



On Strategies for International Communication of Jingdezhen Ceramic Culture in the All-media Era

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Abstract

Cultural soft power is a core factor for measuring the comprehensive national strength of a country. Jingdezhen ceramic culture is an important part of Chinese culture, so its international communication is of great significance to enhance the soft power of Chinese culture. The present all-media era provides a new opportunity for the international communication of Jingdezhen ceramic culture. Three strategies can be adopted to improve the international influence of Chinese porcelain: To have a firm confidence in ceramic culture and an advanced communication concept; To unify ceramic culture resources and tell colorful ceramic stories; To integrate traditional and new media and establish multi-dimensional communication channels.

Key words: All-media; Jingdezhen ceramic culture; International communication

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1. INTRODUCTION

In the present global competition, the competition between countries and regions focuses on the competition between

cities, which has evolved from the scale competition in the 1980s and comprehensive strength competition in the 1990s into the urban charm’s competition in the 21st century. Charms of cities are mostly reflected in their urban brands. The international communication of city brand is a complex project, because it must overcome linguistic barriers and deal with various cultural differences (Su & Wang, 2011, pp.78-79).

Jingdezhen, the hometown of porcelain, represents the highest achievement of Chinese pottery and porcelain, whose over-1700-year porcelain making history contains profound ceramic culture and constitutes an important part of splendid Chinese culture, worth recommending to the world. Judging from the perspective of cultural soft power, the international communication of Jingdezhen city brand, hometown of porcelain, is far from success, which needs more systematic research in many ways such as communication contents, communication strategies and communication effects. Jingdezhen with a long history of ceramic culture will not only improve its domestic influence but also boast an international horizon to promote its global ceramic cultural city brand (Hong, 2021).

Chinese President Xi Jinping points out that we should make great efforts to promote international communication construction and innovate the ways of international communication to better tell Chinese stories and spread Chinese voices so as to enhance its say in the world. And we adopt specific and accurate communication ways adhering to different regions, countries and groups of audience to promote the expression of Chinese stories and voices globally, regionally and audience-specifically in order to enhance the affability and feasibility of international communication. The Report to the 20th National Congress of the Communist Party of China also points out that we should strengthen all-media communication system construction and build a new pattern of mainstream public opinion. All these provide

a practical direction for the all-media international communication of Jingdezhen, the hometown of porcelain.

2. ALL-MEDIA AND ITS RELATED RESEARCH

“All-media” is a core concept which Chinese press has paid great attention to and applied in the press practice in recent years. Since 2008, a key word “all-media” has frequently appeared in newspapers, journals, radio and TV programs, including “all-media era”, “all-media strategy”, “all-media report” and so on, and the press practice based on the concept of “all-media” has been developed gradually. Peng Lan (2009, pp.10-15) puts forward the concept of “all-media” at early times, who thinks that all-media is a comprehensive pattern and strategy of journalism practice, namely, a report system utilizing all media devices and platforms. Zhou Yang (2009, pp.14-16) points out that all-media is a new communication pattern which integrates various expressing forms such as words, pictures, sound, light, electronics to present communication contents in a comprehensive and multi-dimensional way and transmits those contents through communication media like words, picture, sound, internet and telecommunication. Yao Junxi (2010, pp.13-1) makes an analysis of “all-media” and holds that all-media is the integrated application of media forms, media production and media communication in broad sense, while it is the integrated application of media content production, media forms, communication channels and ways, media operation patterns and media marketing concepts based on the development of modern technologies and communication concept of merged traditional and new media.

In the database of CNKI, the author makes a search with the key word of all-media communication and obtains one doctoral dissertation and six master dissertations. Li Jianghao (2021) makes a discussion of the all-media strategies for communication of Chinese excellent traditional culture in his doctoral dissertation. Li Chen (2022), Zhang (2021), Wang Yan (2020), Ye Duo (2018), Zhao Yingjun (2016) and Sun Dijia (2010) make analyses of all-media strategies from the perspectives of rural revitalization, museum media image, large-scale exhibitions, musical live shows, Yimeng revolutionary culture and the Xinhua News Agency communications respectively in their master dissertations. At present, only Gao Xinyue (2021, pp.4-6), Wang Min (2019, pp.16-17) and Chen Bangwu (2016, pp.25-29) make analyses of the communication of ceramic culture from the perspective of international communication. There is no research into the international communication of ceramic culture from all-media communication. In view of this, the author will adopt a communication perspective to make research into the functions of and relationships among various factors in

the process of international communication of Jingdezhen porcelain hometown and ceramic culture in the all-media era so as to establish an effective international communication system, promote the international brand of Jingdezhen porcelain hometown and enhance the capacity for international communication of ceramic culture.

