

On the connotation and characteristics of Ceramic Cultural Creative Industry

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Abstract

Unesco also defines the cultural industry, which depends on the wisdom, ability and talent of the creative people. With the development and application of intellectual property rights, high value-added products are born. The industry with the potential to create wealth and employment is the cultural and creative industry, which consists of three parts, including cultural products and cultural services. And intellectual property.

Keywords

Nature, characteristics, industries.

1. Theoretical Basis of ceramic cultural and creative industry

1.1 Theoretical basis of cultural and creative industries

1. Marx's theory of spiritual production

The theory of spiritual production is an important theoretical basis for the development of cultural and creative industries, which is also an important part of Marxist historical materialism. First of all, Marx put forward the definition of spiritual production for the first time in holy family. He also pointed out that the law of production is almost equal to the law of development in the field of material production. These words of Marx provide opportunities for the separation of cultural industry and spiritual activities. Later, through two works of German Ideology and capital, the author explains the activities of spiritual production, especially from different levels of intellectual production, that is to say, from the perspective of the relative ratio of material production and spiritual production, spiritual production is special, which can be divided into two parts according to the different production of social consciousness: one is "thought, view". The second is "politics, law, morality, religion, metaphysics". Secondly, Marx discusses the relationship between material production and spiritual production. Material production determines spiritual production. The development of material production and spiritual production is not coordinated. Third, spiritual production can have adverse effects on material production. Marx's theory of spiritual production provides important theoretical support for the development of today's cultural and spiritual world.

2. The thought of cultural industry of the Communist Party of China

At this stage, the development of cultural industry in all parts of China is in full swing. This prosperous development situation is under the leadership of the Communist Party of China. Therefore, summarizing the experience of the CPC in the development of cultural industry mainly has the following characteristics.

The essence of cultural industry is people-oriented, to meet the needs of people's life, and to promote people's free development in an all-round way. For example, in the early stage of the new democratic revolution, Mao Zedong proposed in the new democratic cultural program that "the new democratic culture is the culture of the masses, which should serve more than 90% of the working and peasants of the whole nation and gradually become their culture." Several generations of state leaders Deng Xiaoping, Hu Jintao and Xi Jinping inherited this idea and insisted on serving the people. The concept of the Communist Party of China stipulates the essence of the development of cultural and creative industries, that is, to meet the needs of people's lives, to promote the improvement of people's spiritual and cultural levels, and to abide by the principle of people-oriented.

3. The cultural industry theory of Frankfurt School

Adorno and Horkheimer, representatives of Frankfurt school, first put forward the concept of "cultural industry" in the dialectics of enlightenment. Cultural industry has the following characteristics: first of all, cultural industry presents different combination structure and mechanical replication from art itself. Adorno believes that in capitalist society, art no longer has its own personality and consistency, but can be copied at will through technology, or even become popular customized products. Secondly, the cultural industry has a hidden idea. For the existing order service, we can make false demands and deceit to resist people's resistance psychology, meet the public, and realize its ideological function and control to the public and cultural industry. The cultural industry theory of Frankfurt school has changed the situation of cultural separation market, quietly replaced "cultural industry" and gradually changed into "cultural industry". This kind of cultural industry has finally changed according to the changes after entering the country, especially in the 1990s, the socialist market economy system and the planning and management system of the cultural sector have been established, which has changed some articles. In fact, the theory of cultural industry is providing better services for the development of cultural industry. First of all, the theory of cultural industry shows that cultural products have not only the attribute of commodity, but also the attribute of ideology. In socialist countries with Chinese characteristics, cultural products are no longer hiding their own ideology to manipulate the people. On the contrary, in order to improve the unity and combat effectiveness of the country, socialism will also present the idea of core values in cultural products. Secondly, the theory of cultural industry also provides the basis for the development of cultural and creative industries.

1.2 Theoretical basis of ceramic cultural and creative industry

1. Peripheral theory of ceramic cultural and creative industry

The so-called externality means that other people and companies are affected by the economic behaviors of some individuals and companies, but they do not pay a price or get legitimate interests. In other words, externality refers to the economic transaction costs or benefits that are not reflected in the price. In the case of externality, the cost of economic decision-making can not reflect the whole social marginal income or social marginal cost. The reason is that in economic activities, the transaction parties other than the third party of the transaction do not consider this influence when making decisions. Therefore, based on this distorted price signal, the optimal allocation of resources cannot be achieved.

Ceramic culture and creative industries are not only peripheral in the field of production, but also peripheral in the field of consumption. In the stage of ceramic product design and creation, a large number of creative and cultural human resources are invested, and human resources are mainly introduced from the outside and cultivated from the inside, while internationalization is also needed. First of all, we should pay attention to improving the creativity of all employees, pay attention to the implementation of the company's internal human resources development strategy, and carry out creative education for all employees. In the process of practicing human resources, we are cultivating suitable innovative talents, and regard this as an excellent corporate culture. Enterprises urgently need this kind of innovative talents, because the value of such human resources in the production process increases, and the production efficiency of the whole enterprise is far higher than personal income.

