

Research on Live Transmission of Yingjing Sandware based on "Internet Plus"

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Abstract

As one of the intangible cultural heritages in Ya 'an, Sichuan Province, Yingjing Sandware is not only a witness to the development of Chinese history and economy, but also an important part of China's long-standing pottery culture. Since the reform and opening up, due to the impact of social and economic development, the inheritance and development of Yingjing Sandware has been in an increasingly declining situation. However, in recent years, with the popularity of the Internet, especially the development of "internet plus", and the emphasis of all sectors of society on traditional handicrafts, the inheritance and development of Yingjing Sandware have brought opportunities. This paper aims to analyze the management, development and evolution of Yingjing Sandware industry by understanding the background of its origin. This paper discusses the internal and external factors such as social economy, ideas and so on that have influenced it in the process of its evolution, and combining with the background of "internet plus", puts forward some measures and countermeasures for live transmission of Yingjing Sandware.

Keywords

Yingjing Sandware; Intangible Cultural Heritage; Internet.

1. Research Background

1.1. Global Economic Integration

In contemporary society, the rapid development of the Internet of Things and the Internet has driven the continuous advancement of global integration. In terms of spatial form, the continuous expansion of cities and the continuous improvement and development of transportation systems have strengthened the interaction and communication between cities and regions. In this process, with the rapid circulation of information and materials, a complete Internet of Things system has gradually formed. People can buy things from the other side of the world in any place. Such rapid transportation of goods has a great impact on the development of traditional handicrafts. This makes the traditional handicraft products have a larger and higher level market.

1.2. Modernization of Social Life

With the development of globalization and the arrival of "internet plus", the reality that Chinese traditional handicraft has to face is the powerful impact of diversified arts. The rapid operation of the world system and the current social situation of China's reform and opening up have brought more diversified art exhibitions to the Chinese market. The emergence of national characteristic arts is a challenge to traditional handicrafts, and at the same time, it also opens up new ideas and provides new opportunities for its development.

2. Present Situation of Yingjing Sander in Live Transmission

2.1. Development History of Yingjing Sand Machine

Yingjing pottery is still used in people's lives in Sichuan up to now, but its development is still inevitably impacted by industrialization and modernization. The development of new lifestyle and new materials also puts the ancient Yingjing pottery in a difficult position. Therefore, under such severe circumstances, it is necessary to clarify the development history of Yingjing Sandware and sort out the whole development context with time clues. As a product of real life, it bears the history and the future, which also implies the mobility of real space and the possibility of the future.

Initial period and development period: the formation of self-produced and self-needed family workshops (from the Qing Dynasty to the Republic of China).

In the continuous development, the production of Yingjing Sandware has gradually developed from individual small family workshops to cooperative workshops with improved skills and composed of neighbors or relatives. The types of sandware have also been enriched from simple household casseroles, forming a variety of living utensils. At this stage, the skill of Yingjing Sander is still in the primary stage. That is, "grinding fine clay for cattle and pulling stones, and human stepping on mixing mud." Pedal the car, knead the mud ball by hand, make the blank, pull the bellows, burn the earth pit, and glaze the tree right. " It can be seen that the early production of Yingjing Sandware is still a small-scale and small-scale production, and it is handmade, relying solely on manpower and animal power. In this stage, Yingjing Sandware is mainly aimed at the living habits and needs of local people, and "practicality" has become the most important function and value of Yingjing Sandware. Simplicity and simplicity are its most distinctive aesthetic orientation, which is low in price and can be accepted and popular by the public.

The heyday: the combination of state-owned enterprises and individual and private enterprises (from 1970s to the end of 1980s).

