

The Nexus between Ceramic Culture and Ideological and Political Education Resources

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Abstract—Since ancient times, Jingdezhen has been engaged in the porcelain industry and accumulated rich ceramic culture. This kind of local characteristic culture is a culture with historical inheritance, regional uniqueness and non-replicability formed in a specific region for a long time. Therefore, Jingdezhen's ceramic culture, as local characteristic culture, has become an important resource for college students' ideological and political education. Ceramic culture is closely related to the major that students study. Also, it is easy to be accepted by college students by integrating it into ideological and political education, which can produce the effect of "moistening things silently". Based on this, this work first analyzed Jingdezhen's ceramic culture, then discussed the nexus between ceramic culture and college students' ideological and political work, and finally put forward the strategy of integrating ceramic culture into ideological and political education.

Keywords—Jingdezhen; Ceramic culture; Ideological and political; Educational resources; Influence

I. INTRODUCTION

Local characteristic culture refers to the culture with historical inheritance, regional uniqueness and non-replicability formed in a specific region for a long time. Jingdezhen is a famous porcelain capital in the world, and its ceramic culture is profound and charming. Jingdezhen's ceramic cultural heritage includes ceramic artifacts, ceramic kiln sites, ancient workshops, ancient kiln houses and related ancient buildings and ceramic literature, such as houses, guildhalls, temples, gates, docks, blocks, etc. It also includes the intangible ceramic culture related to ceramic production, such as folk custom, poetry and ballad, etc. Jingdezhen's ceramic culture, as an important part of Chinese traditional culture, embodies the national spirit of striving for success and the national quality of self-discipline, which contains rich ideological and political education resources [1]. In addition, ceramic culture is closely related to the major that art students study. Integrating ceramic culture into ideological and political education is easy to be accepted by college students and can produce the effect of "moistening things silently". Jingdezhen's ceramic culture as a local characteristic culture has become an important resource of ideological and political education for college students.

II. OVERVIEW ON JINGDEZHEN'S CERAMIC CULTURAL RESOURCES

A. Accumulated and precipitated profound ceramic culture for thousands of years

Jingdezhen has a long history of porcelain making and cultural resources. Since the Northern Song Dynasty, Jingdezhen has accumulated the great achievements of the world's skilled craftsmen. Jingdezhen was the center of China porcelain in Yuan, Ming and Qing Dynasties. The Chinese English name "CHINA" in lowercase means "porcelain". The English pronunciation of "CHINA" comes from Jingdezhen's historical name "Changnan", which highlights the influence and status of Jingdezhen porcelain in the world. Ceramic civilization for thousands of years, accumulated rich material and cultural heritage, is the cultural treasure of Jingdezhen, China and even the world. The essence of ceramic culture lies in those ceramic monuments, traditional porcelain making skills and unique porcelain industry customs which represent the historical memory of the city [2]. They contain too much historical and cultural information, and reflect the profound connotation of ceramic culture.

B. Gathered many masters across the country and cultivated thousands of skilled craftsmen

Jingdezhen is a world-famous porcelain capital, the continuous kiln fire for thousands of years and the generations of continuous porcelain making. It has gathered many masters across the country and cultivated thousands of skilled craftsmen, resulting in a "ceramic family" with ceramic skills passed down from generation to generation. This is a major feature of Jingdezhen and another unique cultural landscape in the glorious history of the porcelain capital. The first selection of Chinese ceramic art masters revealed that there are 35 Chinese ceramic art masters in the country, while Jingdezhen occupies 9. This once again embodies the profound ceramic culture and talent advantages in Jingdezhen. In addition, Jingdezhen has 49 masters of arts and crafts in Jiangxi Province and 55 ceramic artists named by Jingdezhen Municipal People's Government. Jingdezhen's masters can be described as a group of brilliant stars, talented people, gathered in the holy land of porcelain capital. Moreover, due to the industrial agglomeration effect, the scale expansion of ceramic enterprises and the increase in the number of foreign ceramic enterprises, all kinds of ceramic management talents, R & D

talents, marketing talents, planning talents, technical workers and skilled workers gather in Jingdezhen city.

C. Formed a complete ceramic production-learning-research culture system

In recent years, the Jingdezhen ceramics industry has undergone fundamental changes through vigorous regulation and integration. After small-scale contracting, block operation and long-term leasing, Jingdezhen has implemented the strategy of retreating from the city to the suburbs, gathering in parks and developing in different places. Therefore, a new industrial cluster is formed and the effect of industrial agglomeration is further highlighted. The city has formed the Jingdezhen ceramic industrial park, the ceramic industrial park in the Jingdezhen high-tech industrial park and the ceramic production and accumulation area with the community as the center. In addition, Jingdezhen has four specialized ceramic research institutions, including the Ceramic Research Institute of Light Industry, Jiangxi Research Institute of Ceramics, Jingdezhen Research Institute of Ceramics and Jingdezhen Special Ceramics Research Institute.

