

Research on the Innovation and Application of Ceramic Culture Documentary under the Background of the Construction of Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone

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Abstract

Ceramic culture documentary records the development track and historical state of the ceramic cultural symbol and expresses the human wisdom and national spirit contained as well, which is quite beneficial for promoting contemporary people's interpretation and reflection on traditional culture. Under the background of the construction of Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone, the innovation and development of Jingdezhen ceramic culture documentaries is discussed in this paper to better grasp the cultural memory and ceramic story in the works. Meanwhile, the application of relevant documentaries to the foreign language classes in universities will be explored so as to further realize the contemporary value of ceramic culture documentary, with the hope to strengthen the cultural

confidence of young students and promote the foreign exchange and dissemination of Jingdezhen ceramic culture.

Key words: Ceramic culture documentary; The construction of Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone; Innovation and application; Foreign language classes

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1. INTRODUCTION

In September 2018, the establishment of the Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone was approved by the State Council and the implementation plan was ratified in July 2019. The construction of Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone has ushered in a golden historical opportunity for Jingdezhen and greatly promoted the construction of a new platform for foreign cultural exchange, as well as the establishment of a new journey of socialist modernization and international porcelain capital.

Among them, the innovation and application of ceramic culture documentary is an important part of building platforms for cultural exchanges with other countries. As a mode of propagation, documentary undertakes the function of cultural communication and expression, which is a precious memory of the history and culture of the Chinese nation. It not only takes ceramics as a single object to present visual beauty to people,

but also shows the spiritual outlook and philosophy of life of the Chinese people to the world. Ceramic culture documentary is of great significance for telling ceramic stories well and spreading ceramic culture, which plays a positive role in promoting the construction of National Pilot Zones and cultural exchanges between China and foreign countries, so as to enhance the cultural soft power and improve the international discourse power of China. In addition, applying it to foreign language classes in colleges and universities is helpful for young students to examine the development of Chinese and foreign ceramic civilization from a cross-cultural perspective, inherit and carry forward the excellent traditional Chinese ceramic culture, and strengthen their cultural confidence as well.

2. OVERVIEW OF THE CERAMIC CULTURE DOCUMENTARY DEVELOPMENT

The ceramic culture documentaries began to appear in the public eye in the 1950s, intuitively showing the historical development of ceramic technology and products in the form of “picture and explanation”. The representative ones are Jingdezhen Porcelain (1950) and Porcelain Capital Shining Splendidly (1958). After the reform and opening up, ceramic culture documentaries entered a period of rapid development. The shooting scope began to expand from Jingdezhen to other regions, and the choice of themes became richer and more diversified. Since the 21st century, with the rapid development of China’s economy and the continuous improvement of its comprehensive national strength, driven by the concept of “telling Chinese stories well and building up cultural confidence”, ceramic culture documentaries have also begun to take the role of Chinese cultural ambassador, bearing the heavy responsibility of cultural transmission. These documentaries have also appeared in CCTV-4, CCTV-9 or other TV channels, such as Treasures of Qiong Kiln (2010) and Mysterious Enamel-colored Porcelain (2011) in the program of National Treasure Archive, The Secret of Yue Kiln and The Charm of Celadon in the program of Human Geography in 2011, etc..

In addition, some documentaries present the international spread and influence of Chinese ceramics on the whole world from the perspective of both China and the West, such as “Treasures of Chinese Porcelain” and “Ceramics: A Fragile History” recorded by BBC in 2011, as well as “China & Porcelain” jointly produced by CCTV-9 with the British Museum and the Museum of Victoria and Albert. These documentaries help people understand the brilliant Chinese history from different perspectives, being clear about the role of Chinese ceramics in the world history and its impact on social life, politics, economy, art and religion in the western world.

