

# Study on the Extraterritorial Exposition of Chinese Ceramic Stories

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**Abstract:** Exposing Chinese stories abroad is an effective way to spread Chinese culture. To disseminate Chinese ceramic stories abroad, appropriate ways and strategies should be adopted: first of all, to change the discourse system and select a unique perspective; secondly, to make full use of the role of celebrities, important occasions, famous presses and media; thirdly, to take advantage of the Confucius Institute of Ceramics, the Year of Chinese Culture, ceramic expositions and exhibitions, ceramic, and other effective platforms.

**Keywords:** Chinese ceramic story; Chinese culture; Extraterritorial exposition; Strategy

## 1. Introduction

At the Third Plenary Session of the Eighteenth Central Committee of China in 2013, it was proposed to expand the level of cultural openness and cultural exchanges with foreign countries, to strengthen the international dissemination of Chinese culture, to establish a cultural discourse system with Chinese characteristics, and to promote Chinese culture to the world [1]. Cultural exchange is the bridge of communication between people all over the world and plays an irreplaceable role in international communication [2]. Therefore, China needs to do an earnest job in cultural exchanges with foreign countries, so that the world can hear the voice of China, perceive Chinese culture and understand Chinese stories.

## 2. Chinese Cultural Stories Going Global

With China's entry into the world's second largest economy, China's comprehensive national strength has greatly improved, and its international influence has gradually increased. However, China's cultural influence is very disproportionate compared to its economy, so China should let the world know itself and its culture. Only when foreigners have a desire to learn about China will they be interested in Chinese culture and take the initiative to learn Chinese culture and language. There are nearly 1.4 billion people in China who speak Chinese, but few countries study Chinese as a second language. Why is the attraction of Chinese so low? It's mainly because of its insufficient cultural influence. This requires that Chinese people pay attention to the dissemination of Chinese culture and exposing Chinese stories to other countries.

In 2011, the Sixth Plenary Session of the Seventeenth Central Committee of China put forward the national strategy of "Chinese Culture Going Global", which symbolized that China began to focus on building cultural diplomacy. China is a big manufacturing country. While

conducting foreign trade exchanges, China must make known the essence of Chinese culture and influence the whole world. In policy, the Chinese government should innovate models, intensify efforts and perseverance, put "Chinese Culture Going Global" into the strategic height of economic and social development, and gradually enhance the appeal, penetration and influence of Chinese culture. Through the efforts of recent years, Chinese culture has gradually gone abroad. The data show that China has carried out cultural exchanges with more than 160 countries and regions signed intergovernmental cultural cooperation agreements with 145 countries maintained close cooperation with thousands of international cultural organizations and has established nine overseas Chinese Cultural Center [3].

"Chinese Culture Going Global" must select the appropriate Chinese culture and stories, and must adopt the appropriate strategy to expose the stories, so as to make the target language audience willing to accept them and to achieve the desired cultural communication effect.

## 3. Strategies for Extraterritorial Exposition of Chinese Ceramic Stories

### 3.1. Change the discourse system and tell the story of Chinese ceramics with high cultural self-confidence

China has made great progress in its political voice and economic strength in the world, which is evident from the official attitude of the Chinese government towards the "South China Sea Arbitration Case" on July 12, 2016. However, China's cultural discourse power is still very weak. Western cultural discourse power represented by the United States has an absolute advantage in the world. From the popularity of American fast food, festival customs and Hollywood blockbusters, it can be perceived that American cultural export is successful. China should learn from America about cultural export strategies, and

China should build its cultural discourse system with a high degree of cultural self-confidence.

In fact, China also has many wonderful cultural contents and stories to be exposed to the world. Successful export of these cultural stories requires the transformation of the discourse system, so as to create a unique foreign discourse system with Chinese characteristics, Chinese style and Chinese connotation. In order to enhance the appeal of the discourse system with Chinese characteristics, China needs to incorporate new contents, new interpretations and new concepts into the discourse system in order to better attract the attention of other countries. As far as the discourse system of Chinese ceramic culture is concerned, China should be confident in telling the story of ceramics with Chinese characteristics to the world. Because Chinese ceramics have a long history and profound culture, Chinese ceramics enjoy a high reputation abroad; therefore it is very easy for Chinese ceramic culture to be accepted by foreigners.