D. Possessed a strong ceramic culture atmosphere

Jingdezhen's ceramic culture has a profound impact on everyone in the porcelain capital, which shows a strong cultural atmosphere. Jingdezhen has a long history, with much ceramic cultural heritage, including material cultural heritage and intangible cultural heritage. Material cultural heritage includes immovable cultural relics and movable cultural relics. Immovable cultural relics include kiln houses, workshops, docks, dwellings, porcelain houses, tree houses, guildhalls, temples, churches, ancient wells, etc. Movable cultural relics include various unearthed and handed down ceramics. Intangible cultural heritage mainly includes ceramic technology, ceramic technology and ceramic customs formed by ceramics [3].

III. THE NEXUS BETWEEN CERAMIC CULTURE AND COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL WORK

A. Consistent purpose

The purpose is to stimulate students' spiritual strength and promote the construction of double civilization. Ceramic culture is to educate, guide, edify, encourage and encourage students to advance according to a set goal with unique values, beliefs and ideals. Excellent culture has a subtle effect on students. And once it is accepted by students, it can enhance the cohesion and centripetal force within the class, so that students have a sense of belonging and mission. Culture can also form a kind of "joint force" under the guidance of the common values in the class for individuals with different pursuits, which can bring together the common goals of the class and strongly motivate students and play a guiding role. At the same time, it can form the best combination among all elements in the class, and make the whole class in the best operation state. As the fundamental purpose of ideological and political works in the ceramic industry, in a word, it is to educate, inspire and solve people's standpoint and ideological problems with the most advanced and scientific world outlook

and methodology. So, people can continuously improve their understanding, improve their ability to transform the world outlook and stimulate their creativity [4]. The students' development can't be separated from ideological and political work, which is the propeller of material civilization and spiritual civilization construction. Therefore, ceramic culture and students' ideological and political education have the same purpose, which constitutes the relationship between culture and ideological and political education.

B. Content cross

To cultivate the core spirit of the class, the construction of students' professional ethics must be strengthened. Class core spirit is the core of culture. Without good class spirit, there will be no good class quality. Culture attaches great importance to the cultivation of class spirit, which takes unity, enterprising, responsibility and law-abiding as its content, standardizes the class and each student's behavior and forms a common value orientation. Also, cultivating socialist spirit is also an important part of modern ideological and political work. As a ceramic industry in ideological and political work, it plays an important role in guiding and ensuring the cultivation of class spirit. Ceramic ideological and political-cultural work should also use cultural atmosphere, cultural connotation, media and modern educational means, excellent books and other educational infrastructure to carry out publicity and education. So, class ideology is not only the cultural carrier of ideological and political work, but also the external carrier of displaying cultural and spiritual outlook.

C. Unified methods

Although there are differences, the overall is relatively uniform. Ceramic culture is to create an established cultural atmosphere through class management and class spiritual civilization construction. In creating this cultural atmosphere, it is necessary to mobilize all factors, including educational means, to work together in one aspect. The working methods of culture are also diversified, which often adopts the forms of "training", "encouraging competition", etc., while regulating students' behavior. This form of management is also often used in ideological and political work [5].

D. Highlight people-centred

This is connected to ceramic culture and ideological and political work. People are the main body in the class, and class management must be people-centered. Ceramic culture is to improve the role of people to a more prominent position, and establish "people-oriented" management. Culture attaches great importance to improving people's quality in an all-round way, as well as the management of "humanization", with "human feelings", and the starting point and foothold are inseparable from people's thoughts.

IV. STRATEGIES FOR INTEGRATION OF CERAMIC CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION

A. *Carrying forward students' subjectivity in ideological and political education*

Subjectivity is one of the most important concepts for modern people. Based on the characteristics of human subjectivity, ideological and political work should vigorously promote subjectivity education and carry forward human subjectivity. Modern college students have their unique and distinct personality and characteristics, and their requirements for subjectivity are more urgent. This puts forward higher requirements for modern college students in ideological and political work. How to improve the realization of subjectivity and the effectiveness of ideological and political work according to the ideological characteristics of art college students, it has become an important issue that ideological and political workers should not neglect. Education is not only a cultural transmission, but also a kind of awakening of personality and soul, which is the core of education. Ideological and political should embody this core function, consciously awaken people's subject consciousness, and improve people's subject ability. It makes people consciously internalize the educational objectives into their own development needs and further externalize them into behaviors [6]. The integration of ceramic culture into the ideological and political education for art college students is conducive to the students' self-conscious and voluntary sense of identity. Students unconsciously have a series of processes, such as self-response, self-selection, self-integration, and then self-internalization and externalization, etc. This not only highlights the subjectivity of the education object, but also emphasizes the practicality of ideological and political education. Moreover, due to ceramic culture is ubiquitous in students' study and life, it is easy to arouse students' emotional identity and be willing to accept it.

