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The Study about Development Status, Trends and Paths of Cultural Industry in China

Cong Shuguang^{a*}, Li Yunpeng^b

^a*School of History and Culture Industry, University of Jinan, Jinan Shandong, 250022, China*

^b*Qingdao Hotel Management College, Qingdao, 266100, China*

Abstract

Since in “the suggestions about making out the tenth five-year plan for national economy and social development” adopted by the Fifth Plenary Session in 2000, the concept of cultural industry appeared formally, China’s entity economy and external trade of cultural industry have developed greatly. With the era of knowledge economy coming and financial crisis’ affection, China’s cultural industry is facing new environment and challenges. The paper gave analysis on development status of cultural industry for 10 years; combining with new development environment, the paper summarized three trends of development and proposed suggestions on development paths to revitalize cultural industry in new period.

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Key words: Cultural industry; Status; Trend; Path

1. Introduction

In October 2000, “the suggestions about making out the tenth five-year plan for national economy and social development” adopted by the Fifth Plenary Session of CPC formally presented the concept of cultural industry, proposed to improve the cultural policy, strengthen construction and management of cultural market, promote tasks and requirements of cultural industry development. In “Blue Book of Chinese cultural industry”, said on the nature of products provided by it, cultural industry can be understood as an industry which provides consumers with spiritual products or service. As a new industry, cultural industry has four basic characteristics:

* Corresponding author. Tel.: +861 3884983338

E-mail address: jdcong001@163.com

The first one is cultural industry has lower resource consumption and less environmental pollution. Different from processing and manufacturing industry, cultural industry mainly produces spiritual products, which takes creativities as source, contents as core; as long as there are many ideas, there will have steady outputs and profits. The development of cultural industry does not need to pay higher cost of resource and environment.

The Second is economic returns of cultural industry is higher and benefiting time is longer. Once cultural products are approved and sought by consumers, people will get higher economic returns. American film "Titanic" invested 0.2 billion dollars, and its global revenue is 1.8 billion dollars. The value of excellent cultural products will not be reduced over time, on the contrary, it will continue to add.

The third is its lower barriers to entry, and has stronger ability to absorb labors. It has longer industry chain, lower barriers to entry, flexible employment; not only suitable for large-scale, modern enterprises with high-tech equipment, but also fit for small-scale, individual market subjects relying on personal creativity and traditional skills to develop.

The fourth is cultural industry is penetrating and melting with various sectors national economy and forming huge industrial chain and industry clusters taking cultural content as a link, having increasingly close correlation. Creative design and productive service industry, in high-end field of cultural industry, are gradually integrating with industry, agriculture; continuously upgrading cultural connotation and product value of traditional industries and playing an increasingly important role in promoting economic development. Cultural elements together blend with other means of economic production and operations promote other industries to develop.

2. Development statue of China's cultural industry

The development of China's cultural industry started relatively late, and in the past few decades, culture was almost the filed arranged by the governments. As a big country with a long history and culture, it was in 2000, when cultural industry was written into t resolution of CPC Fifth Plenary Session, that average Chinese can have a real sense of cultural consumption. For ten years, with rapid development of cultural industry, people's understanding about culture and cultural industry has a huge leap and change: cultural consumption in China begins to become a fashion and an indispensable part of life.

2.1. A large number of cultural industry have gradually been built up and economic entities of cultural industry gets rapid development

Among which, audio-video industry, book industry, the high-end entertainment, film and television industry and so on firstly took the road of industrialization. The development of cultural industry is affecting China's future with irresistible momentum and speed. The industry which didn't get "legal status" 10years ago, today shows a new appearance with occupying 2.6% of GDP, and is growing at the rate of more than 17%. In 2008, cultural industry in Beijing, Shanghai, Guangdong, Hunan, Yunnan has occupied over 5% of local GDP. Chen Dong, Vice Minister, Publicity Department of CPC Beijing Municipal Committee, introduced something about cultural industry development in Beijing in " Forum about China's cultural industry for 30 years" and said: "in2007, added value of cultural and creative industries covers 10.6% of the city's total GDP; in 2004 ~ 2007, average increase reaches 17.4%; in 2008, it will be expected to 11%." Hunan is the place where the cultural industry can not be skipped. In 2005, "Super Girls" in Hunan Satellite TV's opened the curtain of national selection. On July 11, 2009, the fifth cross-strait trade and cultural forum was held in Changsha, and for the first time, took "cultural education" as theme.

In 2007, increased value of the province's cultural industries reached 26.29 billion Yuan, accounting for 5.55% of GDP; in 2008, increased value reached 30 billion, accounting for 5.8% of GDP. In 2007,

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