

Problems of Cultural Industry Development in Jilin Province and Countermeasures

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Abstract

Nowadays, “new governance” and “network governance” become more and more popular. When the government draws up some policies and tries to improve local economic development, a large number of local culture industries and culture festivals are prospering. The cultural industry is a sunrise industry in the 21st century, and it is also the driving force for social progress. Especially with the rapid development of economy in Jilin province of China, more and more people focus on it. But many problems happen during the construction of culture industry because of different factors. In this paper, we have carried on the elaboration from several aspects to the cultural industries development and the brand management in cultural consumption and cultural industry’s development. We show the conception of cultural industry, and then we analyze the status quo and find what happened in the area. Finally, we put forward some of the suggestions and countermeasures which are suitable for the development of cultural industry which are Based on the analysis of the problems.

Key words: Cultural industry; Leading industry; Jilin province

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1. THE INTRODUCTION OF CULTURAL INDUSTRY

1.1 The Conception of Cultural Industry

Culture industry is a concept created by Theodor Adorno and Max Horkheimer and is related to Marxist Philosophy. It is one kind of industry which provides the intellectual product as the main activity with the target of satisfying the cultural needs for people, including the creation and sale of cultural products.

In most of the countries, cultural industry is defined as knowledge-intensive, high extra value and conformability which play an important role in promoting the development of national industry and optimizing the industrial structure that can’t be underestimated. In China, the cultural industry also plays a positive function in the construction of socialist harmonious society; it improves the quality of the public life, meets the ever-growing ceremonial cultural needs of the people, and improves the quality of material civilization and spiritual civilization.

1.2 The Classification of Cultural Industry

According to the conception of cultural industry, we always classified it into the following type:

(a) The activities which provide the cultural products and entertainment products for the public, such as books, newspapers, magazines, electronic publications and issuing etc..

(b) the services which provide participations and choices of cultural leisure entertainment for the public, such as radio and television services, film services, museum of art performance, exhibition services, network services, tourism and leisure services etc..

(c) the sales activity which Provide production and marketing to culture, such as printing equipment, sales activities of stationery and paper, tape etc.

(d) The culture, entertainment and other related activities such as arts, crafts, and design.

1.3 The Characteristics of Cultural Industry

Compared with other industries, the cultural industry has its own characteristics.

(a) Innovative. The innovation of cultural production is strong, each item of the cultural products, whether it is theoretical, or art, should be original and different, not the same. Although cultural producers can absorb and use the results of the previous work, they can not repeat the previous work; the producer needs creative passion to complete it. Therefore, the cultural product is produced with independent intellectual property rights of the original research and invention, cultural products are not repeatable, irreplaceable and non renewable nature. Just as Jin Yong's arts novels in China, many production mechanism be adapted into a television drama, some as many as four or five versions, but even so, each version of it are relatively original, no other version of something. Otherwise, not only the lack of market, but also they would be in trouble of legal liability by the relevant departments.

(b) Popularity. Cultural products are the spiritual development of mankind, its content is universal, and some even embody human values, common aesthetic ideas, although its form may be a minority, it can be recognized by the whole society, and even the countless generations of identity. Cultural industry is creation of intangible capital, is the accumulation of brand effect. With more reprint and copy of the same product, the value it produces is higher, its influence is greater.

(c) Ideological. The function of cultural product shows the characteristics in knowledge, education, aesthetic, entertainment, which to meet people's spiritual needs, or people's emotional needs. It can eliminate the fatigue, enrich people's knowledge, improve people's labor skills; this is a higher level of consumer demand. Generally speaking, higher living standard compare with higher degree of culture. Once cultural consumption ability is strong, the cultural products demand increase.

(d) Persistence. The cultural product consumption is a kind of appreciation of consumption. After consumption, the material carrier of it will be loss, but its cultural value will never be worn. Through the reprint, recopy and re-consumption, Cultural products let more people understand it and grasp its value. Just as the famous novel "A dream of Red Mansions" in China, the aesthetic value was obtained by people's approval in 200 years ago, and now it still can get social recognition. Cultural originality industry is characterized as knowledge-intensive, high extra value and conformability which play an important role in promoting the development of national industry and optimizing the industrial structure that can't be underestimated.

2. THE PRESENT SITUATION OF CULTURAL INDUSTRY IN JILIN PROVINCE

With the rapid development of economy, the cultural industry of Jilin Province has made a big progress, not

only in the scale and level of the industry but also in the competitiveness. Compared with some provinces in China, Jilin provincial industry of culture takes important characteristics as well as some backwardness.

2.1 The Expansion in the Scale and Diversification of Cultural Industry in Jilin Province

In the scope of cultural industry, from 2009, animation, publishing, digital video, network media had been included on the base of traditional culture industry such as the original media, newspapers, television. In 2012, the total output of cultural industry in Jilin province is 93 billion yuan and the additional value is 23 billion yuan, 45% of the output and 61% of additional value contribute to the expansion of digital video, network media. In 2011 the two indexes were 7 billion yuan and 11 billion yuan. The expansion of cultural industry in china has been gradually employed to empower the economic development. The number of enterprises engaged in the culture industry is increasing year by year, the number of media, the animation enterprise quantity, network media had also increased, exhibition industry also contributed to the development of the cultural industry in Jilin province, especially the establishment of the "Animation Industrial Park" in Changchun city, "Northeast Asia Expo", "Auto Expo", "Agricultural Products and Agricultural Science and Technology Expo". Also, the expansion of cultural industry plays a huge support role to other leading industries such as tourism industry, service industry.

