

Research on International Communication of Ceramic Culture with Integrated Media

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Abstract: With the development of integrated media technology, the international communication of ceramic culture is facing unprecedented opportunities and challenges, such as the coexistence of diverse forms of ceramic culture communication and information overload problem in ceramic culture communication. As a long-standing cultural form, ceramic culture has gained widespread attention and unique cultural value worldwide. This paper focuses on the international communication of ceramic culture in the context of integrated media, aiming to explore how to effectively utilize integrated media technology to enhance the international communication effect of ceramic culture, cultural exchange and mutual understanding. This paper utilizes the theory of integrated media to explore strategies for international communication of ceramic culture in the era of integrated media. Based on the specific integrated media communication practices of Jingdezhen Integrated Media Center, Jingdezhen International Communication Center, and IJDZ English website, the paper analyzes the following three aspects: multimedia integrated communication, cross-cultural content planning, and enhanced interactivity.

1. Introduction

In the context of globalization, cultural exchange and cultural communication have become important bridges connecting different countries. Ceramics, as an important cultural heritage in the long river of human history, not only carry rich historical and cultural information, but also serve as an important medium for cultural exchange between China and foreign countries. However, the international communication of ceramic culture also faces many challenges, such as cultural barriers, localization adaptation of communication content, and difficulties in creating high-quality content. With the advancement of technology and the evolution of media forms, the application of integrated media technology has provided new ways and methods for the international communication of ceramic culture. When conducting international communication of ceramic culture, we not only need to fully utilize the advantages of integrated media technology, but also need to deeply understand the cultural background and acceptance habits of the target audience, and develop practical and feasible communication strategies. This study aims to explore the international communication strategies of ceramic culture in the context of integrated media. By analyzing the current situation and challenges of international communication of ceramic culture, effective communication models and strategies are proposed to promote global understanding and

recognition of ceramic culture, strengthen cultural exchange and mutual learning.

2. Integrated Media and Ceramic Culture

Integrated media, as an emerging means of communication, breaks the boundaries of traditional media by integrating multiple media resources, and achieves efficient communication of information. It is the physical integration among diverse media platforms, and it employs new thinking mode to maximize the communication effect [1]. For ceramic culture, integrated media can not only provide richer and more diverse communication channels, but also enhance the interactivity and sense of participation of information, making the communication of ceramic culture more vivid and in-depth. Integrated media has greatly influenced viewers' access to information and made content customization possible [2]. Integrated media refers to the integration of text, pictures, videos, audio and other media forms through the Internet, mobile communication and other technical means under the background of the advanced development of digital technology to form a unified, multi-channel, multi-platform, interactive new media communication mode. This mode breaks through the limitations of traditional media in a single form, making information communication more three-dimensional, intuitive and interactive, and greatly enriching the way users obtain information and experience.

The advantages of integrated media lie in diverse forms of expression, strong interactivity and participation, rapid and extensive information communication, and customized content. Firstly, integrated media can present information content more vividly and intuitively by integrating multiple media such as text, images, and videos, meeting the needs of different users. In the international communication of ceramic culture, the advantage of integrated media is particularly important because it can make the communication of ceramic culture more vivid and intuitive, making it easier for international audiences with different cultural backgrounds to accept and understand. Text can provide a detailed description of the historical background, cultural significance, and manufacturing techniques of ceramics, while images can intuitively display the beauty, color, and detail processing of ceramics. The combination of the two can make information transmission more comprehensive and vivid. Videos are particularly suitable for showcasing the process and technical performances of ceramic production, providing viewers with an immersive experience. Through high-quality video content, international audiences can have a more intuitive understanding of ceramic culture and craftsmanship, increasing the attractiveness of cultural communication. Secondly, integrated media platforms typically have powerful interactive functions such as commenting, sharing, liking, etc., which can effectively increase user engagement and immersion in content. The interactive function enables users from different cultural backgrounds to discuss ceramic culture themes. This direct communication and sharing promotes cross-cultural understanding, making the communication of ceramic culture not limited to one-way information flow, but forms an interactive and multicultural communication platform. Users can learn the significance and uses of ceramics in other cultures through interaction, thereby expanding their understanding and appreciation of ceramic culture. Augmented reality (AR) and virtual reality (VR) can present digital collections in museums, and add enjoyment to people's visiting experiences [3]. VR and AR technologies can provide users with more immersive and realistic experiences. For example, through VR technology, users can "personally" visit ceramic museums or participate in virtual ceramic production experiences. This new interactive experience is of great significance for enhancing the interest and participation of international audiences. Moreover, relying on the Internet and mobile communication technology, integrated media can achieve rapid and extensive information communication and break the time and space constraints. Ceramic culture disseminators can ensure that ceramic culture can reach a wider audience and achieve real-time