After the founding of the People's Republic of China, the whole society is in a period of adjustment, where everything is ruined and productive, public-private partnerships are implemented, and small workshops are merged into cooperative enterprises. Therefore, since 1950s, Yingjing Sandware has followed the national policy and ushered in its good development prospect. Until the 1980s, the reform and opening-up made Yingjing Sandware Industry enter a period of rapid development with the most active market and the highest enthusiasm of local craftsmen. At that time, there was one state-owned enterprise of Yingjing Sandware in the county, and there were as many as 300 individual enterprises, with more than 4,000 employees and an annual sales of over 50 million yuan. It can be seen that Yingjing Sandware Industry at that time was in a state of coexistence of state-owned enterprises and individual private enterprises, and the benign competition between state-owned enterprises and individual private enterprises made the development of Yingjing Sandware full of vitality.

Stagnant period: the impact of the reform of state-owned enterprises (1990s)

In the early 1990s, in the historical trend of the reform of state-owned enterprises. The whole industry has been dismantled, and state-owned or collective enterprises and research institutes at all levels have basically disintegrated. After the disintegration, the state completely let individual handicraft practitioners go to the market to learn by themselves. The yingsha returned to the mode of manual production in family workshops. At this stage, due to the small production scale, lack of innovation and single product structure, Yingjing Sandware was inevitably attacked by new industries and products in the market, and its market share dropped sharply, resulting in the collapse of a large number of local Sandware enterprises. Since 1996, Yingjing Sandware Industry has once been in a state of industrial downturn. In the ancient city,

thousands of people were engaged in the production and sales of sand ware, and less than 20 households engaged in related work.

Recovery period: diversified development of handicraft transformation period (2000-present)

Since the 21st century, with the strong support and active promotion of the county party committee and government, Yingjing Sandware has bid farewell to the single positioning of simple living utensils such as "casserole and medicine pot" in the traditional impression, and gradually developed into high-end craft products and other fields. With the help of the successful application of Yingjing Sander's non-legacy project, Yingjing Sander has been continuously introduced to the market, and the comprehensive image of Yingjing Sander has been fully regained and built. Ying Sha ware is a portrayal of the real life and production of local people in agricultural society. It accumulates the historical memory of the long development of local handicrafts, and profoundly reflects the artistic aesthetic trend and productivity of each historical stage. Yingjisha ware is deeply imprinted with the local cultural and historical brand, and its historical value is mainly reflected in four aspects: long-standing, well-known, radiation and continuity.

2.2. Ying Jing Sander is Facing the Present Situation

First, with the rapid changes of production and life style and social structure, the original production function of Yingjing Sandware is weakening and disappearing, and it is relatively out of touch with daily life.

The most important value of Ying sand ware is its practical value, so it exists in people's life in the form of necessities. Casserole is mainly used for stewing food, while sand pot is used for boiling traditional Chinese medicine, which is an irreplaceable item in traditional life in Southwest China.

However, today, with the rapid modernization process, more and more convenient and durable industrial substitutes have appeared in our lives, which are more in line with modern people's living habits and aesthetics. The fast and convenient function advocated by modern life makes Yingjing Sandware hardly play more roles in life, so it is relatively out of touch. Secondly, the lack of faith, the change of customs and the violent impact of foreign popular culture make the cultural function of Yingjing Sandware gradually weaken and disappear. In the traditional society, the production of Yingjing Sandware is accompanied by some custom activities and cultural activities, which is why Yingjing Sandware has both the characteristics of production industry and cultural characteristics. Beliefs, customs and cultural activities constitute the fertilizer that moistens the living soil of Yingjing Sandware.

3. Live Transmission thought of Yingjing Sander under the Background of "Internet Plus"

3.1. Inheritance Strategy: Multi-dimensional Inheritance

(1) Dynamic communication

At present, most of the dynamic communication is mainly based on movies and TV programs that integrate vision and hearing. Compared with static communication, the audience range of dynamic communication is wider, and the movies and TV programs are more vivid and vivid, which can make consumers feel like they are in their surroundings. Therefore, the mobile media under the background of Internet can not only shorten the distance between the audience and Changshu lace, but also make the spread effect of Yingjing Sandware by going up one flight of stairs.

(2) Static transmission.

