

# Analyze the Cultural Efficacy of the Ancient Shipwreck Hailao Porcelain in the New Era from the Perspective of Culture

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**Abstract:** The presence of Hailao porcelain in the world is widespread, with historical, economic, practical, artistic, and other functional attributes, so its comprehensive benefits cannot be underestimated. The development of modern science and technology, and the reasonable and effective development of Hailao porcelain in different times, are conducive to the development of China's cultural construction. Because Hailao porcelain is different from the traditional ancient porcelain (handed down and unearthed), it is a new cultural research field. This marine wealth has great economic, cultural, and historical value, and plays an important role in the cultural construction and social development of the country in the new period. The cultural efficacy covered by the ancient shipwreck Hailao porcelain includes the functions of inheritance, cognition, education, communication, and so on, which is conducive to the current cultural development. People can use the new perspective and new concept of cultural and creative thinking to make these cultural relics "alive", give play to the new cultural value, promote the economy of cultural relics and works of art, serve the spiritual and cultural life, and strengthen the cultural exchanges and cooperation between China and other countries in the world.

**Keywords:** Ancient shipwrecks; Hailao porcelain; The ancient Silk Road; Cultural efficacy

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## 1. What is Hailao porcelain

The ancient maritime Silk Road was an important trade route that bore witness to the development of the world and was of special significance. Hailao porcelain, also known as sea ceramics, is the most exported porcelain in Chinese history. The written definition is "Chinese porcelain salvaged from ancient shipwrecks", while in the archaeological industry, the professional term is "unearthed cultural relics." At the end of the Song Dynasty and the beginning of the Yuan Dynasty, the Silk Road was the most prosperous, and porcelain spread around the

world along the maritime Silk Road and other channels <sup>[1]</sup>. As an important hub between Asia, Africa, Europe, and other places, the sea was the place where Chinese merchant ships and even foreign merchant ships had to pass through. Some merchant ships sank for some reason, and the porcelain they carried was collectively called Haifang porcelain after being salvaged. According to relevant data, there are about 10,000 shipwrecks in the South Ocean waters. In addition to the waters of China, Malaysia, Indonesia, the Philippines, South Korea, and other waters, there is a lot of Hailao porcelain <sup>[2]</sup>. Its economic, historical, cultural, and research value is inestimable.

## **2. The cultural value of Hailao porcelain**

Ceramics originated from the wisdom of ancient Chinese creation, based on practicality in the sculpture, flowers, birds, poetry, and other cultural elements, to give the product cultural function, producing a rich color of cultural value. Therefore, the ability of people to create cultural needs and cultural products is also a cultural value in itself, and it is the most essential cultural value. From the three-dimensional attribute of cultural value, the analysis of Hailao porcelain can be roughly analyzed from the diachronic, synchronic, and real-time cultural value.

### **2.1. Diachronic of cultural value**

After years of precipitation, ancient shipwrecks have been preserved in the great waves, which is a valuable historical and cultural wealth of mankind. Through the continuity of history and the unity of the time, the value of ceramics is interpreted. No matter in the past or present, its status and value in people's consciousness and life are self-evident. This constancy thus constitutes the eternal development of Chinese history and culture, embodies the strength of Chinese culture and cultural output, and shows the broadness of Chinese culture. Secondly, this kind of culture has played a humanistic, political, and economic role in a specific historical period, and has influenced the surrounding countries and the world. It is a cultural masterpiece under special historical conditions and has high comprehensive value. In the changing times, ceramic culture is still actively exerting its historical and cultural value and social and cultural effects. It is an indelible trace left by China in the historical memory of mankind, marking the great influence brought by China on the development of world culture, and the promotion brought by Chinese technology to the development of world science and technology, fully reflecting the diachronic nature of its cultural value <sup>[3]</sup>.

### **2.2. The synchrony of cultural values**

Ceramic culture is an important part of Chinese culture and one of the important components of world culture. Ceramics is a part of the world cultural connection, showing the coexistence of nationalization and internationalization, the coexistence of confrontation and cooperation, and the cultural complementarity between the West and the East, thus forming a cultural plate that seeks common ground while putting aside differences, so that various cultural conflicts can be integrated, which is reflected in the production, the type of ceramics, painting, and other aspects. At the same time, the culture balances the contradictions or conflicts between nations, countries, and continents, thus entering the track of balanced development, frequent trade, and harmonious coexistence. The shipping of merchant ships on the maritime Silk Road objectively reflects the history of trade and diplomatic relations between China and other countries, as well as China's advanced in cultural export, commodity manufacturing, shipbuilding, and navigation, as well as the synchronicity of

communication and sharing with the world <sup>[4]</sup>. Therefore, the emergence of Hailao porcelain in large numbers in domestic and foreign waters precisely confirms the promotion and influence of Chinese ceramics on world culture, confirms China's efforts and contributions to the development of the world, and reflects the synchronicity of its cultural value.

