhaus design college. The fifth chapter is the style and development of modern graphic design, mainly discusses the development and style of graphic design in Germany, Britain, Italy, Japan and the United States after World War II. The sixth chapter is the evolution and development of graphic design in China. It mainly discusses the ancient Chinese book design, calligraphy art and the

artistic style of the Republic of China, the artistic style of the cultural revolution and the style of contemporary Chinese design. The seventh chapter is the development of graphic design in the digital art era. I spent two years to write this book. Now it seems that it is still too hasty. Some data collection is not comprehensive enough, some views are not deep enough, and some knowledge points have not been summarized. Reviewing the problems in scientific research, I still feel that it is not systematic enough. In order to evaluate the professional title, I have to do some research that is not within my own planning. Your thinking may not understand many things in China. In fact, I can't understand some of them.

In 2015, I went to a friend's design company for art guidance. The company mainly made brand positioning and visual recognition systems for some local small and medium-sized enterprises. In particular, we focus on design and do not provide customers with a full set of brand marketing strategies and channel promotion business. Many small and medium-sized enterprises basically make their own business. The main scope of work is: sorting out brand differentiation in the early stage, naming new brands, brand copyright registration, brand logo design and brand materials in the later stage. When helping customers design and plan a new brand, we first consider how to plan a differentiated brand or packaging or design scheme conducive to market share. After all, survival is the key. At the same time, we will also pay attention to whether your values have a good or bad or neutral impact on the public when designing a brand or advertisement, what angle is the most favorable for brand communication, as well as the environmental protection and cost of design materials.

The development of brand design has laid a key foundation in these 100 years (1850-1950). The basic elements of brand are popularized (logo, slogan, packaging, graphic label, etc.), brand management is emerging (brand manager system, brand management system starting from research and analysis), and the means of brand construction are mature (advertising, public relations, discount promotion, promotion, etc.). However, brand is regarded as the core of enterprise competition;

Make brand a discipline; Push the brand to the forefront of marketing; What makes the brand really become a brand is the next few decades. After the war, the economy recovered rapidly, the technology changed and iterated rapidly, and the goods were left in the market. All countries developed their economy in an all-round way. In this short period of about 50 years, some theories and practical methods that can really help brand development and construction have emerged.

In 1955, in his speech "brand and image", Ogilvy expounded the concept of "brand" for the first time in a clear sense and put forward the theory of brand image. In the following decades, brand image has gradually become one of the guiding principles of brand construction. In the middle and late 1950s, under the advocacy of its design consultants, IBM first implemented enterprise CI design. Then CI entered Japan and spread to China in the 1980s, which has had an impact on China's brand cornerstone design so far.

In the 1960s, American Gray advertising company first put forward the "brand personality philosophy", which is the later brand personality. Contemporary, Jerome McCarthy put forward the great 4P marketing theory, which provides a marketing tactical combination for brand construction, which can be used by every brand. Jerome McCarthy later Philip On this basis, Kotler further improved 4P and put forward STP marketing strategy.

In the 1970s, Reese and trout put forward the positioning theory, which was first used for advertising communication, and then gradually evolved into the brand positioning theory to guide the brand construction, which is one of the important parts of the brand strategy. Today, almost all brands need to talk about positioning. Some brands have to upgrade their brand positioning at intervals. Brand positioning is also one of the strategic forces of brand marketers. Brand positioning plays an important role in brand construction.

In 1989, marketing research published Peter Faguha wrote the report "managing brand equity", two years later, David Ike published a monograph of the same name with more perfect and overall theories, frameworks and examples.

Brand equity theory has become an important theory to guide brand construction in the next few decades. It not only changes the brand from intangible to measurable, but also points out the visible goal for brand construction. This concept is great for branding. Then Kevin Ryan Keller, based on this, puts forward the brand equity theory based on customers. Keller believes that brands belong to consumers after all.

In 1994, Fournier put forward the quality of brand relationship. A year later, Blackstone put forward the brand relationship model. Blackstone believes that brand relationship is based on the brand attitude of consumers. Just like the relationship between people, it exists in each other's mind. Brand relationship is the last theory that has a great impact on the brand in the 20th century. In the 21st century, although some new theories appear frequently, they are not inductive, summative, indirect and effective, so they are of little use and only exist in academic research. In these 50 years, with the explosion of material goods and information, brand must become more and more important. Entrepreneurs and marketers use their own practice to promote the brand forward. The rise of big brands, from local growth to transnational domination. For example, almost all of the top 100 brands in today's brand value list have achieved their leading position in this period of time. They are leaders or even monopolists in various industries. Brand development is unprecedented.

Since the beginning of this century, brand ecology research, brand narrative research and brand philosophy research have been widely concerned. More and more scholars began to carry out new research on brand breeding from the perspective of bionics of ecological synergy and evolution. The concept of "brand group" based on single enterprise brand system is proposed, and the population concept of ecology is introduced into the research of brand theory.

With so many theoretical methods, how should we flexibly apply these methods to practical projects. In practice, we will find that many new brands rarely use a very complex theoretical framework. Only when it develops to a time when investors invest a lot or want to go public, will they use such a complex theoretical framework. Due to the emergence of

the epidemic, many physical stores are very difficult. On the contrary, many online brands are developing better and better. If possible, I want to develop a path model suitable for the development of online brands in China's online market. In the future, the development of metauniverse will produce more and more online brands.

Finally, the reason why I didn't mark and quote is that a lot of knowledge is recorded by memory, and I can't find some books at all.