背景板上的那句话

每年六一儿童节，学校的舞台背景板上都有两样东西：一句主题口号，一个活动标识。演出看过了，游戏玩过了，这两样东西其实值得停一停，看一看。

先说口号。六一儿童节几乎年年有一句主题口号，由学校、少先队和各级妇联在节前发布，印在横幅上、写在背景板上。口号年年不一样，但你能从里面听出一条线：有的年份讲理想，比如让孩子从小立志向、做中国梦的小主人；有的年份讲健康，比如快乐锻炼、健康成长；有的年份讲陪伴与家风，比如和孩子一起读书、一起运动；还有的年份讲环保与劳动，比如让垃圾分类进书包、让双手学会做事。把历年口号排成一排，就像看一部小小的编年史：哪一年国家最看重什么，口号里就有什么。

再说会标，也就是活动的标识图案。六一儿童节的图案设计翻来覆去爱用几样东西：太阳、红领巾、风筝、气球、五角星、飞翔的鸽子，有时还有一个大大的六一字样或者一个跳起来的孩子。这些图案不是随便挑的。太阳象征温暖和希望，孩子像早晨的太阳；红领巾说明这是少先队自己的节日；风筝和鸽子代表自由与梦想，线在孩子手里，天让孩子去量；五角星连着队旗上的那颗星，提醒孩子今天的幸福从哪里来。设计得好不好，就看这些符号有没有被讲明白，而不是只涂得花花绿绿。

口号和会标合起来，说的是这个节日的意义。六一儿童节不是凭空放的一天假。它纪念的是历史上孩子们挨饿、失学、被卷进战火的年月，提醒今天的孩子读书有地方、生病有人管、玩有人陪，这一切来之不易。所以每年的口号都在给孩子递话：你们被整个社会放在心上；而会标上的太阳和风筝，是把这份心意画成了图。

下次站在背景板前，别急着等节目开场。读一读那句口号，找一找会标里藏了几样符号。看懂了这两样，六一就过得比只看演出多了一层。

The Words on the Backdrop

Every year on June 1st, the stage backdrop at schools carries two things: a theme slogan and an event emblem. We watch the shows, we play the games, but these two things are worth pausing to look at.

First, the slogan. Children's Day in China has a theme slogan almost every year, released before the holiday by schools, the Young Pioneers, and women's federations at various levels, printed on banners and written on backdrops. The slogan changes from year to year, but you can hear a thread running through it: some years speak of ideals, urging children to grow big ambitions and be little masters of the nation's dreams; some years speak of health, of exercising happily and growing up strong; some years speak of companionship and family values, of reading and playing sports together with your children; still others speak of environmental care and labor, of

bringing waste sorting into schoolbags and teaching hands to work. Lined up year by year, the slogans read like a tiny chronicle: whatever the country cared about most that year, you can find it in the words.

Next, the emblem - the event's logo design. Children's Day artwork keeps returning to a handful of motifs: the sun, red scarves, kites, balloons, five-pointed stars, flying doves, and sometimes a big Six-One or a leaping child. These images are not picked at random. The sun stands for warmth and hope, and children are like the morning sun; the red scarf shows this is the Pioneers' own festival; kites and doves stand for freedom and dreams - the string is in the child's hand, the sky is for the child to measure; the five-pointed star links back to the one on the team flag, reminding children where today's happiness came from. Whether a design is good depends on whether these symbols get explained, not just painted in bright colors.

Together, the slogan and the emblem tell the meaning of the festival. Children's Day is not a day off out of thin air. It commemorates years when children went hungry, lost their schooling, or were swept into wars, and it reminds today's children that having a place to study, care when they fall ill, and company when they play did not come easily. So each year's slogan passes a message to the children: you are held in the heart of the whole society; and the sun and kites on the emblem draw that care into a picture.

Next time you stand before the backdrop, don't just wait for the show to start. Read the slogan, and count how many symbols hide in the emblem. Understand those two things, and your June 1st holds one layer more than the performance alone.

