

Analysis of the Protection and Transmission Path of the National-level Non-Foreign Heritage Ancient Doumu Pottery Technique

Nie Tao, Yang Dezhong

College of Arts, Anhui University of Finance and Economics, Bengbu, 233030, China

Abstract: The hand-fired pottery technique of Doumu in Qianshan City, Anhui Province, has a history of more than 6,000 years and is considered a "living fossil" in the history of pottery making. It has been listed in the list of Intangible Cultural Heritage of Anhui Province in 2008 and in the list of the fifth batch of national intangible cultural heritage representative projects in 2021, and has very important historical and cultural values and craft values. In this paper, the ancient pottery firing technique of Doumu is taken as the research object, and the current situation of the protection and development of the ancient pottery technique under the leadership of the government and the participation of the society and enterprises is studied through fieldwork, literature study and comparative analysis, and the new development path of the ancient pottery technique of Doumu is explored. The study focuses on the problems of aging inheritors, homogenization of products and homogenization of propaganda of the ancient pottery arts in Qianshan City, and proposes more specific and detailed new ideas in order to promote the industrial innovation and development of the ancient pottery arts in Qianshan City from the theoretical and practical aspects, and to provide useful reference and reference for local governments and relevant researchers.

Keywords: Ancient Doumu Pottery Technique; Protection of non-heritage; Inheritance path

With the rapid development of society and economy, the inheritance of traditional Doumu pottery making skills has inevitably suffered a great impact, and the status of cultural inheritance and protection is not optimistic. In recent years, the municipal government of Qianshan has adopted protection policies to gradually put the ancient pottery making skills of Doumu into a healthy development track. As times change, the problems that arise are not the same. How to make the ancient pottery skills of Qianshan pox on the better protection and inheritance is a problem that needs to be studied in the era of cultural diversity.

1. The value of the ancient pottery technique of Doumu

1.1. Historical and cultural value

The ancient pottery technique of Doumu has a long history and has the same root and origin as the pottery excavated from Xuejiagang site. From the excavation of pottery from Xuejiagang site in the early days, the "kiln rotation firing" of large kiln households in the Qing Dynasty to the public-private partnership after the liberation, the discovery of six pottery-making remains in Doumu Township - Hong Yuan, Ye Furnace, Hong Xing, Serpent's Tail, Jiaociao Drum and Wu Tang - and the overall protection and inheritance of the ancient dragon kiln today are precious materials for tracing, studying and discovering the development of the local pottery-making industry, and are useful for The discovery of the six pottery-making relics in Pao Mu and Wu Tang and the preservation of the ancient dragon kiln as a whole are precious materials for tracing, studying and discovering the development of the local pottery-making industry, and are of great significance for studying the historical evolution of local pottery-making.

The holistic conservation and inheritance of the ancient pottery of Doumu, the value of its form, content and utilization, as well as the characteristics of its dependent spatial environment, is one of the typical representatives of the historical and cultural landscape of Xiangshan, and enriches and supports the category and spatial distribution of the heritage of the historic and cultural city of Xiangshan.

Located in Qingshan City, the Poxiao ancient pottery non-hereditary training base is free for the public to visit, and the pottery experience activities provided greatly enrich the content of the study tour, which is of great significance to show the ancient Wan cultural resources, non-hereditary cultural values

and inherit the artisan spirit. The local characteristics formed by the ancient pottery of Doumu are of special significance in enhancing the cultural taste of Qianshan, maintaining the local historical style and changing the rural face of "a thousand villages". It is also important to help contemporary people trace the history and better understand the production and lifestyle of the people in this period, and promote us to improve this humanistic identity when protecting, managing and utilizing.

1.2. Craft value

The ancient pottery of Doumu is a combination of ancient pottery-making techniques and traditional arts and crafts, with strict requirements for clay selection, billet drawing, decoration and firing. Knead the clay, roll the clay, refine a thousand times, fold the pine to feed the fire, the dragon kiln into a vessel, this is the pottery craftsmanship handed down from generation to generation. When the kiln is opened, the pottery is moved out of the kiln, and then the dried billets are brought in, and someone is responsible for picking the billets and putting them in the kiln. When the kiln temperature reaches above 1250°C, the metal elements in the pottery billets melt with turpentine and wood ash, and even if ten thousand pieces of the same pottery billets enter the kiln, the glaze will never be the same when they leave the kiln, forming the beauty of kiln transformation that can only be met and not foreseen. [1]

In addition to absorbing traditional craftsmanship, contemporary fashion elements are also incorporated in the shaping. The emergence of creative products such as literature room, tea set, tableware, floral ware and medicine ware represents a new development from productive conservation to artistic inheritance, and also promotes pottery to "see people, see things and see life".