The documentary “Porcelain Story” (2014) launched by CCTV-9 tells the story of the dissemination journey of Chinese ceramic culture in the world, and shows the mark of the exchange and collision between Chinese civilization and the world civilization. In 2018, the documentary “Jingdezhen”, jointly produced by CCTV and JXRTV (China Jiangxi Radio and TV Station), explored the development path of this world-famous handicraft and commercial city through major historical events and important historical nodes of Jingdezhen. The documentary “I’m Your Porcelain” (2022) launched by bilibili dreamed back to Jingdezhen once again, telling the story of porcelain and craftsmen in the millennium capital of porcelain Jingdezhen by showing the beauty of handmade porcelain.

At present, the creation of ceramic culture documentary in China is in the stage of continuous development, especially in recent years, the quality and quantity of its works have been improved. The number of ceramic culture documentaries with Jingdezhen as the special topic is also increasing, which is of great significance to the construction of Jingdezhen National Ceramic Culture Inheritance and Innovation Pilot Zone, and also greatly promotes the foreign communication and dissemination of Jingdezhen ceramic culture.

3. THE INNOVATION AND APPLICATION OF CERAMIC CULTURE DOCUMENTARY

Due to the influence of social, economic and political factors in different periods, the theme selection, narrative methods and shooting techniques of ceramic culture documentaries are different. From the early 1950s to the period of reform and opening up, ceramics were usually presented as works of art in the public view. Then in the late 1990s, the connotation of ceramic culture was continuously excavated in the documentaries. Until recent years, ceramics have been used as a representative of telling Chinese stories and showing the national image. In addition, the narrative mode also transforms from the traditional straightforward way to the use of story and suspenseful method. All of these depict the continuous innovation and development of ceramic culture documentary. At present, under the background of the construction of Jingdezhen National Pilot Zone, more attention should be paid to the creation of ceramic culture documentaries to better promote and spread Jingdezhen ceramic culture. In the meantime, those documentaries can be applied to foreign language classes in colleges and universities as an auxiliary textbook to expand the content, which can help our young students view the evolution of Chinese and Western ceramic civilization from a cross-cultural perspective, so as to better inherit and carry forward Chinese ceramic culture.

3.1 Attaching Importance to the Connotation of Ceramic Culture

Since ancient times, ceramics, as handicrafts, not only show the production level and technology at that time, but also reflect the thoughts and social and cultural connotation of the creators. Therefore, the ceramic culture documentary should pay attention to explore the essence and the connotation of the ceramic culture behind the ceramic works.

Taking the documentary “Jingdezhen-the Capital of Porcelain” as an example, with clear logic and specific context, it gives the audience the space to think and explore the mystery behind Jingdezhen ceramic culture by showing the traditional porcelain making technology, the firewood kiln firing techniques and the folk kiln ceramic art. In addition, the documentary “China & Porcelain”, jointly shot by China and the UK in 2012, takes blue and white porcelain as the story clue and puts it in the context of globalization to discuss its export road so as to contemplate about the whole history. This documentary tells the story of Chinese ceramics through an international perspective, which explores the global status of Chinese porcelain and its far-reaching influence on western countries, showing the openness and inclusiveness of the Chinese nation. This is undoubtedly a very important material in foreign language classroom teaching in colleges and universities. Effectively combining it with the content of the teaching material can enable students to view the integration of Chinese and Western ceramic cultures in a deep and multiple perspective, and learn to explain the excellent traditional Chinese culture to the world in a foreign language.

With the continuous progress of social technology and the improvement of people’s aesthetic needs, the creation of ceramic culture documentary has become more and more inclined to reflect the cultural connotation and value pursuit of the Chinese nation. While showing the beauty of Chinese ceramics to the audience around the world, the rich cultural information carried by the traditional ceramic technology should be illustrated. Therefore, under the background of the construction of the Pilot Zone, the innovation of Jingdezhen ceramic culture documentary should also grasp this main line and pay more attention to the connotation of ceramic culture in the creation. Through the introduction of delicate ceramic art works, representative craftsmen or some characteristic local ceramic cultural attractions, such as the Imperial Kiln, Tao Xichuan, and Sanbao International Porcelain Valley, the rich ceramic cultural connotation of Jingdezhen can be perfectly shown, which would greatly promote the cultural dissemination and the effective construction of the image of the porcelain capital.