### **2.3. The immediacy of cultural value**

Hailao porcelain is a great wealth left by the ancestors, containing wisdom and attainments, as well as the influence of countries around the world. With the development of science and technology, human beings have gradually discovered these treasures in the exploration of the ocean, and their historical, cultural, economic, and other values have shocked the world. The authenticity of underwater treasures has been confirmed by the excavations of shipwrecks such as Nanhai No. 1, Yangtze Estuary No. 2, Nanhai Northwest Po No. 1 and No. 2, the Sinan of South Korea, the Black Market of Indonesia, and the Gothenburg of Sweden <sup>[5]</sup>. Under this premise, how to use the treasure and exert its value in real life is a realistic problem. Due to the systematic protection and excavation of Hailao porcelain in China's waters, the original site and cultural relics have been effectively protected at the legal level. In foreign waters, especially in Southeast Asia, ancient shipwrecks were salvaged in violation of regulations, and the original sites and cultural relics were not protected, becoming trade goods circulating in the market. Given the current situation at home and abroad, to realize its cultural, social, and economic value, it is a long-term exploration and discussion problem to combine the real-time and realistic value of Hailao porcelain and use it for cultural construction in the new era.

## **3. The cultural efficacy of Hailao porcelain in the development of the new era**

Cultural efficacy refers to the positive role played by culture in social development, including enhancing the centripetal force and cohesion of the whole society. In a specific period, Chinese ceramics connected the world, influenced the world, played a positive role, and produced far-reaching significance. Hailao porcelain is different from the traditional ancient porcelain (handed down and unearthed), which is a new field of cultural research. At present, people's collection vision and cognition of Hailao porcelain are shallow, and their recognition of its cultural and economic value is not high. In addition, these Chinese export ceramics fully demonstrated the productive forces, centripetal force, and scientific and technological power of the society at that time, and interpreted and confirmed the cultural connotation and cultural efficiency of the Eastern powers <sup>[6]</sup>. The following is an analysis and discussion of the aspects of inheritance, cognition, education, and communication of cultural efficacy.

### **3.1. Function of inheritance**

Chinese ceramics is a cultural embodiment, especially ancient ceramics, where the ancient people's skills came to the extreme and their attainments reached their peak. Ceramic objects themselves have no decoration, ancient people through the input of flower and bird paintings, poetry, modeling, and other ways, give it new life and cultural meaning, so that simple objects become dazzling, interpreting the ancient people's aesthetic and connotation. Therefore, the function and influence of Chinese ceramics are completely different from other products. After all, because of the export of Chinese ceramics, the world has known China and has branded a profound symbol in cognition. This symbol is expressed in English as "China." For this reason, the domestic

and foreign ceramics proved the dialogue between Chinese culture and world development. It shows the reality of China's ancient maritime trade in different periods, as well as the trade and cultural exchanges with the world<sup>[7]</sup>. In other words, it is the ancient craftsmen through the continuous pursuit and beautification of life and art that it show different styles, vivid shapes, and excellence of "beauty." This "beauty" itself is a kind of culture, and this excellent culture has been continuously deepened and inherited in China, which has directly influenced China for thousands of years and even today.

According to the data, in many foreign museum exhibition halls, the most beautiful is still Chinese ceramics. For example, the Metropolitan Museum of Art, the Cleveland Museum, the British Museum, the Louvre, and the Jimei Museum in France all have ancient ceramic works at the top of Chinese art, fully demonstrating China's aesthetic pursuit, artistic attains, and labor wisdom. The amazing emergence of a large amount of Hailao porcelain in the ocean shows China's cultural economy and navigation technology<sup>[8]</sup>. At the same time, this function of cultural inheritance not only reflects the cultural confidence of the big Oriental country but also reflects the influence and leading effect of China's position in global economic development. Therefore, the rational use of the cultural inheritance function of ancient shipwrecks and Hailao porcelain, the establishment of museums, exhibition halls, research halls, and other cultural places, is not only conducive to learning and growth but also conducive to the people to establish and enhance self-confidence and promote national construction and development.

### **3.2. Cognitive function**

The advent of ancient shipwreck Hailao porcelain let the world see this dusty history. At the same time, the culture condensed by Hailao porcelain can let the world know the cultural heritage and technical attainments of ancient Chinese and also understand the development of Chinese culture from the cognition, enhance the confidence of Chinese people, and witness the brilliant glory of China. Hailao porcelain is a microcosm of Chinese history and culture, and the cultural evidence of China's development in different periods. It can open people's knowledge exploration and cultural cognition function, and help people feel the national color, taste the cultural connotation, and understand the higher realm of the spiritual world through the culture<sup>[9]</sup>. Due to the different backgrounds of the time, people's views on beauty, understanding of life, and cultural interpretation have formed different cognitive ways and concept systems. It is these differentiated cognitive ways and concept systems that positively affect people's views and attitudes toward nature, society, and life, so that people continue to innovate, attain, and develop based on this culture so that cultural development continues to move forward, social economy continues to grow, social civilization continues to progress, casting the brilliant Chinese culture, affecting the world civilization process.