updates and communication by publishing content on various social networks, video platforms, online education websites, and other platforms, so that users around the world can access the latest ceramic culture information, activities, and learning resources in the first time. Finally, through data analysis and user behavior research, such as browsing history, searching keywords, interactive records, etc., it is possible to understand which specific aspects of ceramic culture users are interested in, such as ceramic art from a certain period, ceramic vessels of a certain style, or ceramic making techniques. Hamidreza Shahbaznezhad, Rebecca Dolan, Mona Rashidirad (2021) found that different platform users have different social media engagement behaviors. For example, Instagram users appear to have more passive social media engagement behaviors than Facebook users [4]. This can provide customized and personalized content recommendations for different users, improving the relevance and effectiveness of information.

3. International Communication of Ceramic Culture

Ceramic culture refers to the sum of history, art, technology, economy, and social practices formed around the specific material form of ceramics. It not only includes the creation, appreciation, and collection of ceramic artworks, but also the development of ceramic technology, the development of the ceramic industry, and the application of ceramics in daily life and social rituals [5]. As an important component of human civilization history, ceramic culture reflects the historical traditions, aesthetic tastes, and social customs of different regions and ethnic groups. Ceramics not only record the long changes and developments in science and art, but also reflect the social life, cultural exchange, economy of that time. The pottery patterns of Majiayao in the primitive society, the “lime glaze” and cicada pattern of the Shang Dynasty, the pottery Terra Cotta Warriors of the Qin Dynasty, the painted pottery of the Han Dynasty, the celadon of the Three Kingdoms and the Two Jin Dynasties, Tang tri-color glazed pottery of the Tang Dynasty, the celadon of Longquan Kiln and export ceramics of the Song Dynasty, the blue and white porcelain and underglaze red porcelain of Jingdezhen Kiln of the Yuan Dynasty, the overglaze color of the Ming Dynasty, and the enamel color of the Qing Dynasty bear the evolution and development process of artistic creation and technological invention at that time. The “jadeite” celadon of Goryeo, the “Nara Tricolor” of Japan, the “Egyptian Tricolor” of Egypt, and the “Persian Tricolor” of Persia all reflect the influence of Chinese ceramic culture upon other countries [6]. The aesthetic concepts of Chinese ceramics, such as the pursuit of natural and harmonious beauty, attention to detail decoration and color matching, have had a profound impact on overseas artistic creation. In some European royal palaces and noble families, Chinese porcelain is considered a precious art piece and a symbol of identity. At the same time, some ceramic decorative elements and patterns from China have also been integrated into overseas ceramic products and other artworks, such as Japanese Imari porcelain, European multicolored porcelain, and Iranian blue glazed ceramics.

Traditionally, the international communication of ceramic culture mainly relies on the flow of material culture, such as through the trade, exhibition, and collection of ceramic artworks. At the same time, the flow of talents, such as the exchange and visits of artists, craftsmen and scholars, has also made important contributions to the communication of ceramic culture. This mode of communication has to some extent promoted mutual understanding and borrowing between different cultures, but its scope and speed of influence are relatively limited. However, with the development of Internet and integrated media technology, the international communication of ceramic culture presents new characteristics and trends. Through online platforms, people can easily access ceramic art works and related knowledge from around the world, and ceramic education and learning resources have become more abundant and easily accessible. In addition, integrated media technology makes the display and exchange of ceramic culture more diverse and interactive, greatly

improving communication efficiency and audience participation. For example, the application of integrated media technology and digital technology provides museums around the world with the opportunity to showcase their collections of ceramic artworks online. Through virtual museums and online galleries, people can enjoy ceramic artifacts and works from all over the world without leaving their homes. Virtual exhibitions can prevent the risk of damaging to the collections by displaying them online [7]. This form not only broadens the audience base of ceramic culture, but also provides more convenient research avenues for researchers and scholars. Social media platforms are used to share the creation background, historical significance, and production process of ceramic works. Social media, as one of the most influential platforms in today's era, plays a crucial role in promoting ceramic culture and improving the efficiency of ceramic culture communication. Elisa Arrigo, Caterina Liberati, Paolo Mariani (2021) uncovered that there is a significant link between marketing communication media and users' profiles [8]. By using storytelling content to increase user engagement and interest, people often become more interested in items with stories. This strategy can make ceramic works more vivid and easier to resonate with the audience emotionally. At the same time, cross-platform integrated media communication is carried out, promoting ceramic culture on multiple social media platforms, but the content needs to be optimized according to the characteristics of different platforms to attract different audiences. Rana AI-Marooft et al. (2021) found that content richness plays a crucial role in accepting YouTube and TikTok [9]. YouTube showcases the detailed process of ceramic production, Twitter shares interesting facts and historical clips of ceramic culture, TikTok posts fun and interesting short videos related to ceramics, and Instagram showcases high-quality ceramic art images, etc.