2. Analysis of the current situation of the development of the inheritance of ancient pottery skills

2.1. Aging of skill inheritors

Intangible cultural heritage inheritors play a very important role in the development and inheritance of non-heritage projects, non-heritage relies on the inheritor as a carrier and can be "living heritage". From the beginning of this century, the number of pottery production workshops in Doumu declined sharply, from more than 100 in its heyday to only one ancient dragon kiln in Qianshan City Tianzhu Ceramics Co. I learned in July after field research, the current factory master about 20 people, in addition to a few middle-aged people in their 40s, most of the masters have been over the age of the nail, but still persistently adhere to the manual pottery post. There are 2 representative inheritors of the provincial-level intangible heritage, 3 representative inheritors at the municipal level, and 10 representative inheritors at the county level.

As the ancient pottery skills are the product of the traditional way of life in the past, and the current social production methods have changed dramatically, the production process is complex, long learning time, low economic benefits and many other factors, making the attraction to the younger generation is not enough, some young people are eager to achieve, few can be patient to learn the art, the cultivation of craftsmen more and more difficult, which also led to the situation of the lack of successors of the ancient pottery skills This has led to the lack of successors of the ancient pottery technique. Provincial non-hereditary inheritance Tu Shengyou has also expressed in an interview on the expectations of young inheritors, Ancient Doumu Pottery skills "young" inheritance problem is imminent[2].

2.2. Homogenization of pottery products

After thousands of years of development, the ancient pottery technique of Doumu has formed a unique production technology. The core skills of the pottery-making process are mainly reflected in the three aspects of raw material selection, molding and firing, and the whole process is made by hand in the traditional way. [3] The existing pottery products are divided into two types: traditional pottery and modern pottery, extending from traditional heating appliances and household utensils to tea sets, tableware, flower arrangements and ornaments. However, in general, there is still a large gap between the preferences of young groups in terms of pattern, color and shape, for example, Doumu pottery are dominated by warm colors, which is afraid that it is difficult to meet the needs of young people nowadays to pursue personalized colors.

The phenomenon of homogenization of pottery products has existed for a long time, so far there has been no fundamental change or even obvious change, making the product lose or rarely can show the true value of the brand. When the increasingly young consumer base is becoming more and more

dominant in the market, it is necessary to highlight the differences of the brand. Among them, the most important need to highlight the differences of the brand products, with personalized and innovative products to show the brand value of the pox ancient pottery, in order to open the consumer market of young people.

2.3. Single way of publicity

Despite the efforts of all parties, Ancient Doumu Pottery inheritance gradually use text, images and other forms, complete the project and inheritor files, the Doumu pottery project as a whole to analyze and summarize, to protect the various elements of inheritance value to refine and summarize, and to promote in the form of graphics, radio and television, but there are still weak experience, the depth and breadth of communication and other problems, these have led to the dissemination of Ancient Doumu Pottery skills. These problems have led to a lack of attraction in the dissemination of pottery techniques, and weakened their power and influence. Most of them are in the form of live broadcast and short video, and the utilization rate of the new media platform is not high, and the content of the communication is mainly a simple display of skills, which lacks deep excavation of the cultural connotation and rich expression of cultural values. [4] The audience of new media is mainly young people, and the dissemination of NRM culture needs to closely follow the cultural tastes and aesthetic interests of young audiences, otherwise it is difficult to achieve effective dissemination.

In today's rapid development of e-commerce, more and more consumers choose to shop and consume on social platforms, and if Ancient Doumu Pottery products want to expand their market purchasing power, they must make good use of online platforms for promotion and sales. Ancient Doumu Pottery products mainly take entity business, this single sales method also leads to the sales channels of Ancient Doumu Pottery products become narrow, so that its market purchasing power is not enough.

3. The development strategy for the inheritance and innovation of the ancient pottery skills of Doumu

In the new era, how to grasp the opportunity of the times and seek a development path that is in line with its own uniqueness has become the most important. The inheritance of non-heritage culture should not be limited to the traditional inheritance path, but should seek "living" inheritance. Unlike the original ecological inheritance idea of preserving the original flavor of NRM, the living inheritance focuses on the integration of innovation, emphasizes the increase of the universality of NRM culture,[5] and should keep up with the times so that NRM can still develop well in the market environment.

3.1. Skill transmission

Non-heritage inheritors are the main body of non-heritage cultural creation and the carrier of the survival and development of non-heritage inheritance, and it is necessary to make the mobilization of the main body of inheritors' enthusiasm a key task. The enthusiasm of the inheritors can be improved by holding non-hereditary training classes, showing the inheritors in the non-hereditary training base of Doumu pottery, using the short video platform to carry out the live broadcast of the production of Doumu pottery and the inheritors talking about the production methods and feelings, and thus discovering and cultivating more enthusiasts and potential people through the Internet. Especially the young people, through the continuous gathering of non-genetic inheritance practitioners, the cultural confidence of non-genetic inheritors is stimulated, and their inheritance practice and re-creation ability is enhanced. [6] To make young people understand and pay more attention to the issue of non-hereditary heritage, realize the "youthful" inheritance of non-hereditary heritage, so that non-hereditary heritage can release its inherent vitality again.

