

# Research on Jingdezhen Ceramic Culture Industry Chain Innovation Model

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**Abstract:** Currently, much importance has been attached to the development of the culture industry and the combination of network technology and multiple industries in this age of information not only has produced new changes but also has brought new opportunities for the development of culture industry. Combined with the development status and mode of Jingdezhen ceramic culture industry, this paper systematically analyzes the development foundation and environment of Jingdezhen ceramic culture industry. Moreover, based on this, this paper studies Jingdezhen ceramic culture industry chain innovation model and gives corresponding implementation approaches, which providing guidance for Jingdezhen to develop an innovative ceramic culture industry.

**Keywords:** Jingdezhen; Ceramic culture; Industry chain

## 1. Introduction

As the world economy greatly integrates, the culture industry has developed vigorously, and higher standards and stricter requirements have been imposed on the development of the industry from the supply side and the consumption side. With the continuous development of the social economy, the development of the culture industry has gradually transformed into an important factor for national competitiveness. Countries around the world are paying more and more attention to the development of their own culture industry, as is China.

The new format of the culture industry based on the Internet is booming, profoundly changing the internal structure of the culture industry and people's cultural consumption habits [1]. As we all know, China is the chinaware great nation and what history and culture of ceramics it carries is even more ancient. Jingdezhen is an ancient city with a unique history and culture and the production of porcelain industry determines its urban development. What new changes will "Internet+" bring to Jingdezhen ceramic culture industry? How should Jingdezhen ceramic culture industry seize new opportunities for transformation and upgrading? In the context of the rapid development of the Internet, the research on the innovation model of Jingdezhen ceramic culture industry chain has great significance.

## 2. The Development Status of Jingdezhen Culture Industry

Culture industry, this term originated in the early twentieth century and originally appeared in the book "Enlightenment Dialectics" co-authored by Horkheimer and Adorno. It is called Culture Industry, which can be trans-

lated as cultural industry, and can also be translated into culture industry. Perhaps it is difficult for many people to imagine cultural industrialization, but looking at the tertiary industry today, a large part belongs to the culture industry [2]. The culture industry is officially included in the report of the Eighteenth National Congress as a pillar industry of the national economy and plays an important role in national economic development pattern. Nowadays the culture industry has entered a "re-shift period" due to the rapid development and spread of the Internet and mobile Internet. Before the emergence of the "Internet +" concept, the Internet had already penetrated into the field of culture industry. After the concept of "Internet +" was put forward, it distinctly pointed out the direction for all walks of life.

The low degree of marketization and industrialization of ceramic culture industry severely restricts the development of Jingdezhen ceramic industry; cultural creativity is disconnected from the market economy and it is urgent to unblock the channel from creative achievements to creative industrialization; insufficient attention to talents in the ceramic culture industry causes serious brain drain. In addition, it is also manifested in the ineffective protection of ceramic cultural relics, the single display mode of ceramic culture, the poor overall urban environment, the insufficient construction of tourism reception hardware facilities, the inadequate protection of intellectual property rights, and the stagnant culture industry in creative development.

## 3. The Innovation Points of This Study

Combined with the development status of Jingdezhen ceramic culture industry, the study is mainly launched by the following innovative models: cooperation and inte-

gration, starting from its own integration with the Internet and cooperation with other industries; new technologies and excellent models, learning the entrepreneurial model of Internet companies to build a more perfect and reasonable culture industry market system; big data and big connections, providing a more transparent and free platform; "Internet finance+" culture industry, seeing the culture industry from a perspective of capital and finance; digital marketing and service upgrades to stimulate people's cultural consumer demand.

Exploring the role of Jingdezhen ceramic culture industry under the new background of "Internet+" and exploring the value pursuit of Jingdezhen ceramic culture industry in innovative models in the new era both are innovation of culture industry research. According to the development model of Jingdezhen ceramic culture industry, this study attempts to establish a new mechanism for Jingdezhen ceramic culture industry to build a close connection with related industries at a higher level, especially the establishment of new co-construction, joint or collaborative mechanisms to study the policy and institution, which can encourage trade and industry to participate, intervene and support the reform, construction and development of traditional culture industry.

#### **4. The Integrated Development of Jingdezhen Ceramic Cultural Industry and the Internet**

The Chinese traditional culture has a long and profound history, and its cultural heritage resources have been passed on for thousands of years without losing. It depends on the perseverance of cultural craftsmen. Jingdezhen's millennium porcelain industry relies on the inheritance of several generations of porcelain makers. Nowadays, there are 668 million Internet users in China, 594 million mobile phone Internet users, and Internet users under 40 years account for 80% of the total population. In the era of "Internet +", what major and realistic problems we should face are how to make traditional culture plug in the wings of the Internet [3]. Only when we are at the forefront and actively embracing the Internet can we continue the traditional culture, and the meaning of inheritance is very important.