4. International Communication with Integrated Media in Jingdezhen

Jingdezhen, known as the "Capital of Ceramics", shoulders the important responsibility of spreading Chinese ceramic culture. On January 20, 2023, Jingdezhen Integrated Media Center was established, marking a new step in the integrated development of Jingdezhen's integrated media. Jingdezhen Integrated Media Center is a comprehensive city level mainstream news unit that integrates newspapers, radio, television, the Internet, and various new media, formed by the integration of Jingdezhen Daily and Jingdezhen Radio and Television Station.

4.1 Multimedia Integrated Communication

Media integration refers to the integration of multiple media forms, such as text, pictures, audio, video, etc., which are comprehensively displayed and disseminated through the Internet platform. In this context, disseminators can utilize these diverse media resources to more comprehensively and stereoscopically showcase the unique charm of ceramic culture. Previously, various media outlets carried out ceramic culture communication activities relatively independently, and each media outlet had its own communication characteristics, advantages, audience groups, and shortcomings. Jingdezhen Integrated Media Center integrated various media resources in Jingdezhen, unified and coordinated the content, function, and role of each media outlet in promoting ceramic culture, and achieved the overall advantage of communication. Multimedia integrated communication requires the use of various platforms (such as social media, websites, mobile applications, television, and radio) to transmit information. Each platform has its own specific user group and usage habits. Jingdezhen Integrated Media Center needs to customize content based on these characteristics to ensure effective coverage and communication of information. Jingdezhen Integrated Media Center takes the deep integration of media as an opportunity to create a ceramic culture communication platform, guided by innovative communication methods, and better undertakes the mission of revitalizing ceramic culture and showcasing the image of the porcelain city. Jingdezhen Integrated

Media Center can produce high-quality ceramic themed documentaries and ceramic themed short videos that are in line with current hot topics, telling the history, cultural background, and production technology of ceramics. Based on the characteristics and preferences of different groups of users, the content form and style can be adjusted to ensure attraction and shareability. Jingdezhen Integrated Media Center can develop interactive e-books that integrate graphics, audio explanations, and video demonstrations, providing users with an immersive learning experience. E-books are embed audio explanations, with professional guides or ceramic artists providing explanations, and audio explanations can be combined with graphic and textual content to deepen users' understanding and experience of ceramic culture.

4.2 Cross-Cultural Content Planning

On May 31, 2022, Jingdezhen News Media Group and Jingdezhen Daily International Communication Center cooperated and IJDZ English website was officially launched, marking that Jingdezhen is striving to create a new situation in international communication in Jingdezhen. Jingdezhen International Communication Center and IJDZ English website adhere to content as the core, plan high-quality cross-cultural content, open a new window of exchange and cooperation between the international porcelain capital and the world, and make Jingdezhen's overseas promotion more "international". IJDZ English website is divided into seven sub sections: News, Life, Crafts, Jingpiao, Travel, Media, and Fine View. This English website contains the latest news and information related to ceramics. For example, in the third "Representative Channel" of the second session of the 14th National People's Congress, Yu Jihua, a National People's Congress representative and chairman of the Jiangxi Jingdezhen Ceramic Artists Association, stated in an interview that Jingdezhen established the Jingdezhen Intellectual Property Court in 2021 to provide legal protection for ceramic intellectual property and as a craftsman, I will strive to create better and more beautiful ceramic works, promote ceramic culture, and tell the story of China well. Life section introduces Jingdezhen's cuisine, visa related issues, and China's 24 solar terms. Jingpiao section introduces the stories of ceramic enthusiasts from other places or foreign countries staying in Jingdezhen to work or create. Travel section introduces the numerous tourist destinations in Jingdezhen. Media section focuses on creative innovations in Jingdezhen and the ceramic artworks in Jingdezhen China Ceramics Museum. Fine View section showcases the beautiful scenery of Jingdezhen. Emanuele Mele, Peter Kerkhof and Lorenzo Cantoni (2021) found that heritage tourism promotion on Instagram differs across culturally distant destinations [10]. The goal of cross-cultural content planning is to design content that has both local cultural characteristics and can be accepted and understood by international audiences. Jingdezhen International Communication Center and IJDZ English website combine the characteristics of Chinese ceramic culture with international communication in this way, showcasing the cultural charm of Jingdezhen from multiple perspectives, and conveying its unique cultural values and stories to the world. International audiences can learn about the latest developments in Jingdezhen ceramics through news section, experience cultural differences through life section, enhance their appreciation of traditional ceramic craftsmanship through crafts section, see the influential charm of ceramics through Jingpiao section, learn about Jingdezhen tourist attractions through travel section, and visit Jingdezhen China Ceramics Museum online through media section, and see the natural beauty of Jingdezhen through fine view section.

