

# Cultivation of Complex Talents in Foreign Language and Ceramics Science and Technology Informatization in Jingdezhen based on Business Intelligence

Xiangshu Ye

Jingdezhen Ceramic University, Jingdezhen, 333403, China

**Abstract:** With the development of society, the trade between Jingdezhen and various countries in the world has become more and more frequent. The demand for foreign language talents in Jingdezhen has also shifted from the original single talent demand to the complex development. This paper mainly focuses on the study on the cultivation of complex talents in foreign language and ceramics science and technology informatization in Jingdezhen based on business intelligence. Jingdezhen ceramics and economy is introduced firstly in the paper, including the history development of Jingdezhen ceramics and Jingdezhen ceramic economy. Then the necessity of cultivating complex foreign language talents under the ceramic economy is introduced, including the necessity of cultivating foreign trade and foreign language talents and the necessity of cultivating ceramic tourism foreign language talents. Finally, the mode of training foreign language talents under the ceramic economy is introduced, including three aspects: complex professional, professional direction, and main and minor.

**Keywords:** Cultivation of complex talents in foreign language; Ceramics science; Jingdezhen ceramics and economy

## 1. Introduction

### 1.1. Jingdezhen ceramics and economy

#### 1.1.1. Overview of the historical development of Jingdezhen ceramics

Jingdezhen is famous for its porcelain and has a very long history in the manufacture of porcelain. It is known as the "country of porcelain". As early as the years of Zhenzong Jingde, Jingdezhen has been famous in the manufacture of porcelain. At that time, the ruling emperor Zhao Heng specially sent officers here to arrange for Jingdezhen to manufacture porcelain for the royal, and the manufactured porcelain should also be written with "manufactured in the years of Jingde" on the bottom. Thus, Jingdezhen has become more famous in the manufacture of porcelain. From Yuan Dynasty to Qing Dynasty, the emperor at that time sent people to Jingdezhen to supervise the manufacture of porcelain. Imperial kiln, porcelain bureau were also set up in this place. Jingdezhen had been building porcelain for the royal for more than 900 years. In this 900-year history, Jingdezhen produced many famous types of porcelain. In the history book, the evaluation of Jingdezhen porcelain is "as white as jade, as bright as a mirror, as thin as paper, and sounds like a slap". There are very numerous types of porcelain

in Jingdezhen. According to incomplete statistics, it can reach about 3,000 species. The most famous types of porcelain are: Blue-and-white, Linglong, pastel and color glaze.

#### 1.1.2. Jingdezhen porcelain and ceramics economy

In porcelain manufacturing, Jingdezhen has a history of thousands of years, and it is also the only region in China that has been supported for thousands of years of development with a single industry. "Established based on porcelain and developed with porcelain" is the evaluation that has been circulating in Jingdezhen for thousands of years. Jingdezhen is famous for its ceramics, and Jingdezhen is well established because of its ceramic products. As a traditional industry in Jingdezhen, the ceramic industry in Jingdezhen plays an irreplaceable role in China's economic development and social progress.

The main economic source of Jingdezhen is the development of ceramic industry. In recent years, the level of ceramic technology in this region has developed rapidly. However, with the increasing competition in the market, the status of Jingdezhen as "the supreme" in ceramic field has begun to falter. In order to ensure that Jingdezhen continues to be a leader in the field of ceramics, it must develop its own features according to its characteristics. With the increasingly fierce market competition,

the cultural and creative industries have been highly valued in many industries. The development of cultural and creative industries is an important measure for Jingdezhen to continue to lead the era in ceramic products.

## **2. The Necessity of Cultivating Complex Foreign Language Talents under Ceramic Economy**

### **2.1. The necessity of cultivating foreign language talents in foreign trade**

As economic globalization spreading continuously, the trade of the world is booming, and the competition of economy and trade in the market is becoming fiercer and fiercer. Trade competition is actually talent competition. If Jingdezhen wants to have an absolute advantage in ceramics trade, it must vigorously cultivate excellent trade-oriented talents, especially foreign-language foreign-oriented talents. The development history of Jingdezhen in ceramics trade has been for hundreds of years. Ceramics has become a bridge of economic exchange between Jingdezhen and the rest of the world. To expand the ceramics trading market, Jingdezhen must pay attention to foreign language talents. Therefore, Jingdezhen urgently needs to create batches of professional foreign language talent teams.

