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.