

Research on International Communication of Chinese Ceramic Culture on Social Media

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Abstract: This study focuses on the international communication of Chinese ceramic culture on social media. Firstly, this paper reviewed the relevant researches on international communication, including the research focuses and related research findings in different periods, and discussed the development of international communication in China, from the introduction of theory to the exploration of new media and discourse systems. This study analyzed the international communication of Chinese ceramic culture on YouTube, a social media platform, through network collection. We discovered and analyzed three major themes of Chinese ceramic videos: ceramic antiques, ceramic products, and ceramic production. Ceramic antique videos highlight historical value and cultural significance; ceramic product videos show product quality and product brands; ceramic production videos reflect the charm of handicrafts and the production process. Chinese ceramic videos on social media have inheritance, artistry and cultural nature, providing a window for spreading Chinese culture.

Keywords: Ceramic Culture, Social Media, International Communication

1. Introduction

As a representative one of excellent traditional Chinese culture, Chinese ceramic culture carries the wisdom and aesthetic pursuit of the Chinese nation for thousands of years. Its development history is long and stretches back to ancient times, and it is closely linked to the evolution of Chinese civilization, the unique aesthetic psychology of the Chinese nation, and exquisite craftsmanship. In the context of globalization, the international communication of Chinese ceramic culture not only has great significance for promoting excellent traditional Chinese culture but is also an important way to deepen the world's understanding of excellent traditional Chinese culture and tell Chinese stories well. With the vigorous development of social media, it provides new opportunities and platforms for the international communication of Chinese ceramic culture. International communication research is also attracting increasing attention from the academic community and has become a key field for discussing national image construction, cultural exchanges, and the enhancement of soft power. With this background, an in-depth research on the international communication of Chinese ceramic culture on social media has important theoretical value and practical significance.

2. Related Work

In the context of globalization, international communication is an important way to shape a country's image and enhance its soft power, and it is an important bridge for mutual understanding and respect among different cultures. Therefore, international communication has become a major theoretical proposition and practical issue that has continuously attracted attention from scholars both in China and abroad. In the middle and late 20th century, the development of communication technologies, the trend of globalization, and the attention of governments promoted the rise and development of international communication research, gradually beginning to form an independent research system and framework. At that time, scholars mainly studied international communication from perspectives such as political economy, international news, communication technology, and cross-cultural communication. The researches mainly focus on the erosion of small countries' cultures by transnational media, the imbalance in international news reporting, global cultural flows, and the influence of international communication media on international communication models. Research

works on international communication from the 1960s to the 1970s include Herbert Schiller's (1969) *Mass Communications and American Empire* and Alan Wells' (1972) *Picture-tube imperialism?: The impact of U.S. television on Latin America*, etc. Research works on international communication in the 1980s include Oliver Boyd-Barrett's (1980) *The International News Agencies* and Cees J. Hamelink's (1983) *Cultural Autonomy in Global Communications*, etc. Research works on international communication in the 1990s include John C. Merrill's (1991) *Global Journalism: Survey of International Communication* and Ali Mohammadi's (1997) *International Communication and Globalization: A Critical Introduction*, etc.

From the beginning of the 21st century to the present, with the rapid development of Internet media (the fourth media), the research focus of international communication has shifted to the influence of digitization and networking on international communication, the influence of emerging media on international communication, norms of international news communication, cross-cultural communication, and national soft power, etc. Representative scholars of international communication include Daya Kishan Thussu and Ingrid Volkmer. Daya Kishan Thussu pays attention to the changes in the communication pattern in the era of globalization, explores the role of emerging economies in international communication and the influence of the digital era on the media industry and international communication [1]. Ingrid Volkmer mainly studies global communication, the global public sphere, and the influence of digital media on international news and political participation, focusing on how digital platforms provide new ways for people in different regions and cultures to obtain and share news [2].