我们班自己设计了一个会标

今年六一前，班主任宣布了一件事：今年年级活动的会标，由我们自己设计。黑板上写了要求：图案要能讲出道理，还要配一句自己班的口号。

全班热闹起来，也吵起来。美术好的同学画了一个大太阳，说太阳代表希望，六一的孩子像早晨七八点钟的太阳。马上有人反对：太阳太普通了，年年都有。旁边同学接话：那就给太阳加一条红领巾！一句话把两样东西合起来了——太阳是孩子，红领巾说明这是少先队自己的节日。这个点子全票通过。

第二样图案争得更凶。有同学要画气球，有同学要画鸽子，最后定下来画风筝。理由是在一次班会上说的：气球好看，但风一吹就飘走了；风筝不一样，线在自己手里，飞得高是因为自己跑、自己放。班主任补了一句：你们看队徽上也有火炬，火炬象征光明。于是风筝的线上拴了一簇小火苗，风筝带着光往上飞。至于五角星，全班一致同意放在会标最上头——队旗上是它，队徽上也是它，它代表中国共产党的领导，放在最上面是应该的。

口号这一栏，我们抄了又改。先写了节日快乐，太薄。后来翻资料，发现历年六一的主题口号各有各的侧重：有的讲志向，有的讲健康成长，有的讲劳动和环保。我们想起上学期班里最了不起的事是操场植树活下来了一整排，就把口号定成：像风筝一样高，像小树一样实。高是理想，实是劳动，正好把口号里常见的两个词接了过来。

会标贴出去那天，低年级的小同学仰头看了半天，跑过来问：风筝上那团火是什么？负责设计的同学解释：那是火炬的光，跟着风筝走，意思是往高处飞，也往亮处飞。小同学哦了一声，说比我们去年那张只写了快乐的画好，因为这张能问出东西来。

班主任听见了，笑着说：会标是什么？会标就是节日说给孩子的话，画成图。你们今年不但听懂了，还会说了。

Our Class Designed Our Own Emblem

Before this year's June 1st, our homeroom teacher made an announcement: the emblem for this year's grade-level event would be designed by us. The requirements went on the blackboard: the design must come with a reason you can explain, and your class must pair it with its own slogan.

The class buzzed - and argued. The best artist in the room drew a big sun, saying the sun stands for hope and the children of June 1st are like the sun at eight in the morning. Someone objected at once: the sun is too ordinary; it shows up every year. Another student picked it up: then give the sun a red scarf! One sentence merged two things - the sun is the child, and the red scarf says this is the Pioneers' own festival. The idea passed unanimously.

The second motif sparked a bigger fight. Some wanted balloons, some wanted doves; in the end the class settled on a kite. The reason came out in a class meeting: balloons look pretty, but one gust carries them off; a kite is different - the string is in your own hand, and it flies high because you run and let it out yourself. Our teacher added: look, the team badge bears a torch too, and the torch stands for light. So a small cluster of flames was tied to the kite's string, the kite flying upward carrying light. As for the five-pointed star, the class agreed unanimously to place it at the very top of the emblem - it is on the team flag and on the team badge, and it stands for the leadership of the Communist Party of China; putting it on top is only right.

The slogan line was copied, crossed out, and rewritten. We first wrote Happy Holiday - too thin. Then, digging through references, we found that each year's national Children's Day slogan leans a different way: some speak of ambition, some of healthy growth, some of labor and the environment. We remembered the proudest thing our class did last term - an entire row of trees we planted in the schoolyard

survived - so we set the slogan as: as high as a kite, as solid as a sapling. High is the ideal, solid is the labor - exactly the two words the national slogans keep returning to.

The day the emblem went up on the wall, little kids from lower grades craned their necks for a long while, then ran over to ask: what is that fire on the kite? The designer explained: it is the torch's light, traveling with the kite - it means fly toward the heights, and fly toward the light. The little kid said oh, and added that this one was better than last year's picture that only said happy, because this one lets you ask questions.

Our teacher heard it and said with a smile: what is an emblem? An emblem is the festival speaking to the children, drawn as a picture. This year you not only understood it - you learned to speak it yourselves.