3.2. Product Innovation

At present, with the rapid development of modernization and informatization, people's needs change with time and space, and the innovation and development of commodities become a key issue for enterprises. Ancient Doumu Pottery should pay more attention to the issue of product innovation, so as to push the new.

Only a reasonable, forward-looking, planned innovation can better promote the transformation of Ancient Doumu Pottery products and commodity development. First of all, we should refine the

traditional craft, strengthen the development of art works and creative products, from "production, life, exchange, communication, trade" and other aspects to highlight the cultural value of non-heritage and achieve economic value. Secondly, we will continue to carry out the work policy of "protection first, rescue first, reasonable utilization, inheritance and development", and in accordance with the requirements of relevant laws and regulations, focus on the practical needs of "scientific protection, improvement of capacity, promotion of values, and development and revitalization", and effectively assume the responsibility of In accordance with the requirements of relevant laws and regulations, we will focus on the realistic needs of "scientific protection, improvement of capacity, promotion of values, and revitalization of development", and effectively assume the responsibility of protection, inheritance, utilization, and development of the national-level non-pox pottery heritage. "In the end, only by constantly improving and revising the products can we keep the ancient pottery of Doumu young and vibrant in the economic market.

3.3. Diversified communication

With the rapid development of information technology and the accelerated pace of life in the new era, people are more inclined to learn about information through the Internet. The most important thing about communication is the form of communication, and a good form of communication often brings more attention and greater market benefits.

While taking basic measures such as confirmation, archiving, research, preservation and protection, and at the same time disseminating to the general public, especially strengthening the dissemination to younger groups, only in this way can we ensure the promotion, inheritance and development of non-heritage skills.

Ltd. should further play the role of inheritance base and actively carry out online teaching and live promotion activities and offline promotion of non-traditional heritage. With the rapid development of information technology, the integration of NRM and new media has become an inevitable trend, especially during this epidemic, the role and advantages of online communication methods have become more prominent. In order to achieve sustainable development, it is necessary for the government, inheritors and social forces to cooperate, give full play to the resource advantages of various platforms, dig deeper into cultural contents and innovate the mode of communication, so that NRM can really enter the masses through social media and form a beautiful pattern of everyone participating in NRM protection. [7]

All these initiatives can alleviate to a certain extent the problems that arise in the current inheritance of pottery techniques, so as to achieve a truly innovative inheritance. Intangible cultural heritage is an important embodiment of Chinese civilization, and its transmission must not be "behind closed doors", but rather through innovative transformation and better transmission. Innovation is one of the most effective ways for the protection and development of the ancient pottery skills of Doumu. We should grasp the opportunity of the times for the inheritance and protection of the intangible cultural heritage, and develop innovatively on the basis of not losing its originality.

4. Conclusion

The ancient pottery technique of Ancient Doumu Pottery has a long history and is an important symbolic carrier to record the industrial and cultural heritage of Qianshan, and is the brilliant crystallization of the wisdom of the people of Doumu. For intangible cultural heritage, the best protection is to inherit it, and the most important path to make this intangible heritage skills to be inherited for a long time is innovation. However, innovation is not a slight to traditional culture, but a necessary means to broaden its dissemination channels and to ensure that the intangible cultural heritage lives on and thrives. The inheritance and innovation of Doumu pottery technique can enable us to understand and inherit this non-heritage traditional technique more deeply. We must abide by the spirit of NRM, grasp the opportunities of the times, keep pace with the times, and make the culture of Doumu shine again in the new era.

Acknowledgement

Fund Project: 2021 Graduate Scientific Research and Innovation Fund Project of Anhui University of Finance and Economics: Analysis of the Protection and Transmission Path of the National-level Non-

Foreign Heritage Ancient Doumu Pottery Technique (ACYC2021598).

References

- [1] Jiang Yue. *The fifth batch of national non-foreign heritage catalog was announced, and the Doumu pottery firing technique was selected* [EB/OL]. 2021-6-16 [2022-4-7]. <https://www.anqing.gov.cn/zjaq/lmaq/lsw/2000380961.html>.
- [2] Jin Wenjing. *Nonfiction shopping festival, on the new* [N]. *Anhui Daily*, 2021-6-11(10).
- [3] Yu Song, Xu Singing. *An examination of the current situation of the pottery industry in Anqing* [D]. *Jingdezhen University of Ceramics*. 2019.
- [4] Zhang Chao. *Intangible cultural heritage protection inheritance and innovation development of inquiry and reflection* [J]. *Popular literature and art*, 2022, (04):1-3.
- [5] Xu Ming, Ma Xiaoyu. *A review of research on non-foreign heritage and cultural creativity based on cultural confidence* [J]. *Industrial Engineering Design*. 2020, (06).
- [6] Pu Wenfang, Wei Meixian. *Properties of intangible cultural heritage and the significance of inheritors* [J]. *Academic exploration*, 2014(04):119-122.
- [7] Cao Yang, Huang Lin. *The transmission and dissemination of intangible cultural heritage in the new media context in the post-epidemic era* [J]. *Journal of Anshan Normal College*, 2021, 23(05):63-66.