3. International Communication

In recent years, with the globalization and the improvement of China's comprehensive national strength, international communication research has gradually received more attention from Chinese academic community and achieved a series of remarkable results. The researches in this field mainly focus on cross-cultural communication, global communication pattern, international public opinion monitoring and analysis, new media and international communication, and Chinese discourse system construction.

3.1 Development Stage

From the late 1980s to the early 1990s, with the reform and opening up and increasing international exchanges, Chinese scholars began to pay attention to the field of international communication and introduced many Western communication theories. The research in this period mainly focused on theory introduction and imitation. From the 1990s to the early 21st century, cross-cultural communication became an important topic in international communication research. Guan Shijie (1995) studied cross-cultural communication from culture and communication, such as ways of thinking and symbol systems [3]. Jia Yuxin (1997) focused on the comparative analysis of cross-cultural pragmatics and cross-cultural discourse [4]. Entering the 21st century, China began to participate more actively in global affairs, and international communication research entered a period of rapid development. Scholars not only discussed China's international communication capabilities and strategies theoretically but also focused on international strategies of Chinese media, its effects under the background of globalization, and China's role and status in the global communication system, such as *Reaching Out to the Global Audience — International TV Channels in China* by Li Yu (2010), and *Strategies for Consolidating Global Communication Competence of Chinese Media Organizations* by Tang Runhua et al. (2015). At the same time, scholars also paid attention to the international communication research of national image, such as *International Communication and National Image* by Liu Jinan et al. (2002), and *Construction and Communication of National Image in New Media Environment* by He Hui and Liu Peng (2008).

3.2 Deepening Stage

In recent years, with the development of digitization and networking, the field of international communication research has gradually focused on reshaping the influence of new media on international communication and the revolutionary changes brought about by emerging technologies such as big data and artificial intelligence to international communication. At the same time, with the improvement of China's comprehensive national strength and the challenges of the international environment, many scholars have begun to explore the construction of Chinese discourse system, reflecting China's development ideas and cultural values, and enhance China's international discourse

power, such as scholars like Zhao Xiangyun, Yu Bo, and Zhou Shaodong. After 2009, China's social media developed rapidly and quickly became a powerful medium. Scholars such as Li Xiguang, Guan Shijie, and Xiang Debao affirmed the significance and role of social media in international communication and carried out investigation and analysis of international communication practices. The number of investigation studies based on social media data analysis has also been increasing. For example, Geng Ruili and Shen Jing (2018) used Facebook groups and WeChat groups as sample data and adopted PLS-SEM method to investigate the behavioral motivations of knowledge sharing among social network group users [5]. Xin Jing and Ye Qianqian (2020) took the comments of Li Ziqi's videos on YouTube as the research object to investigate the cross-cultural communication of Chinese culture on international social media platforms [6]. Scholars such as Wu Ying, Chen Yuehua, Meng Jian, and Xu Xiangdong discuss the application mechanism of social media in international communication of Chinese culture, such as international communication for Generation Z, non-verbal strategies for transnational communication, visual culture communication, and empathy communication. Chinese research on international communication has gone through a process from starting, developing to deepening, gradually forming a relatively complete research system. It includes multiple fields such as cross-cultural communication, the shaping of global communication pattern, new media international communication strategies, and Chinese discourse system construction. These research results have significantly enhanced China's influence in global communication and promoted the efficiency of international communication and exchange of Chinese culture.

4. International Communication of Chinese Ceramic Culture

Using tools such as network collection, text mining, and high-frequency word data analysis, this study conducted statistical analysis on high-frequency words, communication themes, and content classifications of Chinese ceramic culture in international communication on YouTube, a social media platform, and then found the hot topic trends of Chinese ceramic culture in international communication on YouTube. On July 14, 2024, videos and short videos were searched on YouTube with "Chinese ceramic culture" as the keyword. Through the "Octopus", a crawling software, the titles and introduction texts of relevant videos and short videos posted on YouTube were automatically crawled. After manually checking and removing duplicate and irrelevant videos, a total of 602 valid videos were crawled. This study imported the titles and introduction texts of these 602 videos into "weiciyun.com", an online word cloud generator, to obtain the word frequency results. According to the word frequency results, the communication themes and content classifications of Chinese ceramic culture videos were found, and the hot topics of Chinese ceramic culture in international communication on social media were analyzed.