Therefore, people's lack of cognitive function of culture cannot effectively help people to recognize the world, transfer knowledge, provide an understanding of the world, help people to understand history, science, art, philosophy, and other fields of knowledge, form a basic cognition of the world<sup>[10]</sup>. At the same time, the loss of people's cognition of culture is not conducive to helping people understand the values, beliefs, customs, and so on, of different groups, and promoting cross-cultural and ethnic communication and understanding. Therefore, combining the characteristics of multi-level, plasticity, and interaction of cognitive function, reasonable development and expansion of people's cognitive function of culture is conducive to the development of cultural undertakings and the enhancement of cultural self-confidence.

### 3.3. Educational function

Ancient marine shipwrecks carry a lot of historical information, from the hull to the contents <sup>[11]</sup>. This information helps to carry out historical and cultural education, so that people have a clear understanding of the development of history and culture, especially the preservation of intact ceramics. The information contained in these ancient artifacts is good practical teaching material, which can truly reflect the cultural, economic, political, and other conditions of the country at different times. Through the diversified analysis of the artifacts, people can obtain different types of information, such as the raw materials, production, painting, industrial level of ceramics, and so on, which provides materials for the study of history, ceramics, art, etc., and integrates into a multi-functional educational textbook for teenagers. The ancient shipwreck Hailao porcelain is not only a kind of culture, but also an educational instrument, which can effectively play its powerful educational function. Through educational activities, culture cultivates people's moral concepts, aesthetic taste, creativity, and practical ability. Therefore, education is not only an important way of cultural inheritance but also an important source of cultural innovation.

The development of science and technology over time, in the protection and excavation of ancient shipwrecks Hailao porcelain has the conditions, reasonable and effective development of Hailao porcelain in different times, can supplement and improve many materials for China's education, improve the efficiency of education, so that Chinese young people know more Chinese civilization, establish cultural self-confidence. For example, historical knowledge, art painting, industrial craft, material formula, political economy, and many other fields, through the "look, listen, appreciate" (read books, and physical objects, listen to historical analysis, appreciate the beauty and connotation of culture), make educational materials more scientific, education system more rigorous, cultural inheritance more perfect.

### 3.4. Communication function

Porcelain has both life and art. It is a medium in itself, which can be expressed by painting, sculpture, sculpture, calligraphy, performance art, and so on. This medium can also be a material, applied to all the fields of construction and decoration. Therefore, as a medium of cultural exchange, porcelain has a communication function, which promotes communication and understanding between different cultures and different groups. Through the common cultural symbols, language, and values, ancient shipwreck Hailao porcelain crosses the barriers of regions, nationalities and beliefs, "taking things as the medium" to establish mutual respect and cooperation between countries, from ancient times to today, has been promoting and committed to the harmonious coexistence and harmonious relations of the global village <sup>[12]</sup>. According to the world archaeological documentary materials, Chinese porcelain products are the most widely distributed products in the world, which shows that it is deeply loved by the world and has a profound impact on global culture. This is the effect of the communication between Chinese porcelain and the whole world. Moreover, it is precisely this kind of cross-border communication that provides people with a colorful way of life, renders people's lives and work, and promotes people's physical and mental health and social harmony. According to curators of museums in some European countries, "It would be a failure and a shame if there were not a few exquisite pieces of ancient Chinese porcelain in the museum." Therefore, why China has been the most influential country in the world since ancient times, and Chinese porcelain is the most influential product in the world, which fundamentally stems from the cultural communication function of the connotation of porcelain, which conveys the beauty of culture and accelerates the cultural exchange of the world <sup>[13]</sup>. Therefore, through the reasonable

development of the communication function of Hailao porcelain, the relationship between China and the world can be displayed, the exchange and integration of Chinese culture and world culture can be reflected, and the style of a big country can be highlighted.

To sum up, the ancient shipwreck Hailao porcelain is a precious wealth, which not only highlights its economic value but also contains rich cultural value. The cultural efficacy of Hailao porcelain covers the functions of inheritance, cognition, education, and communication, which play an important role in China's cultural construction and development, play a key effect on China's cultural inheritance, and have a profound impact on the harmonious development of society<sup>[14]</sup>.

#### 4. Concluding remarks

The protection of submarine cultural relics is a systematic project, which requires active efforts to protect them<sup>[15]</sup>. A good grasp of this Marine wealth will help the country's cultural development in the new era. People can effectively use Hailao porcelain to enhance cultural development, through a new perspective of cultural and creative thinking, and new ideas, make these cultural relics "alive", give full play to the new value, and promote the economy of cultural relics and works of art. It can serve spiritual and cultural life and national cultural construction, and strengthen cultural exchanges and cooperation between China and other countries in the world.

#### Disclosure statement

The authors declare no conflict of interest.

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