Different from dynamic communication, static communication exists in the form of pictures and texts to convey content to the audience through traditional media such as books and newspapers. Although static communication lacks interactivity, on the whole, delivering more detailed content to the audience in a one-way way not only ensures the integrity of the content, but also enables some audiences with deep reading habits to obtain practical information from it, thus realizing the depth of communication.

3.2. Marketing Strategy

(1) comprehensive micro-marketing

In the early stage of Yingjing Sandware entering the market, comprehensive micro-marketing in the form of mobile media is needed. Craftsmen and designers interact with consumers or fans through mobile media, and pass on the story and design concept of Changshu Lace to them, so as to accumulate a certain number of customers and fans. At the same time, they use the Internet to obtain real-time information of the market, and then use big data analysis (such as analyzing the gender, age structure, education level, hobbies, etc. of consumers) to provide inspiration and countermeasures for the design of Yingjing Sandware Wenchuang products.

(2) Build a learning marketing mechanism, Professional type

According to the difficulty, the production stage of Yingjing Sandware is divided into primary, intermediate and advanced courses. Specifically, the Internet can be used to set up a professional website of Yingjing Sander. According to the difficulty of the course, the craftsmen of Yingjing Sander are invited to regularly conduct remote related courses on the Internet. At the same time, by making online appointments and conducting face-to-face intensive tutoring or teaching offline by region from time to time, craftsmen can interact with consumers on the spot, so that the problems encountered by consumers in the learning process can be solved in time, and a better learning experience can be obtained from them. In this way, the time resources of consumers and craftsmen can be fully utilized, and consumers' cognition of Yingjing Sandware can be strengthened to a certain extent. In addition, consumers' primary, secondary and advanced skills are assessed separately, and relevant certificates are issued, so that consumers have a certain sense of accomplishment and further enhance their learning motivation, so as to build a professional learning marketing mechanism.

(3) Interest type

Use the mobile internet to set up the mobile APP of Yingjing Sander, and establish an interest-based learning and marketing mechanism. The manufacturing stages of Yingjing Sandware are divided into primary, intermediate and advanced stages. Tutorial books and teaching videos of related semi-finished products, tools and materials are provided, so that consumers can choose according to their preferences. Moreover, they can study tutorial books and teaching videos at any site in fragmented free time to learn Yingjing Sandware by themselves. At the same time, consumers' questions in learning can be conveyed to craftsmen or designers in the form of messages. Craftsmen or designers can combine the big data of the Internet to sort out the questions and set up a special question answering column, so as to realize the zero-distance interaction between artists and consumers in the background of "internet plus", which not only leaves a deep impression on consumers, but also strengthens the inheritance of Changshu lace.

3.3 Innovation strategy On the one hand, the change of people's concept and lifestyle directly determines their recognition and awareness of traditional handicrafts, and the new value of traditional handicrafts serves as a catalyst to promote people's awareness of spontaneous inheritance and protection of traditional handicrafts. On the other hand, craftsmen can make use of "internet plus" to carry out multi-dimensional spatial interaction among consumers, markets and production, redesign the characteristics of traditional handicrafts in combination with the market scale and consumers' needs, and make suitable cultural and creative products to fully reflect the new value of traditional handicrafts.

4. Summary

Under the background of "internet plus", the inheritance and innovation mechanism of Yingjing Sandware includes design innovation, communication innovation and marketing innovation, among which design innovation is the most important, which not only embodies the cultural charm of Yingjing Sandware, but also stimulates the potential value of Changshu lace. Under the background of "internet plus", the demand and psychology of consumers or audiences, the new model of the market, etc. constrain the inheritance and spread of Yingjing Sandware, especially the experience of consumers or audiences on products is the most prominent, so there is still a long way to go to form the inheritance and innovation mechanism of Yingjing Sandware. Based on the theories of marketing, management, value and communication, this paper studies and analyzes the theory of inheritance and innovation mechanism of Yingjing Sandware, and reconstructs the inheritance and innovation mechanism of Yingjing Sandware under the background of "internet plus".

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