The Internet stimulates cultural consumer demand and in turn promotes the supply of cultural products. The Internet has opened up the industry chain in the cultural field and promoted the upgrade of the overall format of the culture industry. The domestic scholars starts researching on the Internet and traditional culture industry in the last two years. The main research results in this area include the cultural research conducted by scholars from all over the world to support the development of the Internet and traditional culture industry and the research results formed. As an important position in the traditional culture industry, Jingdezhen, relevant research is indispens-

able. So in this regard, we should have macro strategic thinking in order to determine the development path in the increasingly fierce competition, expand the development space, and on the basis of strengthening characteristics and improving quality, it can give full play to the unique advantages of the culture industry.

#### **5. Under the Internet Background Jingdezhen Ceramic Industry Chain Innovation Implementation Approach**

According to the research, regardless of whether it is a market-evolving or government-driven development model, the government has contributed to the development and evolution of Jingdezhen ceramic's cultural and creative industries. The development model is a dynamic process, so Jingdezhen should adjust the development model in a timely manner to make the ceramic cultural and creative industry bigger and stronger.

Development status of Jingdezhen Ceramic Cultural Industry is mainly launched by the following innovative models:

##### **5.1. Cooperation and integration**

Chinese culture has five thousand years of history and has long been rooted in all walks of life. In the Internet age, various industries are developing towards large platforms, large integration, large alliances, and large integration [4]. For Jingdezhen ceramic culture industry, it must proceed from the two aspects of integration with the Internet and cooperation with other industries to complete such a large internetization.

##### **5.2. New technology and excellent mode**

In the open and free world of the Internet, there is never a lack of innovation. "Internet + culture industry" makes use of innovative technologies such as informatization, Internet of Things, and intelligence to bring the culture industry into a new environment and realize the gradual upgrading and transformation of the industry. Many innovations are based on entrepreneurship, and Jingdezhen ceramic culture industry is also doing entrepreneurship around the Internet, achieving mass entrepreneurship and innovation, and enhancing the vitality and creativity of the culture industry. Learn the entrepreneurial model of Internet companies, build a more perfect and reasonable culture industry market system, and realize the transformation and upgrading of Jingdezhen ceramic culture industry.

##### **5.3. Big data and big connection**

Things like culture, art and creative design are all "content", so it is essential for Jingdezhen ceramic culture industry to have good content that is popular and can receive high returns. The Internet also provides a transpa-

rent and free platform through large connections, allowing more creators of the ceramic industry to show themselves, allowing high-quality ceramic works to be discovered and adopted in a timely manner, thus inspiring the creative power of more creators [5].

#### 5.4. Internet finance + cultural industry

Culture has never really separated from money. If you look at the culture industry from the perspective of capital and finance, you must have a productive thinking. Because only by designing the projects, resources and assets of the culture industry as financial products, can valuable financial products obtain capital. In the early stage, these products need start-up capital, and later sales also need more channels. Many novel and successful designs originate from crowdfunding platforms, and crowdfunding allows many good content to be discovered and realized.

#### 5.5. Digital marketing and service upgrading

In recent years, the Internet has become an important way for residents to consume culture, especially in recent years, the widespread application of mobile Internet has penetrated into all aspects of people's cultural life. The Internet has had a strong impact on the business model of cultural products. With its advantages in communication, the Internet is changing the marketing channels of traditional culture industry. As a mainstream platform with strong compatibility, the Internet has a lot of room for cooperation and can cooperate with many industries. Jingdezhen ceramic cultural enterprises can combine Internet technology and e-commerce to conduct offline marketing and conduct online and offline cooperation. The Internet platform has subverted the traditional information production organization form, communication channels, and business models. With the help of the Internet, the cost of information transmission has become very low. It stimulates people's cultural consumer demand, and the prosperity of the consumer market in turn promotes supply.

## 6. Conclusion

The report of the Nineteenth National Congress of the Communist Party of China pointed out: "We must deepen the reform of the cultural system, improve the cultural management system, and accelerate the establishment of a system that puts social benefits first and integrates social and economic benefits." Entering a new era, China's culture industry has also been standing at a new historical starting point. Guided by socialism with Chinese characteristics in the new era, we should actively respond to the creation of the Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone and take the opportunity to implement the ceramic culture prosperity project, and rely on Jingdezhen ceramic's cultural resource advantages to vigorously promote the development of the culture industry.

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