3. STRATEGIES FOR INTERNATIONAL COMMUNICATION OF JINGDEZHEN CERAMIC CULTURE IN THE ALL-MEDIA ERA

3.1 To have a firm confidence in ceramic culture and advanced communication concept

Chinese President Xi Jinping points out on the celebration conference for the 95th anniversary of the founding of CPC, “Cultural confidence is more fundamental, more extensive and more profound confidence”, “Without firm cultural confidence, there are no cultural prosperity and great rejuvenation of the Chinese nation.” Cultural confidence is the full consensus and active practice of its own cultural values of a nation, a country and a political party as well as the firm assurance of its cultural vitality (Fan, 2018, pp.40-43). The time-honored Jingdezhen ceramic culture has made Jingdezhen the only uni-handicraft industrial city featuring ceramics in the world and a splendid card of Chinese culture. In the present world situation, as for Jingdezhen ceramic culture communication, we must not rest on the historical glorious achievements of Jingdezhen ceramic industry. What is more, we must not feel inferior because of the decline of modern Jingdezhen ceramic industry. We must have a firm confidence in ceramic culture, not only proud of the historical splendid ceramic culture but also certain of present and future Jingdezhen ceramic industry.

In addition, to promote international communication of Jingdezhen ceramic culture, we must adopt an advanced communication concept and integrate the 5W factors proposed by Harold Lasswell (Who says what, to whom, in which channel, with what effect) in a dynamic manner. To be more specific, the communication subjects include not only the Central People’s government of PRC, Jiangxi Provincial government and Jingdezhen municipal government but also ceramic enterprises, industrial organizations, ceramic artists and ordinary citizens, which together form an all-people communication pattern. The communication contents are not limited to the previous glory of Jingdezhen ceramics but tell the stories of modern Jingdezhen ceramics. The communication channels include both traditional media and modern media. We should also pay great attention to the communication audience and do research into the differences between Chinese and foreign cultures and the needs and receiving habits of foreign audience. What is more, we should do

a questionnaire or in-depth interview among foreign audience to gain feedback on the effect of Jingdezhen ceramic culture international communication and improve the communication strategies.

3.2 To integrate ceramic culture resources and better tell colorful ceramic stories

To integrate the rich ceramic culture resources in Jingdezhen in a rational way is beneficial for better telling ceramic stories.

Firstly, we should strengthen the deep integration of ceramic culture and tourism and spread ceramic culture through tourism economy. We should focus on the construction of museums and make great efforts on ceramic exhibits, display technologies, international exchanges and volunteer services, making China Jingdezhen Ceramic Museum, Imperial Kiln Museum and Jingdezhen Folk Kiln Museum three splendid cards of Jingdezhen ceramic culture to play an important role in showcasing the time-honored porcelain making and splendid ceramic culture. We should build key ceramic culture tourist resorts and enhance their appeal in tourist infrastructures, feature exhibitions, multi-language services and protecting and inheriting ceramic intangible cultural heritage. We should protect and restore the ancient kilns, streets, alleys and workshops to keep the historical memory for this city. We should adopt the system of ceramic intangible cultural heritage inheritors to inherit and develop Jingdezhen traditional porcelain making handicraft, restore traditional kilns and refire them at particular intervals. We should collect Jingdezhen ceramic folk customs and legends in the form of written words and translate them into foreign languages like English, French, Japanese and Korean. What is more, we can make pamphlets of ceramic folk customs and legends and perform them through various activities like burning Taiping kilns and paying tribute to the kiln god. In terms of various needs of foreign visitors, we should make good use of the resources of ancient ceramic kilns, modern ceramic enterprises, universities and colleges and research institutes to develop different tourist routes like ceramic history route, ceramic industry route and ceramic learning route, providing different services for foreign visitors to know the ceramic history, experience porcelain making and study ceramic arts.

Secondly, we should continue to develop Jingdezhen ceramic culture creative industry. As an integration of ceramic culture, science and technology, economy and creative ideas, ceramic culture creative industry transforms traditional industrial economy into knowledge economy with low cost, low energy consumption, high output and added values (Xu, 2017, pp.189-191). We should spend more funds in building a group of influential ceramic culture creative industrial parks, such as the Sculpture Porcelain Factory Creative Fair, Sanbao International Porcelain Valley, Taoxichuan Ceramic Culture Industrial

Park and Jingdezhen Mingfang Park, which integrate ceramic art experience, creation, exhibition, seminar, exchanges and entertainment. In those parks, there are international ceramic art workshops, ceramic gallery, cafe and hotels, which will attract more ceramic artists and enterprises at home and abroad to station and provide wide platforms for Sino-foreign ceramic culture exchanges.