The English analysis report of "weiciyun.com" shows that there are 18,897 total words and 3,305 valid words. Nouns account for the largest proportion, which is 25.34%, followed by proper nouns, which is 19.79%. Figure 1 shows the part-of-speech proportion of the text. The sentiment analysis report of "weiciyun.com" shows that there are 505 positive sentences, 70 negative sentences, and 1,399 neutral sentences. Neutral sentences account for the largest proportion, which is 63%. Figure 2 shows the sentiment proportion of the text.

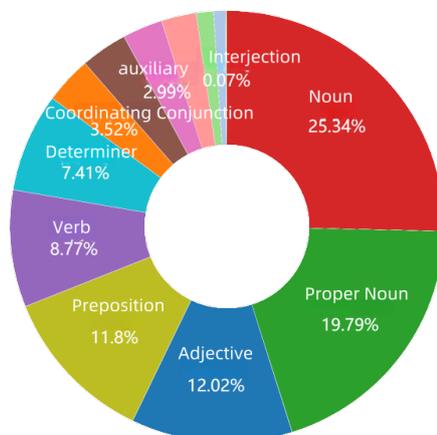


Figure 1: The part-of-speech proportion

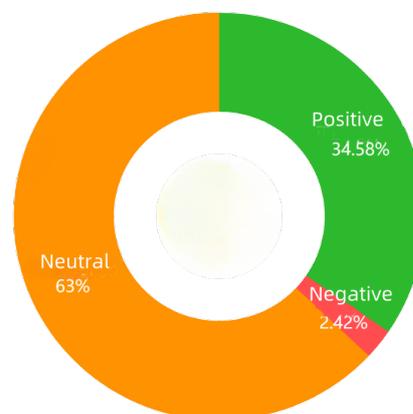


Figure 2: The sentiment proportion

Table 1 shows the top twenty content words with high word frequencies. Combined with the video

content, three major content categories of the international communication of Chinese ceramic culture on social media can be found: ceramic antiques, ceramic products, and ceramic production.

Table 1: The top twenty content words with high word frequencies

Rank	Word	Occurrences	Rank	Word	Occurrences
1	ceramic	709	11	vase	75
2	Chinese	416	12	dynasty, white	74
3	porcelain	266	13	handmade	64
4	art	253	14	glaze, blue	62
5	China	241	15	kiln	57
6	make	121	16	process, ancient	51
7	pottery	112	17	history, clay, year, home	50
8	culture	91	18	ware	48
9	tea	84	19	bowl, hand	42
10	Jingdezhen	80	20	world, craft	40

4.1 Ceramic Antiques

The words such as “dynasty”, “art”, “ancient”, “history”, “year”, “museum”, “traditional”, “collection”, “antique”, “exhibition”, “heritage” in the text indicate that in the international communication of Chinese ceramic culture on YouTube, a social media platform, ceramic antiques undoubtedly play a pivotal role and are closely connected with history, dynasties, museums, collections, etc. Videos with the theme of “ceramic antiques” often focus on ceramic artworks of different dynasties, fully highlighting their historical value and cultural heritage. Ceramics of different dynasties have their own characteristics. Ceramics of Tang Dynasty show the heroic spirit of a prosperous age with their majestic style; ceramics of Song Dynasty, with their delicate and graceful charm, reflect the aesthetic pursuit of literati and scholars at that time; ceramics of Yuan Dynasty reflect the openness of that era. These ceramic antiques are like mirrors of history, allowing the audience to deeply feel the evolution process of Chinese ceramics in the long historical development. Museums and exhibitions, as important display platforms, provide a broad space for the international communication of ceramic antiques. Famous museums around the world, such as the Palace Museum, Jingdezhen China Ceramics Museum, the British Museum, the Metropolitan Museum of Art, etc., collect numerous exquisite Chinese ceramic antiques. Videos display these antiques, allowing the audience to appreciate their charm without leaving home. At the same time, the professional and detailed introduction of ceramic antiques in the video not only explains the precious value of ceramic antiques but also stimulates the audience’s strong interest in Chinese ceramic culture.

