

Research on the Application of Regional Cultural Resources in International Chinese Language Education: A Case Study of Jingdezhen Ceramic Culture

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ABSTRACT

This study focuses on the integration of international Chinese education and regional cultural resources, using Jingdezhen's ceramic culture as a representative case. It explores the application value and practical approaches of Jingdezhen ceramic culture in international Chinese education. Through a survey of the cultural needs of international students in Jingdezhen, the study analyzes the current application status and identifies key issues, such as insufficient resource development, monotonous teaching methods, and limited depth of cultural dissemination. Based on the findings, the study proposes strategies such as optimizing ceramic culture course design, innovating teaching methods, and enhancing diverse dissemination channels to achieve efficient integration of Jingdezhen ceramic culture into international Chinese education, promoting the mutual enrichment of cultural dissemination and language teaching.

KEYWORDS

Jingdezhen; ceramic culture; international Chinese education

1 Current Research Status of International Chinese Education

Since the 1980s, with China's rising political and economic status in the world, there has been a global surge in the study of Chinese language and culture, leading to a rapid increase in the number of Chinese learners. As international Chinese education enters a "golden opportunity period," it has gained stronger developmental momentum and broader prospects for improvement. Current academic research on international Chinese education mainly focuses on the following aspects. (1) The Relationship Between Language and Culture in the Context of International Chinese Education: Xing Fuyi (2000) pointed out that international Chinese education, primarily tasked with promoting the Chinese language, must reflect the distinctive features of cultural dissemination. (2) Cultural Dissemination in the Context of International Chinese Education: Zheng Tongtao (2017) offered suggestions on how to innovate and advance the international dissemination of Chinese language and culture, effectively tell China's story to the world, explain China's path, and showcase China's image. (3) Regional Cultural Studies in the Context of International Chinese Education: Shen Tie and Liu Shuang (2017) argued that regional culture can drive substantive socio-cultural development in teaching Chinese as a foreign language.

These studies indicate that the academic field has established a theoretical foundation and accumulated materials for international Chinese education. However, there remains significant room for improvement in the application of regional cultural resources within this domain. From the research perspective, studies lack substantial outcomes that explore regional culture specifically from the viewpoint of international Chinese education. From the research scope, regional cultural resource studies in provinces and cities with relatively underdeveloped international Chinese education remain on the fringes of academic focus.

2 The Application Value of Jingdezhen Ceramic Culture in International Chinese Education

Jingdezhen, located in Jiangxi Province, China, is known as the "birthplace of Chinese ceramics" and the "Porcelain Capital." Its ceramic culture is not only a vital part of Chinese culture but also holds significant international influence. From the perspective of international Chinese education, exploring the rich connotations and unique charm of Jingdezhen's regional cultural resources can enhance the education of international students in Jingdezhen, promote their Chinese language acquisition, alleviate cross-cultural adaptation challenges, enrich Chinese teaching resources, and foster cultural exchange and cooperation between China and other countries. The specific applications are as follows.

2.1 Building the Oversea Education Brand of Jingdezhen

Jingdezhen's ceramic culture is a prominent symbol of traditional Chinese culture, with immense cultural and artistic value. In the context of international Chinese education, Jingdezhen can not only serve as a destination for Chinese language learning but also establish itself as an "oversea education brand" centered on ceramic culture.

Jingdezhen's ceramic culture has deep historical roots, from the blue-and-white porcelain of the Eastern Han Dynasty

to the renowned ceramics of the Ming and Qing Dynasties and the innovative ceramic art of contemporary times. This cultural heritage reflects the evolution of Chinese traditional craftsmanship and culture. As a cultural hub, Jingdezhen can help international students better understand Chinese history, culture, art and philosophy. Studying in Jingdezhen allows international students to learn Chinese while experiencing Chinese culture firsthand. Activities such as participating in ceramic crafting, visiting ceramic museums, and attending lectures by ceramic masters enable international students to immerse themselves in cultural experiences, facilitating language learning and enhancing their appreciation of Chinese culture. By offering Chinese language courses or cultural activities related to ceramics, Jingdezhen can attract more international students, strengthening its reputation as an international study destination and elevating the global brand of oversea education in Jingdezhen.

