

Analysis on the Development Path of Ceramic Art under the Vision of Cultural Confidence

Yan Rao^{a,*}, and Wenke Wu

College of technology and art, Jingdezhen ceramic institute, Jingdezhen, Jiangxi Province

^akavana1011@126.com

*Corresponding author

Keywords: Cultural Confidence; Ceramic art; Development Path

Abstract: A nation's respect and affirmation of its own cultural traditions, cultural values and cultural beliefs is cultural confidence, and it is essentially a belief in the resurgence of its own culture. Ceramic art has a long history and heritage in China and is also a major component of Chinese traditional culture. But it faces lots of problems and challenges in its inheritance and development right now. In the final analysis, the structural adjustment of the ceramic industry directly impacts the ceramic art culture on the one hand, and on the other hand, it lacks the market concept. For this problem, this paper takes cultural confidence as the starting point, analyzes the problems existing in the development of China's ceramic art, and gives targeted solutions to promote the healthy and orderly development of China's ceramic technology.

China has a long history, culture, and also rich cultural reserves. The essence of the great rejuvenation of the Chinese nation in the new era is the revival of traditional great culture. The Party Central Committee with Comrade Xi Jinping as the core emphasizes cultural confidence and cultural rejuvenation, and ensures broad-based fundamental and lasting motivation. As the business card for communication between China and the world, the characteristics of ceramic art directly carry the wisdom of labor practice, and reflect people's aesthetic taste and value pursuit. In the meanwhile, ceramic art plays an important role in nourishing cultural confidence and promoting economic development.

1. Analysis of Connotation of Cultural Confidence and Characteristics of Ceramic Art

1.1 Analysis of Cultural Confidence Connotation

Cultural confidence directly reflects the comprehensive strength of a country and affects the cohesion of the national spirit. Cultural self-confidence is essentially a firm belief that respects and affirms its own cultural traditions, cultural values and beliefs, and establishes the faith of its own culture with vitality. Cultural confidence more reflects the spirit of rationality and the pursuit of confidence. This kind of cultural confidence is not blindly arrogant, nor contempt oneself. The core content is to explore the connotation of traditional culture, show the value and attraction of traditional culture, and greatly enhance the influence of traditional culture on the international scale.

1.2 Characteristics of Ceramic Art Culture

The traditional ceramic art, in simple terms, is the way of inheritance preserved in the production process of ceramics and artifacts of our ancestors. Based on the analysis of artistic and cultural characteristics, ceramic art culture contains two aspects. One is objectivity. The objective characteristics of ceramic art culture are reflected in the instinct to reflect the development of ceramics in different periods, which directly reflects the stability of a certain historical period. The other is variability. Ceramic culture itself has variability, but this kind of culture is not constant, but incorporates traditional national thoughts, philosophical ideas and aesthetic consciousness into it. It directly highlights the cultural characteristics of the Chinese nation in different periods and gradually evolves into a distinctive national culture.

In the modern society, ceramic technology is constantly updated, and the ceramic connotation itself is constantly self-testing, updating and perfecting through practice.

The cultural connotation of ceramic art is formed during the process of foreign exchanges. The artistic characteristics constantly reflect the content of elegance in the Chinese culture, and the characteristics of the Chinese culture are also displayed. It is also the structure of the ceramic culture. The traditional ceramic culture is the main component of China's cultural treasures, which shows the vitality and charm of ceramics. Based on the analysis of cultural confidence, the inheritance and development of ceramic culture is also an inevitable trend, which is helpful to increase the overall vitality of China's cultural development.

2. Explore the Relationship between Cultural Confidence and Ceramic Art

2.1 Ceramic Art Culture Lays the Foundation for Cultural Confidence

One of the main contents of the excellent culture of the Chinese nation is ceramics. Relying on superior texture and beautiful appearance, it gradually condenses the essence of culture. It has a rich and unique artistic style, carrying a quiet and natural cultural charm, directly condensing the wisdom of Chinese people, and showing the unique charm and style of Chinese civilization to more people. Here is an example of porcelain represented by Jingdezhen. Jingdezhen has a long history of porcelain manufacturing, and gradually forms a unique porcelain style, which forms a deep ceramic culture. This is also an important representative of China's porcelain industry. Jingdezhen has become a famous place in the country and even the whole world through porcelain. It has laid a solid foundation for its central position in the porcelain industry in China. Jingdezhen plays an important role in the development of porcelain industry. Ceramics have a great influence in the artistic concept of the Chinese people. For thousands of years, ceramics has been accompanied by the continuous development of human civilization, which has embodied the hard work and wisdom of ceramic art workers.