The traditional craftsmanship and unique design of ceramic antiques are also important factors attracting video audiences. From the application of colors to the drawing of patterns, from the beauty of shapes to the delicacy of decorations, every process shows the unique charm of Chinese traditional art. For example, the elegant blue and delicate patterns of blue and white porcelain give people a sense of tranquility and elegance; the gorgeous colors and delicate brushstrokes of famille rose porcelain show the perfect combination of magnificence and delicacy. The exquisite appearance and unique design of these ceramic antiques allow the audience to have a deeper understanding of Chinese traditional art while enjoying them. In addition, ceramic antiques also carry rich cultural significance. Each ceramic antique contains the values, aesthetic concepts, and lifestyles of traditional Chinese culture. Some patterns on ceramic antiques may reflect ancient myths and legends, poetic allusions, religious beliefs, etc. For example, dragon patterns often symbolize imperial power and auspiciousness, while lotus patterns imply purity and nobility. By appreciating ceramic antiques, the audience can understand the profound connotations of traditional Chinese culture and feel the wisdom and creativity of the ancient people.

4.2 Ceramic products

The words such as “Jingdezhen”, “Chinamania”, “tea”, “vase”, “ware”, “production”, “plate”, “pot”, “bowl”, “decoration”, “tableware”, “tile”, “product”, “quality”, “Foshan”, and “Jiangxi” in the text indicate that ceramic products also occupy an important position in the international communication of Chinese ceramic culture on YouTube. Jingdezhen, as a world-famous porcelain capital, represents the high achievements of Chinese ceramic products. Jingdezhen has a long history of ceramic production and exquisite craftsmanship traditions. From ancient official kilns to modern folk kilns, it has always

been an important base for Chinese ceramic production. In relevant videos on YouTube, Jingdezhen's ceramic products often become the focus. The audience can see the raging flames in the ancient kilns, craftsmen skillfully shaping and drawing patterns, and the moment when exquisite porcelain is taken out of the kiln. These videos vividly show the inheritance and innovation of Jingdezhen's ceramic products. The word "Chinamania" reflects the international love and pursuit of Chinese ceramics. Chinese ceramics have triggered a craze worldwide with their unique charm and high quality. Whether it is an exquisite vase, practical wares, or daily used plates, pots, bowls, etc., they are all loved by consumers from various countries. In these videos, Chinese ceramics can be used for decorating homes, offices and other places. Whether it is a simple modern-style home or a classical Chinese-style home, ceramic vases, ceramic paintings, ceramic ornaments, and ceramic lamps can all be perfectly integrated with it, showing unique artistic charm. Tea is closely related to ceramics. China is the hometown of tea, and ceramic tea sets are important tools for tasting tea. In videos on YouTube, various exquisite ceramic tea sets such as teapots, tea cups, and tea trays can often be seen. These tea sets not only have practical value but also are a kind of artworks, reflecting the importance attached to tea culture in traditional Chinese culture. Tableware and tiles are also important components of Chinese ceramic products. Chinese ceramic tableware occupies a certain share in the international market with its exquisite design, excellent quality and rich variety. Ceramic tiles are widely used in the field of architectural decoration. With diverse patterns and reliable quality, they are favored by consumers at home and abroad.