2.2 Enhancing Chinese Language Learning for International Students

Language learning is often inseparable from cultural learning. Introducing Jingdezhen's ceramic culture can not only help international students better understand and master the Chinese language but also stimulate their interest in learning through a rich cultural context. First, Jingdezhen's ceramic culture inherently contains abundant Chinese language knowledge. While learning about ceramic production, students encounter many Chinese terms, idioms, and cultural expressions related to ceramics. For instance, they can learn terms like "釉下彩" (underglaze painting), "青花瓷" (blue-and-white porcelain), and "瓷器工艺" (ceramic craftsmanship), along with their meanings and historical backgrounds. This approach integrates language learning with cultural and historical understanding, moving beyond rote memorization to experiential learning. Second, Jingdezhen's ceramic craftsmanship is not only an artistic expression but also a reflection of Chinese culture. While studying Chinese, students can learn the cultural implications behind ceramics, enabling a deeper comprehension of Chinese expressions and vocabulary. For example, the term "瓷白" (porcelain white) describes the jade-like, smooth, and glossy surface of porcelain. In Chinese, "瓷白" is also used to describe the pure and flawless quality of skin, objects, or things, often carrying a tone of admiration, such as in the expression: "她的皮肤像瓷器一样光滑白皙" ("Her skin is as smooth and fair as porcelain"). By understanding the craftsmanship and characteristics of Jingdezhen porcelain, international students can better grasp the subtlety in the usage of "瓷白" in Chinese expression, connecting language with culture on a profound level.

2.3 Cultivating Ambassadors of Cultural Exchange

In the context of globalization, cultural exchange has become a key to fostering communication and cooperation among nations. Jingdezhen's regional ceramic culture, as a significant medium of Sino-foreign cultural exchange, can cultivate many ambassadors of cultural exchange through international Chinese education. By studying and experiencing ceramic culture in Jingdezhen, international students not only learn Chinese but also become messengers of Chinese culture. They bring the stories and culture of Jingdezhen ceramics back to their own countries and, in their future careers and lives, continue to promote cultural exchange and understanding between China and the world. The integration of Jingdezhen ceramic culture with Chinese education can cultivate a group of professionals with cross-cultural backgrounds, serving as bridges and links for Sino-foreign cultural exchange. Furthermore, learning about Jingdezhen ceramic culture can foster respect and recognition of Chinese culture of international students, enhancing mutual trust and understanding between China and other nations, which lays a solid foundation for future international cooperation and cultural exchange. Therefore, the application value of Jingdezhen's ceramic culture in international Chinese education extends beyond enhancing language acquisition. Through cultural integration, artistic experience, and cross-cultural exchange, it offers abundant resources and unique advantages for global Chinese education.

3 Challenges in Applying Jingdezhen Ceramic Culture in International Chinese Education

With the rapid growth of global Chinese education, Jingdezhen's ceramic culture, as an essential component of Chinese culture, has been increasingly incorporated into international Chinese education. Jingdezhen ceramics not only symbolize traditional Chinese culture but also represent cultural heritage with unique artistic value and global influence. However, there are several challenges in effectively integrating Jingdezhen ceramic culture into international Chinese education.

3.1 Limited Awareness of Jingdezhen Ceramic Culture

Although Jingdezhen ceramic culture is an integral part of traditional Chinese culture, many learners in international Chinese education have a narrow understanding of it, or even certain misconceptions. The primary reasons are as follows:

Firstly, there is a lack of systematic understanding of Jingdezhen Ceramic Culture among international students. While Jingdezhen ceramics are recognized as a cultural symbol of China, most international Chinese education programs focus more on language acquisition than on in-depth cultural exploration. International students often encounter only brief mentions of ceramic culture, without systematic courses to provide a comprehensive understanding. As a result, their knowledge of Jingdezhen ceramic culture is fragmented and superficial. Many students know Jingdezhen as the "Porcelain Capital" but lack understanding of its rich history, artistic significance, and cultural depth.

Secondly, cultural differences often pose barriers to the promotion of Jingdezhen ceramic culture. For international students from diverse cultural backgrounds, they may have unfamiliar feelings about the history and craftsmanship of Jingdezhen ceramics. Western students, for instance, may be more accustomed to engaging with their own cultural and artistic traditions and may lack interest or exposure to Chinese ceramic art. These cultural differences often pose barriers to the promotion of Jingdezhen ceramic culture, particularly for new Chinese learners, who may prioritize language acquisition over an in-depth exploration of ceramic culture.

3.2 Limited Methods of Application

The current methods of integrating Jingdezhen ceramic culture into international Chinese education are relatively simplistic, resulting in limited effectiveness and failing to fully meet learners' cultural and experiential needs. Currently, the teaching of Jingdezhen ceramic culture is primarily confined to traditional classroom lectures and visual materials, without enough interactivity and hands-on engagement. While some Chinese language courses cover the history and craftsmanship of Jingdezhen ceramics, the content often remains at a theoretical level, with conventional teaching methods that fail to convey the artistic charm of ceramic culture. The absence of practical and experiential learning makes ceramic culture seem abstract, reducing students' interest and engagement. Beyond classroom teaching, the promotion of Jingdezhen ceramic culture requires diverse cultural activities and experiential projects. For example, organizing hands-on ceramic-making workshops or hosting ceramic art exhibitions and craft competitions can enhance student participation and immersion in the culture.