2.2 Highly Cultural Confidence and Realize the Inheritance of Ceramic Art

The major feature of the current world economic development is to persist in the development of culture and leverage the culture to achieve sustainable development of the social economy. The main spiritual support for the development of economic activities is cultural confidence and self-improvement. Cultural confidence is also the main supporting force for cultural inheritance and development. Traditional ceramic culture must continue to develop and innovate ensure its vitality. The main guarantee for ceramic culture to the world is cultural confidence. The traditional ceramic art culture does not exist independently, but is a place that is connected with other cultures. The inheritance and development of traditional ceramic culture needs to be responded by the world. Go abroad, absorb more diversified nutrients and continue to enrich the ceramic culture to realize its long-term development. Ceramic plays an important role in the human history, which reflects people's different interpretations of beauty. And also, it's a historical expression of human beings discovering beauty, pursuing beauty, and displaying beauty. Today, the ceramic art not only has the ornamental value, the ceramic crafts also have a new kind of cultural connotation through the influence of modern art.

3. Specific Measures for the Inheritance and Development of Ceramic Culture under the Vision of Cultural Confidence

3.1 Form a Ceramic Brand Culture, Strengthen and Enhance the Culture Confidence

3.1.1 Pay Attention to Ceramic Art Culture

The ceramic culture is rich in content and deep in foundation. It combines the traditional Chinese brush and ink culture characteristics, the traditional philosophy of heaven and man harmony, and some other rich aesthetic features. Its shape, ornamentation and crafts reflect the value orientation and aesthetic characteristics of different times. It is necessary to fully understand its development

history and context, cultural characteristics and significant influence. Objectively evaluate ceramic culture with dialectical attitudes, deeply explore its connotation, establish and strengthen cultural confidence. Only by respecting the ceramic culture and objectively evaluating the ceramic culture can we truly build cultural confidence and inherit and develop the ceramic culture better.

3.1.2 Establish a Ceramic Brand

To promote the prosperity and development of ceramic culture and establish a strong ceramic brand, we have to establish a high degree of cultural confidence in practice. Promote the excellent ceramic brands with a high degree of cultural confidence, and enhance cultural confidence with layered ceramic brands. We need to actively build well-known ceramic brands with the characteristics of the porcelain capital and Chinese characteristics by adhering to the ceramic culture stand, based on the successful experience at home and abroad, facing the needs of the times and the public. The establishment of ceramic brands not only reflects contemporary life, but also integrates the blood of cultural traditions and insists on the national spirit as the soul. Take the establishment of excellent brands as the goal of developing traditional ceramic culture, use more and better excellent brands to enhance the influence of ceramic culture and enhance cultural confidence.

3.2 Develop Ceramic Creative Industries and Broaden the Channels for the Development of Ceramic Culture

Right now, the development of cultural and creative industries has reached the national level and has become one of the important indicators for measuring the overall strength of the country. As a new industry, the cultural and creative industry has developed rapidly and has become increasingly prominent in the national economy. This is also a great opportunity and an important breakthrough for the porcelain industry of Jingdezhen to break through the development bottleneck and get rid of the development dilemma.

3.2.1 Highlight the Core Position of Creativity

Creativity is the crystallization of the creative people's hard work, which includes the creative design and works of the first creation, as well as the innovative development of existing products. They are protected by intellectual property rights, and only the products that resonate with consumers can generate economic and social benefits. Therefore, it is necessary to strengthen the core position of creative labor and carry out the complete process of the ceramic culture industry.

3.2.2 Play the Fundamental Role in Culture

Culture is the accumulation of human practice, and also the basis of re-creation. The inclusive entrepreneurial environment, the innovative consciousness of change, and the loose mechanism system are all part of the culture and the booster of the constant flow of creativity. Consumers are people in society, and they are a combination of various cultures. Their choices have gradually changed from mass-produced products to creative products with rich cultural connotations. In this case, creative products must be on the basis of culture.