4.3 Enhanced Interactivity

To optimize and enhance interactivity, Jingdezhen Integrated Media Center and IJDZ English website can transform static content into a more dynamic communication and participatory

experience, thereby becoming more vivid and user engaged integrated media platforms and English websites. They can develop interactive content such as online Q&A, virtual reality experiences, online seminars, creating social media groups, open comment areas, interactive charts, real-time live exhibitions, etc. Social media is the key to enhancing interactivity. Jingdezhen Integrated Media Center and IJDZ English website can share content on multiple social media platforms, such as Facebook, Twitter, or Instagram, and add a sharing button at the end of the article to facilitate readers to share the content they are interested in. In addition, regular Q&A sessions and online seminars can be held on social media, inviting experts and craftsmen to interact online, and creating social media groups or forums with Jingdezhen ceramic culture as the theme to increase user interaction. They can open comment areas under their own columns, encourage readers to share their opinions and feedback, and create a forum for users to have more in-depth discussions on specific topics, which can make users feel that their opinions are valued and also increase valuable user generated content. Users are motivated to upload and share their own stories and experiences related to Jingdezhen ceramics, such as sharing their life experiences in Jingpiao section, and creating a column to showcase excellent user stories. After review, it can be used as part of media communication content, which not only increases the diversity of content but also encourages more users to participate.

Jingdezhen Integrated Media Center and IJDZ English website can collaborate with Jingdezhen tourist attractions to develop virtual reality (VR) videos, allowing audiences and website visitors to “enter” ceramic craftsmen’s studios, watch their craftsmanship processes, or experience the beauty and ceramic cultural atmosphere of Jingdezhen tourist attractions through 360 degree videos, or establish a virtual museum or online exhibition. By utilizing modern technology, users can remotely appreciate the ceramic artworks in Jingdezhen. At the same time, through real-time live broadcasting of ceramic exhibitions, ceramic cultural activities, or important news events, users can participate in real time and obtain interactive opportunities through comments and questions. Travel sector can provide a function of directly booking visits to ceramic workshops, ceramic cultural attractions, or purchasing Jingdezhen local delicious cuisines through the platform. This booking platform allows visitors to take immediate action while learning information, enhancing their sense of participation. Jingdezhen Integrated Media Center and IJDZ English website can recommend relevant content based on the user’s historical behavior, such as articles, videos, or ceramic activity information that users are interested in. This requires powerful data analysis and user behavior tracking technology, so that each user can obtain a unique and personalized user experience. To optimize content by improving interactivity, Jingdezhen Integrated Media Center and IJDZ English website need to use technological means and innovative ideas to make them not only platforms for information transmission, but also communities for users to immerse, experience, and participate in.

5. Conclusion

In this study, we delved into the international communication strategies of ceramic culture in the context of integrated media, aiming to enhance the international influence of ceramic culture through innovative communication methods and promote the overseas communication of Chinese ceramic culture. Through the analysis of this study, we can draw the following conclusions. Firstly, the application of integrated media technology provides new possibilities for the international communication of ceramic culture. By integrating various media forms such as videos, images, and text, integrated media technology not only enriches the expression of ceramic culture, but also enhances the efficiency of information transmission and audience acceptance. This multi-dimensional expression enables ceramic culture to overcome language and cultural barriers and present it to audiences around the world in a more vivid and intuitive form. Secondly,

cross-cultural content planning is the key to enhancing the international communication of ceramic culture. In the context of globalization, understanding and respecting the values and aesthetic standards of different cultures is very important. Through carefully planned cross-cultural content, not only can the international appeal of ceramic culture be increased, but also mutual understanding and respect between different cultures can be promoted, further enhancing the depth and breadth of cultural exchange. Furthermore, enhancing interactivity is an effective means to promote the international communication of ceramic culture. In the context of integrated media, interactivity not only enhances user engagement and experience, but also provides a platform for innovative communication of ceramic culture. Through online exhibitions, virtual experiences, interactive discussions, and other forms, audiences can more directly experience and understand the charm of ceramic culture, thereby deepening their interest and understanding of ceramic culture. In summary, the development of integrated media technology has opened up new paths for the international communication of ceramic culture. Through the application of strategies such as multimedia integrated communication, cross-cultural content planning, and enhanced interactivity, not only can the international communication effect of ceramic culture be improved, but also the exchange and understanding of global culture can be promoted. In the future, with the continuous progress and innovation of integrated media technology, the international communication of ceramic culture will show broader prospects.

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