In the process of consumption, in order to understand people's unique cultural connotation through cultural undertakings, people not only obtain the practical function of ceramic products, but also realize the spirit of cultural pottery in this process. In addition to experiencing the value, Chinese traditional culture is deeply rooted in people's mind. When one person develops to more than one person, Chinese culture It will be more popular and will also lead social fashion. This is the social effect of culture and pottery. The company not only obtains the economic benefit through the marketing income, but also obtains the social benefit through the cultural pottery on the consumer market.

2. Industrial life cycle theory

The industrial life cycle refers to the four stages that the industry has experienced from the beginning to the end. However, due to the different nature of the industry, some special industries also have different characteristics of change. Ceramic culture creative industry is a characteristic industry, its life cycle is different from traditional ceramic industry. Pay attention to innovation and creativity, so that the whole process of the development of ceramic cultural and creative industry is continuously injected with new elements. This not only delays the life cycle of the industry, but also promotes the increase of industrial output value. In addition, ceramic cultural and creative industries can increase people's cultural consumption expenditure. For example, in the case of the financial crisis, the unemployment rate is rising, which makes people pay more attention to the education industry and invest more capital in the education industry, which also stimulates the development and prosperity of cultural and creative industries and promotes the rapid development of cultural and creative industries. Finally, traditional ceramic industry depends on scarce resources, and ceramic culture and creative industry depend on human creativity. Its life cycle curve only starts, grows and matures, but sometimes there are several things that affect the process, but there is no recession. However, this is a long-term, sustained and stable development. Therefore, the financing problem of ceramic culture and creative industry needs more attention. The financing problem of ceramic culture and creative industry needs to be solved. The situation of ceramic culture and creative industry and Jingdezhen ceramic industry deserves the name of Millennium ceramic.

2. Connotation and characteristics of ceramic cultural and creative industry

2.1 Connotation of ceramic cultural and creative industry

Combined with the characteristics of ceramic culture and creative industry, the concept of ceramic culture and creative industry is defined as a new industry engaged in ceramic culture and creative products with low energy consumption, high creativity and high added value. Its essence lies in the industrialization of ceramic culture. This concept has the following meanings: (1) in essence, ceramic culture and creative industries are industries that produce and provide ceramic culture and creative products and services to obtain economic benefits. (2) in the industrial process, the operation of ceramic culture creative industry is based on the industrialization of cultivation methods and means, which is used in the production of ceramic culture creative products and ceramic culture management industry. (3) in terms of industrial function, the main function of ceramic culture industry is to meet the spiritual needs of consumers and market. It can be said that ceramic culture and ceramic industrialization are the basis of the development of ceramic cultural and creative industries. Among them, ceramic culture plays a leading role, and ceramic culture is also a basic element of the industrialization of ceramic cultural and creative industries. Industrialization is a structural factor that determines the economic structure of ceramic cultural and creative industries.

2.2 Characteristics of ceramic cultural and creative industries

Jingdezhen's ceramic culture and creative industry is a characteristic tourism industry based on Jingdezhen's rich ceramic resources. Jingdezhen's ceramic culture and creative industry includes ceramic exhibition industry, ceramic art auction, ceramic technology professional training industry and other key industries, which are closely related to the cultural industry. Generally speaking, ceramic culture and creative industry are mainly composed of Arts and crafts, ceramic technology and industrial design, and their common functions are as follows.

1. Multi level sales subject

Due to the uniqueness of ceramic culture and creative products, Jingdezhen's ceramic culture and creative industry sales activities involve many aspects of the whole city, which need the cooperation of multiple government departments. The policy support will promote the development of ceramic sales. More and more companies in the Industrial Park benefit from the sales activities directly, and all companies in each park are the main participants in the sales activities, especially the well-known enterprises in the park promote the sales activities more effectively. At the same time, urban residents, celebrities and experts are also the main body of sales implementation. Residents can make oral

publicity through the crowd, celebrities can make image publicity, and experts can directly or indirectly make some speeches in the field of urban image, virtually reproducing the communication image of ceramic culture and creative industry park.

2. Knowledge technology intensive industry

Ceramic culture and creative industry with the development of knowledge economy. With the arrival of the era of knowledge economy and the popularization and application of high technology, the technology industry is gradually integrated into the ceramic culture and creative industry, which effectively promotes the further development of ceramic culture and creative industry. Ceramic culture and creative products are showing knowledge and technology intensive functions.