展墙上的旧口号

学校走廊尽头有一面校史展墙，六一那周换了新内容：几十张老照片，全是历届六一儿童节，照片上方挂着一排复制的旧横幅，一条横幅一句口号。

我是这面墙的小讲解员。来参观的一年级小同学最多，他们仰着头问：这些字为什么跟学校今年挂的不一样？我告诉他们，六一儿童节几乎每年有一句主题口号，年年都在变。早些年，口号里常见好好学习、天天向上这样的字，讲的是读书和本领；后来常见健康成长、快乐童年，讲的是身体和心情；再近几年，口号里出现了劳动、环保、家风，比如自己的事自己做、和好书交朋友。一条一条读下来，你会发现国家每些年最看重什么，口号就写什么。这不是随便换词，是大人在换着法子关心孩子。

小同学们还爱看照片里的旧会标。六一的会标和海报，几十年翻来覆去用那几样图案：太阳、红领巾、风筝、气球、五角星、和平鸽。我指着照片给他们拆：太阳是希望，孩子像早晨的太阳；红领巾说明这是少先队自己的节日；风筝的线在孩子手里，意思是梦想靠自己放飞；五角星跟队旗上那颗一样，代表中国共产党的领导；和平鸽提醒孩子，这个节日本来就跟战争里吃过苦的孩子有关。旧会标画得朴素，可每一样都有出处。

讲到最后，我带他们看展墙末尾那段说明，讲的是节日的来历：上世纪四十年代，战争里成千上万的孩子死难、失学，后来人们设立六一儿童节，纪念那些孩子，也提醒所有大人把孩子放在心上。所以六一不是光玩一天。口号是节日说的话，会标是节日画的像，来历是节日记得的账——三样合起来，才是完整的六一。

参观结束，一个小同学在留言本上写：原来口号是会变的，关心是不变的。我把它念给讲解团的每个人听。第二年校史展更新，展墙最下面留了一排空白横幅，专门留给下一届学生，写他们那一年的口号。

The Old Slogans on the Display Wall

At the end of the school corridor stands a history display wall, and the week of June 1st it had new content: dozens of old photographs from past Children's Days, and above them a row of copied old banners, one slogan per banner.

I am the student guide for this wall. Most visitors are first graders, who crane their necks and ask: why are these words different from the ones hung at school this year? I tell them that Children's Day in China has had a theme slogan almost every year, and it keeps changing. In earlier years the slogans often carried phrases like study hard and make progress every day, about schoolwork and skills; later healthy growth and happy childhood became common, about bodies and spirits; in recent years labor, the environment, and family values have appeared in the slogans - do your own things yourself, make friends with good books. Read them one by one and you find: whatever the country valued most in a given stretch of years, that is what the slogan wrote. This is not swapping words at random; it is grown-ups caring for children in changing ways.

The little visitors also love the old emblems in the photos. For decades, Children's Day emblems and posters have kept using the same handful of motifs: the sun, red scarves, kites, balloons, five-pointed stars, doves of peace. I take them apart photo by photo: the sun is hope, and children are like the morning sun; the red scarf shows this is the Pioneers' own festival; the kite's string is in the child's hand, meaning dreams are flown by yourself; the five-pointed star is the same one on the team flag, standing for the leadership of the Communist Party of China; the dove of peace reminds children that this festival began with children who suffered in war. The old emblems were plainly drawn, but every element has its source.

At the end of the tour I take them to the note at the end of the wall, which tells where the festival came from: in the 1940s, tens of thousands of children died or lost their schooling in the war, and people later established the June 1st Children's Day to remember those children and to remind all grown-ups to keep children in their hearts. So June 1st is not just one day of play. The slogan is what the festival says, the emblem is the festival's portrait, and the origin is the debt the festival remembers - put the three together and you have the whole of Children's Day.

When the visit ended, one little first grader wrote in the guest book: so the slogans change, but the caring never changes. I read it aloud to everyone in the guide team. When the display wall was updated the next year, a row of blank banners was left at the very bottom, reserved for the next grade of students to write their own year's slogan.