B. *Playing the role of the ideological and political carrier for local characteristic culture*

Ceramic culture is an effective carrier of ideological and political education for regional art college students. The application of ceramic culture to the ideological and political education for regional art college students will undoubtedly offer a new vision for the implementation of the ideological and political path and the students' self-education path, and also give us new enlightenment to optimize the ideological and political path. Ideological and political education is a complex dynamic process. Education path is the link between the subject, the object and the object of education. The correct planning and selection of education path is the fundamental guarantee to improve the ideological and political effect.

Today, the college students' ideological and political education is no longer a single theoretical content, practical approach and classroom way in the past, but a highly integrated and socialized system at all levels of life, such as theory and practice, reality and virtual, society and school, classroom and extracurricular, etc. Therefore, the research on ideological and political path optimization is of practical significance. On the one hand, the path is broadened. For a variety of reasons, the

school ideological and political education is mainly carried out through the "two courses" classroom approach at present. In modern society, the factors that affect people's thinking are complex and changeable. Ideological and political education can't rely on a single classroom teaching the path to achieve the ideal effect, but should use a variety of ways comprehensively and strengthen repeatedly. On the other hand, the solution path is conflict. The ideological and political path is not a single path, but a compound path composed of complex layers and various forms. However, there are conflicts and contradictions among different paths, which make the educational subject confused and unable to choose. This is called "path conflict". The path conflict reflects the contradiction between ideological and political practice and the choice of educational subjects. For a long time, our ideological and political work is used to instilling political and moral knowledge through classroom teaching. Therefore, the number of political courses and ideological and political courses is constantly increased, and ideological and political courses are not good at the teaching of humanities, social and natural subjects. They are used to calling on bluff, but are not good at doing in-depth, detailed and targeted ideological work. Our work is used to regulating students' behavior through criticism, prohibition and other administrative means, but is not good at forming collective public opinion and cultural atmosphere to edify students. They are accustomed to putting forward various requirements for students from the perspective of social needs, but are not good at conducting psychological analysis from the perspective of students and guiding students with the method of psychological consultation. The adoption of some methods, although effective for a while, can't take root in students' deep thoughts, and even more powerless under the negative impact of the market economy. Therefore, it is an inevitable choice for ideological and political work to make multiple paths integrate and interact with each other and act on people's thoughts together, to maximize their functions through continuous optimization and integration. The application of ceramic culture to the ideological and political education for modern college students undoubtedly offers a fusion vision for multiple education paths and students' choice paths.

C. *Closing to students' learning and life reality*

Jingdezhen's ceramic culture has a long history and a worldwide reputation, which is closely related to the living characteristics of its cultural products. The opinions of the CPC Central Committee and the State Council on Further Strengthening and improving the ideological and political education of college students pointed out that we should emancipate the mind, seek truth from facts and keep pace with the times. The CPC Central Committee and the State Council pointed out in the Opinions on Further Strengthening and Improving Ideological and Political Education for College Students that it should emancipate the mind, seek truth from facts and keep pace with the times. It is necessary to adhere to people-oriented, close to reality, life and students, and strive to improve the pertinence, effectiveness, attraction and appeal of ideological and political education. The builders and successors of the socialist cause that develops morally, intellectually, physically and aesthetically are trained. Currently, our ideological and political education for art college students is

still unified and patterned. This deviates from their personality characteristics, resulting in worrying effectiveness of ideological and political education for modern college students. One of the outstanding problems is the "pan politicization" and "separation from life". Therefore, integrating ceramic culture into ideological and political education will undoubtedly offer a suitable perspective for modern college students' ideological and political education to return to life. Ceramic culture is the source of modern college students' creation. Integrating ceramic culture into Jingdezhen art college students' ideological and political work, making ceramic culture become the intermediary of modern college students' life and morality not only helps them to improve their professional level, but also helps them subtly develop good moral quality. To truly unify knowledge and practice is to integrate ideological and political education; life and professional learning, thus making art creation and moral education go hand in hand. Students are trained to be artistic talents with both virtue and art. In this way, the art ideological and political education in colleges and universities will be full of vigor and vitality in the inheritance of excellent historical and cultural traditions.

V. CONCLUSION

The invention of ceramics is an epoch-making symbol in the development history of human society. Therefore, ceramic art creation originates from life. It is human beings who constantly improve human perception through life practice activities, and constantly explore the relationship between function and art in life. As far as the nature of ceramic culture and ideological and political education is concerned, the main purpose is to carry forward ceramic culture and build a new design system based on practice. Therefore, we must combine ideological and political education with ceramic culture to

achieve our teaching goal. To this end, this work put forward three possible paths: first, carrying forward students' subjectivity in ideological and political education; second, playing the role of the ideological and political carrier for local characteristic culture; third, closing to students' learning and living reality.

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