From an economic point of view, the development of ceramic culture and creative industries has become an effective way for the transformation and upgrading of ceramic industry. The development of ceramic culture and creative industry, on the one hand, meets the needs of optimization and upgrading of ceramic industry, on the other hand, also conforms to the current situation of the development of cultural and creative industry. From the perspective of culture and science and technology, ceramic and creative industries pay more and more attention to people's spiritual needs. Ceramic culture is the connotation of ideology. They develop with culture as the driving force and foundation and science and technology as the backing.

3. High requirements for personnel quality

Ceramic culture and creative industry have higher requirements for practitioners, generally pursue the quality of knowledge, and require high-quality design talents and design professionals with creative inspiration, which is also the pillar of ceramic culture and creative industry. Ceramic culture and creative industry take creativity as the core, and creativity comes from people's creative thinking. Therefore, the importance of creative talents for ceramic culture and creative industry is self-evident.

4. Dependence on intellectual property protection

Intellectual property refers to the property owners who collectively enjoy the ownership, use right, disposal right and income right of intellectual property. Ceramic culture and creative industries are more intangible assets. As a new industry, there are many requirements for intellectual property rights. The investment cost of ceramic culture and creative products in the early stage is higher. In the later development, capital can be duplicated repeatedly, with lower cost. The development of creative industries can be unlimited. This is very unfavorable to the development of ceramic culture and creative products.

5. Mainly small and medium-sized enterprises

Jingdezhen ceramic culture and creative enterprises are not large-scale. Most of the enterprises here are studio or manual workshop mode, mainly relying on personal creativity or several people's general partnership. Therefore, Jingdezhen ceramic culture and creative industry generally presents the situation of "less large companies, more small companies".

III. classification of ceramic cultural and creative industries

Ceramic culture and creative industries include replicable ceramic cultural products, which include ceramic cultural tourism, ceramic cultural performances, ceramic cultural festivals and other ceramic cultural services. In other words, the scale of ceramic cultural and creative industry has been greatly expanded. According to the industry content, by nature and industry classification, it can be divided into the following industries:

1. Ceramic creative art industry

Ceramics is the precious spiritual wealth created by the craftsmen who participate in the production and practice of ceramics, and is one of the most important forms of ceramic culture. Ceramic creative art industry is the industrialization of ceramic creative art. Ceramic cultural creative industry creates both aesthetic and economic value of ceramic creative art.

2. Ceramic culture tourism industry

According to the knowledge of tourism, we can integrate the concept of ceramic cultural tourism industry: through the development of ceramic cultural tourism industry resources, we can meet people's high standards of spiritual and material needs, provide products and services for tourists to obtain economic benefits, and integrate the social benefits of the industry. Different from the general tourism industry, ceramic culture tourism industry is the core with the characteristics of ceramic culture tourism industry resources. The meaning of ceramic culture is the property right of industrial resources, as well as the foundation and strength of the industry.

3. Ceramic culture festival exhibition industry

Ceramic culture festival exhibition industry covers ceramic culture festival industry and ceramic culture exhibition industry. Through various exhibitions and conferences, the development of ceramic culture and creative industry has been strengthened. Because of high quality and extensive resource support, ceramic culture industry also has high income, no pollution, and driving force for related industries. Therefore, ceramic exhibition industry can also develop at the same time. It can promote the development of many related industries, such as catering, accommodation, transportation, commercial shopping and other industries.

4. Ceramic culture and art industry

Ceramic culture and art industry is dominated by publishing industry and performance industry. In addition, it also covers ceramic art industry, ceramic video industry, ceramic publishing industry, ceramic culture and art industry and other cultural and art industries. Among them, ceramic culture and art reflects cultural and artistic characteristics through aesthetic resources and artistic interest of ceramic culture. The biggest characteristic of ceramic culture and art industry is that creative materials and inspiration come from ceramic production and life. In short, to enrich ceramic cultural and creative industries, they must have two basic attributes: ceramic culture and industrialization. That is to say, it should not only conform to the principles of industrial production, but also conform to the meaning of ceramic culture and the characteristics of industrial production.

3. Conclusion

relationship between ceramic cultural and creative industries and other industries

Ceramic industry is related to ceramic economic activities, including ceramic production, processing, marketing and other economic activities of the production process. Ceramic culture is closely related to creative industry and ceramic industry. Ceramic cultural and creative industries create spiritual wealth and material wealth, including tangible material and cultural resources, as well as intangible technology and skills. Material wealth is the sum of ceramic and human interaction. Ceramic industry is related to all ceramic economic activities. Therefore, there is a single dependence between them, which can fully prove the close relationship between ceramic industry and ceramic economic activities. The development of ceramic industry, the adjustment of ceramic industrial structure, ceramic culture and creative industry can play an important role in promoting. The development of ceramic culture and creative industry will improve the development ability of ceramic industry and provide rich resources for ceramic industry. Ceramic culture and creative industries and other related industries have a close combination with ceramic industry, such as ceramic culture tourism is an important creative part of ceramic industry.

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