### **3.2. Choose a unique perspective to tell the story of Chinese ceramics**

To tell Chinese stories, the teller should have people in his heart and his writings. The stories should be close to ordinary people and their everyday life, should be developed with people as the center, should contain humanistic care and spirit, and should reflect the relationship between people and history, people and nature, people and culture [4].

The characteristics of Chinese ceramic stories lie in the fact that the characters are different from those of other countries. Chinese ceramic stories are different from those of other countries, so foreigners will be interested in Chinese ceramic stories. Otherwise, if the ceramic characters and plots are the same as the foreigners', how can the ceramic stories show the differences and attract the attention of foreigners? There are many ceramic stories about people in China. Jingdezhen, the capital of China's porcelain, has a history of making porcelain for thousands of years. There are numerous ceramic stories about pottery workers, such as stories about "the wind and fire immortal", "the blue and white porcelain girl", "the intoxicated beauty", "the rice pattern porcelain", and so on. They are all stories about pottery makers. These stories reflect the historical development of Chinese ceramics and the level of progress in ceramic science and technology. The ceramic stories represent Chinese ceramic culture and are worth telling to the whole world.

### **3.3. Use the power of celebrities, significant occasions and famous presses**

"I am a storyteller," said Mo Yan, a Chinese Nobel Prize winner, in his speech on winning the prize. "I won the Nobel Prize for Literature due to telling stories. In the years to come I will continue to tell my story" [5]. In fact,

because of the differences between the Eastern and Western languages and cultures, Mo Yan's success is inseparable from the translation and recommendation of his works by Swedish Sinologist Ma Yueran.

The content of the story should be selected well, in like wise, the power of story promotion is also very important. The promotion ability of celebrities, significant occasions, and famous presses should not be underestimated. Celebrities have an international perspective and can promote cultural communication and exchanges between China and foreign countries. They are just like star detectives. There are many handsome and beautiful actors. Why are some actors famous? Why are some actors not famous? Star detectives play a great role in promoting them. The promotion of Chinese ceramic stories can not be separated from the promotion of celebrities, significant occasions, and famous presses. For example, on May 30th, 2013, in order to celebrate the 60th anniversary of Queen Elizabeth's reign in Britain, and to celebrate her 86th birthday and her 66th wedding anniversary, Jingdezhen Ceramic Institute presented to Queen Elizabeth the special commemorative porcelain "Xiang He" which represents happiness and harmony. At the APEC Leaders' Informal Meeting held in Beijing on November 5th, 2014, Jingdezhen Ceramic Institute displayed two pieces of Professor Ning Gang's porcelain works "Sui He" and "Sui Ping" to pray for progress and peace in the world; also, Professor Yang Bing's porcelain work "Lotus Rhyme", and Zhuang Zhicheng's APEC banquet ceramic tableware "Harmonious World" were displayed. With the help of the state heads and international occasions, the porcelain works and the corresponding Chinese stories and ideas will surely win the eyes of the world's audiences. The dissemination effect of the Chinese ceramic story and culture must be extraordinary.

In addition, the dissemination of Chinese ceramic story and culture through publications should take advantage of well-known publishing houses in China and, if necessary, China should cooperate with foreign publishing houses, whose dissemination strength is certainly better than domestic ones.