3.2.3 Adhere to the Sustainability of Creativity

The difference between cultural and creative industries and traditional industries is that the former is more prominent in creative labor, and the proportion of cultural added value in product value is increasing, and the cost of traditional tangible resources is gradually weakening. The cultural and creative industries place more emphasis on the creative development of intangible resources, which are still enriching with creative practices. Intangible resources are open and shared, and the development of creative industries is also sustainable.

3.3 Combine the Concept of Modern Art and Enrich the Content of Ceramic Art Creation

Ceramics appeared early in China, accompanied by the emergence and development of human civilization. With the continuous development of society, people's life rhythm is constantly

accelerating, the perception of things, the color impact and the visual image brought by the image of things have been sharply enhanced. The introduction of foreign culture and the opening of people's ideology have made the aesthetics more and more diversified. Traditional ceramic art mainly reflects classical beauty, but modern ceramic art shows abstract romantic color form. Therefore, the creation of ceramics incorporates more artistic elements, conveying a visual image and artistic color that distinguishes it from the traditional ones.

3.3.1 Influence of Artistic Expression Form

The influence of modern art concept on the expression of ceramic art creation is mainly manifested as below. First, abstract expressionism. The representative of abstract expressionism is to combine the art of Pollock's action school with the ceramics of Picasso, and bold use in the production of ceramics offers a new form to the public. This expression mainly expresses the author's inner thoughts and makes the viewer and the author resonate. Second, realism. This kind of art form is influenced by the modern civilization of USA. It has a relatively distinctive personality. It is liked by lots of ceramic artists and its artistic style is applied to pottery. The artistic style with exaggeration and strong color has broken the traditional style at that time. Third, surrealism. This style was very popular in the United States in the 1960s. The representative figure is Levin. He combined nostalgic themes with realistic techniques and became a generation of realism masters with high artistic attainments in the ceramic art world.

3.3.2 The Impact of Aesthetic Standard

With the continuous advancement of social economy and culture, the development of modern ceramic art has been promoted, which has transformed people's aesthetic standards for traditional ceramic art. In the traditional ceramic culture concept, the main pursuit is the appearance of ceramics and the regularity of the shape. However, under the influence of modern ceramic concepts, in addition to pursuing exquisite appearance, ceramics production has begun to form a defect that accepts flaws in the process of ceramics production. Break through the shackles of traditional ceramic aesthetics and creative concepts, no longer adhere to the rules of the predecessors, and the modern ceramic art reflects its unparalleled uniqueness.

4. Conclusion

In short, the cultural industry in the new era is developing rapidly as a new type of industry. It has gradually become the mainstream of economic development. It has become the new normal of economic development based on cultural development and leveraging culture. One of the main business cards for communication between China and the world is ceramics. It is necessary to change the status quo of traditional ceramic art to realize the transformation from a ceramic power to a strong ceramic country. We'll participate in cultural exchange activities with more rationality and responsibility and realize the comprehensive rejuvenation of the Chinese nation by transforming and innovative developing traditional ceramic culture and establishing the cultural confidence of the Chinese nation.

References

- [1] Wang Changde. Inheriting Tradition and on the Basis of Contemporary ——Strategic Conception of the Development of Jingdezhen Ceramic Art [J]. Art Technology, 2019, 32(09).
- [2] Yang Jpeng, Gao Huifan. Characteristics and Strategies of Contemporary Ceramic Art Development under the Influence of Ceramic Art Museum [J]. Journal of Jingdezhen University, 2019, 34(01).
- [3] Hou Jia, Shi Qingfeng, Cheng Jia. Under the Vision of Tea Culture, Promoting the Popularization and Exploration of National Ceramic Art by Taking the Belt and Road——Taking the Ceramic Art of Cizhou Kiln in Hebei as an Example [J]. Fujian Tea, 2018, 40(06).

- [4] Zhang Lujing. Tell Chinese stories in “Chinese tone” to enhance cultural soft power[J]. China Economic Weekly, 2013, 39(10).
- [5] Li Yanzu. The Contemporary and Regional Nature of Traditional Arts and Crafts[J].Journal of Nanjing University of the Arts,2008,10(01).
- [6] Liu Yan. On Characteristics and Translation of Ceramic Terms[J].China Ceramics,2013,09(11).