### **2.2. The necessity of cultivating ceramic tourism foreign language talents**

In recent years, with the development of national economic construction, Jingdezhen has become the first famous tourist city in China. With its rich historical culture and unique natural resources, Jingdezhen has become a famous domestic tourist city and attracts a large number of overseas tourists, scholars, and businessmen, etc. In order to spread the culture of Jingdezhen to all parts of the world, many domestic scholars have gone abroad to conduct cultural exchanges of Jingdezhen. Therefore, with the development of transnational tourism and the deepening of cultural exchanges between Jingdezhen and the international community, the demand of Jingdezhen for guide-interpreter and foreign-language translators is increasing continuously. Jingdezhen carries a strong traditional culture. In order to make the tourism industry in the region more and more developed, it is necessary to cultivate a group of talents who understand ceramic culture and understand foreign languages and will bring the culture and resources of Jingdezhen to the world.

## **3. The Mode of Training Foreign Language Talents under the Ceramic Economy**

### **3.1. Complex professional type**

Through the analysis above, it is found that the training of foreign language talents in Jingdezhen and the training of complex talents are matched. In the process of training talents, it involves professional knowledge and basic skills training, as well as foreign language basics. In turn, these talents are made to be complex talents who are familiar with both knowledge and skills and foreign languages. This training model covers a wide range of topics, including business foreign languages, foreign affairs diplomacy, foreign trade and economics and other composite majors.

### **3.2. Professional direction type**

Nowadays, as the demand for complex talents in the market becomes more and more fierce, the demand for talents shows a very obvious trend of cross-cutting between different fields. Therefore, in the process of cultivating these talents, it will inevitably involve the knowledge of different fields and the phenomenon of cross-cultivation of skills. In order to ensure that the talents cultivated can truly meet the needs of the development of ceramic tourism industry, the training of talents should be based on foreign language training, and on this basis, the training courses of tour guides and tourism management courses, and then play the function of complex talents.

### **3.3. Main and minor type**

Literally, this model is mainly composed of a combination of majors and minors. In order to do a good job in the exchange and promotion of ceramic culture, we must ensure that these talents have sufficient professionalism. As a famous porcelain city in China, Jingdezhen is the center of ceramic cultural exchanges and ceramics exhibitions in various countries. Therefore, the talents for ceramics are extremely demanding. These talents must not only have rich professional knowledge, but also have deep basic skills in foreign languages. Majors should be ceramics and peripheral majors are foreign languages, which are taken as minors, and then these talents should be ensured to continue to have a wealth of professional knowledge, and high comprehensive quality, thus talents are trained into complex talents.

## **4. Conclusion**

As the pace of economic globalization continues to spread, international exchanges between culture and trade have become more frequent. In the traditional way, the single talent training method can no longer be well adapted to the needs of the times. In view of the demand for talents in Jingdezhen in the development of ceramic industry in the past few years, complex talent training methods not only can ensure that talents have a strong professional level, but also ensure that they have good comprehensive quality, which plays a very important role for Jingdezhen ceramic culture and ceramic products go

to the world and being recognized by the nations of the world.

## **5. Acknowledgment**

2017 Jingdezhen Municipal Soft Science Guidance Project (Project No. 20171RKX023)

## **References**

[1] Sun Zhuangfei. Study on the Cultivation of Foreign Language Complex Talents in Agricultural Colleges under the Background

of Modern Agriculture[J].Journal of Jilin Agricultural Science and Technology Institute,2014,23(02):97-99+102.

[2] Ma Xiaoqing. Discussion on the Construction of the Training Mode of Foreign Language Complex Application Talents in Colleges and Universities [J].Journal of Gansu Lianhe University (Social Science Edition),2011,27(06):98-101.

[3] Wang Weihua,Wang Zhizhen. Study on the Training Model of "Application Type" Complex Talents in Related Majors of Information Technology in Foreign Language Colleges[J]. Modern Educational Technology,2010,20(S1):163-165.