

Extraterritorial Exposition of Jingdezhen Ceramic Story and Chinese Ceramic Culture Communication

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Abstract: Chinese ceramic stories contain extensive and profound Chinese culture, it's worth explaining to the world, and it is a story with Chinese characteristics. On the tactics of the exposition of the ceramic story, it is necessary to use the name, agency, famous, famous film and television, the Internet, Chinese culture year, Confucius college, ceramics international ceramics exhibition and other media, to achieve the purpose of the effective dissemination of Chinese ceramic culture.

Keywords: Chinese ceramic story; Ceramic culture; Spread; Way of exposition

1. Introduction

For the national strategy of "going out of Chinese culture", it requires Chinese people to learn to tell the story of China, it is necessary to make the world feel the Chinese voice and spread the Chinese civilization to the world. In fact, it is extremely disproportionate that the relationship between China's cultural discourse right in the world and China's comprehensive national and political status, the world's dominant culture is the western culture represented by the United States. It is undeniable that the export of western culture is very successful[1]. Although many foreigners have become more and more interested in Chinese culture in recent years, But they still know little about Chinese culture, the effect of the spread of Chinese culture in the field is to be further strengthened. As the representative of Chinese traditional culture, ceramic is a Chinese story that is well worth telling the world. The Chinese ceramic story is a witness to the process of the development of Chinese society and history, it reflects the progress of Chinese ceramics history and making process, and it is an excellent traditional Chinese culture that should be expounded to foreigners.

2. Summary of Chinese Ceramic Stories

In view of the Chinese ceramic story, its culture is extensive and profound, and it has a long history. In China thousands of years of porcelain history, which appeared a variety of ceramic stories, including Chinese ceramic folk tales, Chinese ceramic thought stories, Chinese ceramic painting stories, Chinese porcelain history stories, and so on.

Chinese ceramic folklore is a folktale related to the development and progress of ceramics by ceramic practitioners in the history of thousands of years of porcelain.

Most of the folk ceramic stories are related to local characteristics and customs. Some of them will combine certain historical figures and historical events, and some are also related to the development of ceramic technology and technology. For example, in China's porcelain capital Jingdezhen, the legend of the "green flower girl" is spread. In the Yuan Dynasty, in order to find the paint that can be painted on the porcelain, a girl named Qinghua Liao was looking for stone on the little green mountain in more than 100 miles from Jingdezhen, she encountered heavy snow, when his fiance found her on the little hill, she had been frozen to the top of the mountain[2]. At her feet, a stone of blue fluorescent light was piled up, Later people began to draw in the blue pattern porcelain stone, which is now the blue and white porcelain. In remembrance of the brave girl, people called the blue stone as "green flower (Liao)" and called her "green flower girl".

3. History of Porcelain Making

China has a history of porcelain making for more than ten thousand years. In the original primitive tribal period, the Chinese working people found that water and soil were mixed into mud in a certain proportion. It can be made out of various shapes of apparatus, through drying, the fire burned through, these porcelain can become a vessel for a variety of things, this is the first state[3]. It is the great invention of the ancient Chinese working people in the process of conquering nature. The invention of pottery marks a great progress in the human living standard and has a milestone in the history of human development.

In the real sense, porcelain was first appeared in the Shang and Zhou dynasties, when the porcelain was based on the original celadon. Due to the emergence of glazing

technology, compared to the previous pottery, porcelain porcelain is smooth and shiny, hard texture, crisp sound, the emergence of this porcelain making process is a great progress in the history of whole world porcelain[4]. During the Sui and Tang Dynasties, the feudal society of China reached its peak, with rapid development in political, economic, cultural, religious and foreign trade. Chinese the porcelain and ceramics of domestic and foreign trade has made considerable progress, thus forming a "Green White North" porcelain pattern. The south is dominated by the production of celadon, celadon porcelain body is made of thin, very delicate, smooth and clear; White porcelain is the main production in the North, the white porcelain body is solid and fair.