3.3 Limited Learning Content and Insufficient Teaching Resources of Ceramic Culture

Despite the rich historical and artistic value of Jingdezhen ceramic culture, related learning resources in international Chinese education are scarce. Currently, there is a lack of comprehensive teaching materials dedicated to Jingdezhen ceramic culture. While some educational institutions include cultural courses, the depth and breadth of the content are often limited. Most courses focus on Chinese grammar, vocabulary, and oral expression, with little emphasis on systematic exploration of ceramic culture. Topics such as the ceramic production process, the history of ceramic art, and the philosophical connections between ceramics and Chinese thought are often superficially addressed, failing to probe into the essence of ceramic culture. This lack of rich and systematic teaching content hinders the effective integration of Jingdezhen ceramic culture into international Chinese education, limiting its potential to enrich language learning and cultural understanding.

4 Strategies for Applying Jingdezhen Ceramic Culture Resources in International Chinese Education

As cultural exchange becomes an increasingly significant aspect of international relations, the integration of cultural heritage into education offers a unique pathway to foster mutual understanding and appreciation. By exploring effective strategies to leverage these cultural resources, we can enhance the role of Jingdezhen ceramics culture in international Chinese education and create meaningful connections between diverse learners and Chinese culture. Cultural resources of Jingdezhen ceramics suitable for international Chinese language teaching include Jingdezhen ceramic history, ceramic production process, iconic ceramic styles and designs, cultural symbolism, Jingdezhen ceramic art in literature and folklore. By integrating these aspects of Jingdezhen's ceramic culture into international Chinese language teaching, students can gain a deeper understanding of both the language and the broader cultural context in which the language is embedded.

4.1 Strengthening Cross-Cultural Exchanges to Enhance Cultural Understanding

To address the challenges of cultural differences and comprehension barriers, international Chinese education can adopt cross-cultural exchange programs to help foreign students better understand Jingdezhen ceramic culture. First, students can participate in field trips to Jingdezhen, visit ceramic factories, and engage in ceramic art creation. These activities allow them to experience the entire ceramic production process firsthand, deepening their understanding of the

historical, artistic, and philosophical aspects behind ceramic culture. Second, teachers can use case-based teaching methods in the classroom, leveraging specific ceramic artifacts and works to guide discussions on the cultural significance and artistic value of ceramics. By presenting historical stories, legends, and the cultural context of ceramics, educators can help students overcome cultural barriers and foster a sense of connection and appreciation for ceramic culture.

4.2 Enriching Teaching Resources and Developing Specialized Textbooks

To better integrate Jingdezhen ceramic culture into international Chinese education, it is crucial to enhance the development of related teaching materials and resources. Specialized international Chinese textbooks on ceramic culture can be created, incorporating the unique characteristics of Jingdezhen ceramics. These textbooks can include topics such as the historical background of ceramics, the production process, artistic expression, and the significance of ceramics in Chinese culture. By combining vivid text, images, and video resources, international students can simultaneously learn the language and gain a deeper understanding of ceramic culture. Additionally, digital teaching resources can be developed, such as virtual ceramic workshops and online interactive courses. These tools will allow international students to learn about and explore Jingdezhen ceramic culture more conveniently through digital means. The inclusion of these resources significantly enriches the cultural content of international Chinese education, offering students a more comprehensive cultural experience alongside language learning.

4.3 Increasing Practical and Interactive Elements to Boost Students' Engagement

The teaching of Jingdezhen ceramic culture should emphasize practical and interactive methods. Rather than limiting instruction to theoretical explanations, experiential learning approaches can spark students' interest. For instance, students can participate in hands-on ceramic-making workshops, where they create their own ceramic pieces and experience the charm of traditional Chinese craftsmanship. During the process, students not only practice their Chinese language skills through communication but also gain a deeper understanding of the intricacies and techniques of ceramic production. Furthermore, ceramic-themed creative design competitions can be integrated into the classroom. Students can present their ceramic creations in Chinese, explaining their inspiration and the production process. This approach improves their spoken Chinese proficiency while deepening their understanding of Jingdezhen ceramic culture. Such interactive and practice-based teaching methods can enhance students' cultural experiences and make ceramic culture instruction more engaging and attractive.

5 Conclusion

In recent years, with the continuous improvement of tourism infrastructure in Jingdezhen, the tourism industry has experienced rapid "explosive" growth, gradually unveiling Jingdezhen's rich and colorful ceramic cultural resources to the world. International Chinese education is closely linked to the dissemination of Chinese culture, and Jingdezhen's regional ceramic culture is a vital component of this heritage. Therefore, Jingdezhen's international Chinese education efforts should integrate the strengths of its ceramic cultural resources, diversify resource allocation methods, promote the healthy development of international Chinese education, and further advance the inheritance and development of Jingdezhen's ceramic culture.

Funding

Project supported by the Language Special Project of the Higher Education Teaching Reform Research Project of Jingdezhen Ceramic University in 2024, "Research on the Application of Regional Cultural Resources in International Chinese Language Education – A Case Study of Jingdezhen Ceramic Culture".

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