The words such as "production", "product", and "quality" in the text emphasize the production capacity, product variety and quality level of Chinese ceramic products. In the process of continuous development and growth, Chinese ceramic products pay attention to technological innovation and quality management. By introducing advanced production equipment and processes, production efficiency and product quality are improved. At the same time, ceramic enterprises are also constantly launching new products to meet market demands. Foshan City and Jiangxi Province are also important ceramic production areas in China. Foshan City is famous for architectural ceramics, and its products have high popularity and competitiveness in domestic and foreign markets. Jiangxi Province has rich ceramic resources and a long history of ceramic production. Jingdezhen is located in Jiangxi Province. The ceramic products of these regions together form the diversified pattern of China's ceramic industry. On YouTube, videos about Chinese ceramic products not only show exquisite ceramic products but also introduce the production process, current status of industrial development and future development trends. These videos provide an international audience with a window to understand Chinese ceramic products and promote the international communication of Chinese ceramic culture. At the same time, it also provides a platform for Chinese ceramic enterprises to show themselves, which helps to enhance the international influence of Chinese ceramic products.

4.3 Ceramic production

The words such as "handmade", "make", "heat", "craft", "kiln", "glaze", "process", "clay", "fire", "artist", "design", "painting", "celadon", "create", "draw", "technique", "artwork", and "creative" in the text indicate that there are quite a few videos with the theme of "ceramic production". The word "handmade" highlights the unique charm of handmade ceramics. In an era when mechanized production is prevalent, handmade ceramic products stand out with their delicate texture, unique design, and rich connotation. Ceramic artists, with their hands, shape ordinary clay into exquisite artworks. From throwing on the wheel to meticulous carving, every step is infused with the artist's painstaking efforts and emotions. Handmade ceramics are not only practical vessels but also artworks carrying the artist's soul. These videos show various processes of ceramic production, such as a series of complex procedures such as selecting high-quality clay, shaping, drying, firing, and glazing. Every process requires superb skills and rich experience. Ceramic production is an ancient craft that has been passed down and developed for thousands of years and continuously incorporates new creativity and technology.

The "kiln", "glaze", "fire", "draw", and "clay" in the text are crucial elements in ceramic production. Different types of kilns, such as wood-fired kilns, electric kilns, and gas kilns, can fire ceramic works with distinct characteristics. The high temperature in the kiln is the key to firing ceramics. It can cause physical and chemical changes in the clay, making it hard, durable, and lustrous. During the firing process, artists need to precisely control the temperature and time to ensure the quality and effect of ceramic works. There are many kinds of glazes, such as transparent glaze, colored glaze, and crackle glaze. Artists can create various effects through clever use of glazes, such as a smooth and delicate texture, mottled patterns, and gorgeous colors. The glazing process requires

outstanding skills. The thickness and uniformity of the glaze and the changes after firing all need the artist's precise control. In the ceramic production process, the temperature and time of the fire determine the hardness, density, and color of ceramic works. The complexity, artistry, and inheritance of the ceramic production process have attracted the attention of audiences around the world and become an important window for spreading Chinese ceramic culture.

5. Conclusion

The international communication of Chinese ceramic culture on YouTube is remarkably effective and unique. Videos with the three major themes of ceramic antiques, ceramic products, and ceramic production jointly construct a magnificent picture of Chinese ceramic culture on the international stage. Through an in-depth analysis of the content of these videos, we can deeply understand the profound connotations and extraordinary charm of Chinese ceramic culture. In today's era when the globalization process continues to deepen, we should make full use of multiple platforms such as social media to actively expand the international communication channels of Chinese ceramic culture and let more people appreciate its unique charm. At the same time, we should continuously promote the innovative development of ceramic culture and make it shine more brightly in the new era, making outstanding contributions to promoting excellent traditional Chinese culture and enhancing national cultural soft power. We need to continuously explore new communication methods and approaches with a rigorous academic attitude and innovative way of thinking, and strive to make Chinese ceramic culture have a more extensive and profound impact on a global scale and play an active role in promoting the exchange and integration of world cultures.

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