3.2 Full Exploration of the Ceramic Story Elements

As is known to all, time, place, and character are the three necessary elements to tell a story. The excavation of the

story, the choice of characters and the design of the plot are quite important for an excellent documentary. It is essential for innovating ceramic culture documentaries to dig deep into the rich ceramic story elements, which with positive significance and communication value can be chosen in the selection of the subject.

For example, certain representative Jingdezhen local craftsmen can be selected as a breakthrough point, who can share their own experience and ceramic production process through their personal narrative perspective, thus showing the spirit of persistence and perseverance, as well as the spirit of craftsmanship. Before the interview and shooting, it is necessary to get to know the interviewees in advance, then make full preparation of the interview outline, questions, and relevant materials. In this way, the interviewees can be better guided and the pace of the interview can be better controlled, so as to make the works more perfect and substantial.

The construction of the Pilot Zone has brought more opportunities for Jingdezhen ceramic craftsmen. More and more young artists and ceramic practitioners have joined in the team of “JingPiao”(referring to people from all over the world coming to Jingdezhen to make a live). The exploration of their unknown stories and experiences of ceramic culture is of great significance to the innovation and development of ceramic culture documentaries. It also plays a huge role in promoting the building Jingdezhen into a new humanistic city and the center of world ceramic culture with great influence. Meanwhile, taking the spirit of craftsman as an important content, apply those ceramic stories to foreign language classes in universities can help to cultivate students’ spirit of dedication, innovation, and perseverance.

3.3 Appropriate Exploitation of Various Narrative Techniques

Generally speaking, different artistic forms will adopt different narrative techniques, such as film, literature, drama, etc.. They all have their own narrative modes, and thus the narrative effects will be greatly different. With the progress of technology, the creation of documentaries tends to emphasize the combination of image expression and aesthetic appreciation, in order to pursue the richness and diversity of elements.

The development of ceramic culture documentary is inseparable from the innovation of narrative techniques. With the combination of whole and detailed narrative, the audience would be attracted by the ups and downs of the plot, which can vividly reveal the psychological and environmental changes of the characters through details, so as to increase the authenticity and appeal of the works. For example, when introducing the ceramics of the Ming and Qing Dynasties, the detailed shooting of Jingdezhen Imperial Kiln site would be an indispensable part. It gives people a spiritual shock through the charm of ceramics, and helps the audience experience the social and political

changes at that time through the telling of historical stories and the display of ceramic decoration.

At the same time, the multi-perspective narrative technique can be exploited. Through the transformation of narrative perspective, the communication effect of documentary visibility would be improved to provide more comprehensive and rich information, so that the documentary can be more in line with the aesthetic needs of the audience and give the audience a sense of reality. Its application to foreign language classroom teaching undoubtedly adds an attraction and interest, allowing students to feel the role and important position of ceramics in the long history of the world.

4. CONCLUSION

Chinese ceramic culture has a long history, and documentaries are an important medium to show the brilliant ceramic culture and the splendid ceramic spirit. Under the background of the construction of the Pilot Zone, the innovation and development of ceramic culture documentary is of great significance to the urban construction, economic development, and ceramic culture inheritance of Jingdezhen. Attaching importance to the connotation of ceramic culture, full exploration of ceramic story elements and appropriate exploitation of various narrative techniques are conducive to the innovation of ceramic culture documentary, which thus greatly promote the inheritance and development of ceramic culture. In addition, the application of documentaries to foreign language classes in colleges and universities enables young students to have a deeper understanding of the profound ceramic culture, experience the spirit of craftsman and strengthen their cultural confidence, which

is also the contemporary value and significance of ceramic culture documentaries.

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