Thirdly, we can resort to governments, ceramic institutes, ceramic celebrities, universities and colleges and research institutes to carry out international ceramic exchanges. We should make China Jingdezhen International Ceramic Expo which has been held for 19 times larger and stronger, speeding up its international, professional and marketable development. Jingdezhen city can hold ceramic culture years with its sister ceramic cities mutually like Doorcounty of the U.S.A., the city of Stoke-on-Trent of the U.K., Faenza of Italy, Delft of Netherlands, Safi of Morocco, Icheon of Korean, Seto of Japan. Jingdezhen Ceramic Association should make efforts to communicate with foreign ceramic associations, like National Council on Education for the Ceramic Arts (NCECA), International Ceramic Arts Association (ICAA) to hold famous ceramic artists' works exhibitions to reveal the latest development of Jingdezhen contemporary ceramic arts. We should offer a course of Chinese ceramic culture in Confucius Institutes abroad to enhance the influence of Chinese ceramic culture. What is more, universities and colleges, research institutes in Jingdezhen should carry out more international communication with ceramic art universities and colleges, research institutes abroad by means of jointly running school, mutually sending overseas students, teachers, experts and visiting scholars, carrying out research and study tours to learn from each other.

3.3 To integrate traditional and new media and set up multi-dimensional communication channels

The 21st century is an era in which traditional and new media coexist. The international communication of Jingdezhen ceramic culture needs a full integration of traditional and new media to set up a multi-dimensional communication channel. On one hand, we should make better use of traditional media such as newspaper, books, radio, television and films. We can select classical ceramic books, ceramic art magazines or tourist brochures and translate them into foreign languages for foreigners to read and get to know the long history of porcelain making and present ceramic industry in Jingdezhen. On the other hand, we should try to know the interests and needs of foreign public and hire professional teams to shoot documentaries and promotional films on Jingdezhen porcelain with foreign language subtitles and commentary. What is more, we can launch a project to translate TV series and films on porcelain. Some classical TV series and films like *Sacrificial Red, Blue and White, Jingdezhen, Porcelain*

Businessmen can be re-edited with foreign subtitles to spread in foreign media. On the other hand, we should keep up with the times to be engaged in the Internet era. Many newly emerging media like Micro-blog, Wechat, QQ, mobile phone APP, short videos, cartoons and mobile games can be made use of to spread Jingdezhen ceramic culture by selecting various sources, including interesting process of porcelain making, exquisite ceramic wares, ceramic customs and folktales, or famous ceramic artists. What is more, we should develop communication channels abroad to get in touch with major foreign media like *The New York Times* and *The Times*. Overseas media work stations should be set up to cooperate foreign social media like Facebook, Twitter and YouTube so as to take the initiative of international communication and extend the its coverage to tell Jingdezhen ceramic stories to the world in an active and simultaneous way.

Traditional media like radio, TV, films and books have unique values in spreading ceramic culture. For example, documentaries *Jingdezhen* and *Porcelain Stories*, books *China Jingdezhen Ceramic Culture Research Series* (Six books) and *Legend of Jingdezhen* are rich in contents and take a long time to watch or read, so they are worthy of watching or reading many times. However, its drawback lies that its audience is limited to domestic public. Because of the lack of English subtitles, the foreign audience can not comprehend the ceramic culture in those documentaries or books. Therefore, the communication effect is very slim. It follows that we should add English subtitles or translation to ceramic related TV series, films, documentaries and books in order to enhance their international communication effect.

Besides radio, TV, films and books, the channels for international communication of Jingdezhen ceramic culture include new media. It is a necessary choice to integrate traditional and new media to deepen the reform media industry. The new media which is based on the development of Internet is popular among more and more people and has changed the way of spreading information because of its advantages in fast speed, rich information and active interaction in communication. The mutual learning and integration of traditional and new media can make them complement each other and develop faster.

With the popularity of Internet, new media are emerging and developing like Micro-blog, Wechat, QQ, live-stream, short videos and Podcast, which are featured by wide coverage, active interaction and timeliness and have become an indispensable way to obtain and share information. The international communication of Jingdezhen ceramic culture should take advantage of the new media to shoot Chinese and English bilingual short videos on ceramic arts and crafts, ceramic wares, ceramic customs, Jingdezhen city promotional films, then broadcast them on the Internet platforms. What is more,

Micro-blog, Wechat, QQ and live-stream can be used to interact with foreign public, spreading ceramic culture, broadcasting ceramic fair live, or selling ceramic product live.

4. CONCLUSION

Under the background of globalization, cultural soft power has become more and more important in the overall national strength competition. Since 2011 when China put forward building a strong cultural country, China has been carrying out the strategy of Chinese culture going out to enhance Chinese cultural soft power. As a bright pearl in the Chinese splendid cultural treasure, Jingdezhen ceramic culture is time-honored and rich in resources. In the present all-media era, under the background of ever rising international position of China and the initiative of the Belt and Road, Jingdezhen ceramic culture ushers in a historic opportunity for international communication. However, due to the backward communication concept, lack of creativity in ceramic industry and the Western cultural hegemonism as well as superiority in communication technologies, the international communication of Jingdezhen ceramic culture is encountered by huge challenges. Accordingly, we should make great efforts to have an advanced communication concept, better tell colorful ceramic stories and set up multi-dimensional communication channels. Therefore, the city brand of World Porcelain Capital of Jingdezhen will be further promoted and the soft power of Chinese ceramic culture will be enhanced to make contribution to the great rejuvenation of Chinese nation in the all-media era.

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