4. Extraterritorial Exposition of Chinese Ceramic Stories

Chinese ceramic culture has become an important part of the national strategy of "going out of Chinese culture". China's ceramic folk story, the ceramic thought story, the ceramic painting story, the history of making porcelain and so on, they are excellent Chinese stories representing Chinese traditional culture[5]. However, for Chinese ceramic stories and Chinese ceramic culture, how to go out and need pay attention to the way and method. It is necessary to find a way of elaboration that can be accepted by foreigners, to achieve the desired effect of Chinese ceramic culture.

4.1. Use all kinds of media

In view of the extraterritorial exposition of Chinese ceramic stories, it is necessary to use the publicity of famous ceramic artists. It can be applied to important international occasions so as to receive a good output of Chinese ceramic culture. In addition, it is also a good way to publicize Chinese ceramic stories and ceramic culture through publications. However, we should pay attention to the selection of well-known publishing houses and pay attention to the quality of publications. In order to achieve better publicity effect, publishers can cooperate with foreign press, if published abroad, Chinese ceramic culture dissemination effect will be extraordinary.

4.2. Communication power of the Internet

The Internet plays an important role in the information age. As is known to all, the Internet has an amazing speed and power of communication. Using the Internet, China's ceramic and ceramic culture can be spread all over the world conveniently and quickly. The spread of the Internet needs to consume less material, financial and human resources and it is a very good platform for the dissemination of Chinese ceramic culture. In the future, we must increase our strength to use the Internet to promote Chinese ceramic stories and ceramic works, and

strive to build the Internet as an important base for spreading Chinese ceramic culture.

4.3. The influence of the Chinese cultural year, the ceramic Confucius Institute and the international ceramic Expo

From the beginning of the 2003 Sino French interoffice cultural year, China has held cultural years in many countries. In 2006, the cultural year was held in Russia. In 2010, it was held in Italy. In 2011, it was held in Turkey and Australia. In 2012, it was held in Germany and Italy. The "year of Chinese culture" is like a link, which connects Chinese culture to all the countries of the world and spreads Chinese culture all over the world. Since the founding of the first Confucius college in Tashkent, Uzbekistan in 2004. By the year December 7, 2014, China had established 475 Confucius colleges and 851 Confucius classes in 126 countries (regions). These Confucius colleges play the role of Chinese cultural emissaries and transfer Chinese traditional culture to all parts of the world. Jingdezhen ceramics University, the highest ceramic institution in China, is now planning to establish the first Confucius college featuring ceramics in France. In recent years, there are also plans to establish several ceramic Confucius institutes in Russia and other countries. The establishment of these ceramic Confucius institutes will spread the story of Chinese ceramics to all parts of the world, China's ceramic culture will also grow with it. In October, the Chinese porcelain capital Jingdezhen will hold the International Ceramics Fair regularly, and the Jingdezhen ceramic University will also hold a ceramic high tech forum in the same period. Every year, ceramic experts, scholars, enthusiasts and tourists from all over the world gather in Jingdezhen. These people become good media to disseminate Chinese ceramic stories and Chinese ceramic culture.

4.4. Cultivating talents of ceramic translation

Intercultural communication is inseparable from the role of translation, and translators play an important role in intercultural communication. Only by translating the Chinese ceramic story into the target Mandarin, can we expound the ceramic story to foreigners, and foreigners can see and understand, so that the scope of communication will be greater and the effect of communication will be better. In the field of ceramic translation, there are few talents capable of translating ceramics. Therefore, it is urgent to strengthen the training of the talents of ceramic translation. To solve this problem, Jingdezhen ceramic university plans to enroll students in ceramic translation major in 2017. These students will become the elaboration of Chinese ceramic story and contribute to the spread of Chinese ceramic culture in the future.

5. Conclusion

Chinese ceramic stories contain a lot of Chinese culture, they reflect the history of China's porcelain making and the Chinese culture for thousands of years, it's a very worthy Chinese story. In the way of elaboration, making the best use of masters, and outfield agencies, television, Internet, etc. to promote the international ceramic fair. At the same time, we should cultivate the translator who can tell the story of Chinese ceramics. In this way, Chinese ceramic stories can be effectively described to the world, and Chinese ceramic culture can be promoted.

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