### **3.4. Make good use of all kinds of media**

In today's information age, the power and speed of media communication are amazing. We should make good use of the power of various media to contribute to the better dissemination of Chinese ceramic stories and ceramic culture. Good ceramics stories and ceramics works have strong dissemination power, of course, the media of dissemination is also important. China has begun to pay attention to the role of the media in promoting Chinese culture, such as the TV documentary "A Bite of China". Through a food story and production method, the wisdom and creativity of the Chinese people are transmitted to the world audience, and Chinese culture is also well

disseminated [5]. Similar documentaries include “The Rise of China”, “The Industry of China”, “Chinese Dream in 100 years”, etc. Foreign media have also begun to pay attention to Chinese stories and Chinese culture. A good example is that BBC and CCTV co-produced the TV documentary “Beautiful China”. It tells Chinese stories through pictures one by one, which is very real and appealing. The TV documentary effectively disseminates and interprets Chinese culture and Chinese civilization.

It can be seen that the extraterritorial dissemination of Chinese ceramic stories should use various media to spread Chinese ceramic culture. Firstly, ceramic culture can be promoted in the form of ceramic publications; secondly, film and television screen media should be developed to produce high-quality documentaries on ceramics and disseminate them to all over the world; finally, the Internet should be used to promote ceramic culture and ceramic works, and the government should make the network as the main base for disseminating ceramic culture.

### 3.5. Take advantage of confucius institute of ceramics

The first Confucius Institute was officially established in Tashkent, Uzbekistan, on June 15th, 2004. The Confucius Institute plays the dual roles of “envoy” and “model”. It is an effective way to tell Chinese stories and disseminate Chinese culture to the whole world [6]. By December 7th, 2014, there were 475 Confucius Institutes and 851 Confucius Classrooms in 126 countries (regions) around the world. Confucius Institutes have enhanced the understanding of Chinese language and culture among the people of the world and promoted the development of multiculturalism in the world. At present, Jingdezhen Ceramic Institute plans to establish the world’s first Confucius Institute featuring ceramics in France, and plans to establish a Confucius Institute of Ceramics in Russia in future years, which will surely spread the story of Chinese ceramics and play an important role in promoting Chinese ceramic culture.

### 3.6. Utilize the year of Chinese culture as the link

In order to promote Chinese culture, China has now held cultural-year activities in France, Turkey, Russia, Germany, Italy, Australia and other countries, so that foreigners can feel the connotation of Chinese culture and understand Chinese stories. China’s ceramic stories should also use the strength of the Year of Chinese Culture to go abroad, integrate ceramic elements into the Year, enrich the content of Chinese culture with ceramic stories, and disseminate Chinese ceramic culture with the Year as the carrier.

### 3.7. Spread Chinese ceramic culture with international ceramic expositions and exhibitions

In today’s world with highly developed transportation and information, international cultural exchanges and cooperation are becoming more and more convenient. In October, China’s Jingdezhen holds the annual International Ceramic Exposition. Many foreign ceramic enthusiasts, scholars and tourists come to visit Jingdezhen. After comprehending the story and culture of Chinese ceramics, these foreign tourists and scholars will become emissaries to spread the story and culture of Chinese ceramics to other countries. At the same time, taking the opportunity of the International Ceramic Exposition, Jingdezhen Ceramic Institute holds a ceramic high-tech forum in October every year, inviting experts and scholars from more than 20 countries to participate in the forum, which promotes the exchange of ceramic science and technology, and disseminates China’s ceramic technology and ceramic culture.

In addition, in recent years, many Chinese ceramic artists have held exhibitions of ceramic works in foreign countries or at UNESCO headquarters. Telling Chinese ceramic stories in the form of artistic works is also an effective way to disseminate ceramic culture.

## 4. Conclusion

The implementation of “Chinese Culture Going Global” promotes the dissemination and promotion of Chinese culture throughout the world. China should tell stories to the world and convey the voice of China worldwide. The story of Chinese ceramics carries with it rich and colorful traditional Chinese culture. China should learn to change the discourse system and choose a unique perspective. With the help of celebrities, significant occasions, famous presses, various media, Confucius Institutes of ceramics, Year of Chinese Culture, ceramic expositions and exhibitions as carriers, Chinese ceramic culture is definitely disseminated to the world.

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