2.2 The Brand Effect Has Formed in the Development of Cultural Industry in Jilin Province

Since the 1990s, the government of Jilin province continually lends an impetus to cultural industry related policies and plans, to provide help the local cultural industry through the festive activities to show its particularity by community or local organizations. With development of industrial clusters, the brand effect of cultural industry in Jilin province has kept on growing. Changchun Film Studio is the cradle of movie in Jilin province, which has been launched 11 sessions until 2012, and it starts to become internationalization. The domestic and international brand has been established in Changchun Film Studio to attract overseas investment so that more and more investors have concerned about the development of culture industry in Jilin province. At the same time, the theme park "Changchun Film Studio Century City" has become a brand of tourism development. "Changchun First Automobile Group Corp" is one of the leading enterprises in China's automobile industry; the "Changchun City Automobile Trade Expo" has been launched 9 sessions until 2012, it has become one business card of automobile culture in Jilin province, which supports development of automobile industry and cultural industry. The local cultural Expo has combined

the local characteristic industry and specialize marketing strategies, to promote the development of economy of the local cultural industry and extend the function of cultural continuity. The theme of the promotion of various cultural activities is for the Jilin province in marketing and promoting the development of local cultural industries to enhance local governance capacity and the important tasks to the core. Industry convergence through innovative, integration and structural optimization could enhance the competitiveness of culture and tourism industry.

3. THE PROBLEMS OF CULTURAL INDUSTRY IN JILIN PROVINCE AND ITS ANALYSIS

3.1 Underdeveloped Capital Market and Single Financing Channel for the Culture Industry

The development of cultural industry needs large capital investment through multi-channel which provides adequate financial support. But in Jilin province, the capital market for culture industry is less developed. Most of the cultural industry enterprises have to face the financing problems except some of the big media and publishing group with local financial support. Single channel of financing, small financing amount and short return period of the investment always makes trouble. And they always try to finance through the high-risk way for the cultural enterprises development which would make the problems worse. In addition to its own funds, commercial bank loans are still the main source of funding of cultural industry in Jilin province capital market. Many media companies, animation companies, publishing enterprises tried to finance through asset mortgage but the effect is not obvious. Fundamentally, the business philosophies of the cultural enterprises are still in the traditional financing way and uncertain investment return in cultural industry result in the strictness in loan application of the commercial banks.

3.2 Industry Cluster of Cultural Resources Has not Formed in Jilin Province

In regional competition, we should combine characterized economy, industrial clusters, and strategic regional sales together. Jilin province is a province with diverse culture resources in China, but most of the resources have not been fully developed and the formation of industrial cluster is slow. Some of them such as “copper book” and “Bao Feng paper-cut” are the cultural resources with local characteristics and national characteristics. Because of the short industry chain, cultural product development only relies on folk artists. So there was no mass production and the domestic industry cluster has not formed. And also, large number of cultural resources has not been well developed by local cultural department, so that many

cultural enterprises still rely on traditional forms of culture which result in the unbalance development between investment and income. Meanwhile, Cultural Industry Park was less established in Jilin province, “Jilin film and television Industry Park” which was built in 2008 and “Jilin Animation Industrial Park” which was built in 2005 are the two only. No industrial park was built in the scope of media, publishing, network industry.

3.3 Deficient Industry Policy Support of Local Government to the Cultural Industry in Jilin Province

Despite governments of all levels and enterprises made great efforts, the industrialized production base has not been built up to enough scale. There is not a series of industrial policies and special plans designed to improve and upgrade the industrial structure, and not many local laws and regulations designed to promote the rapid development of cultural industry in Jilin province.

Industrial policy measures and the implementation of regulations for culture development are not enough. Main operation subject that promote the development of cultural industry, a folk sector, and the public sector has state power, public power and resource. Need to arrange and divide the work cooperation properly each other. Meanwhile, the government transfer payments and financial capital supplement which should be an important measure to adjust interregional economy development can't keep in pace with the demand of cultural companies.

4. THE COUNTERMEASURES AND SUGGESTIONS OF CULTURAL INDUSTRY IN JILIN PROVINCE

4.1 Promote the Formation of Capital Market With Multi-Channel Financing for Cultural Industry in Jilin Province

We should encourage local commercial banks to provide financing convenience for cultural enterprises and promote the formation of capital market for cultural industry in Jilin province with the support of local government and securities companies. We should encourage and lead the cultural enterprises listing and financing, change the traditional mode of financing, create environment for investment and finance companies within the cultural industry. Meanwhile, special funds for the development of cultural industry should be built, with the aim of rewards and punishments to cultural enterprises.

4.2 Promote the Establishment of Cultural Industry Park in Jilin Province

Through the development of regional planning policy and industrial policy, we should establish multi-field culture Industry Park. With the appropriate regional planning, we can enhance the competitiveness of the cultural industry

in Jilin province; combine with the characteristics of regional culture and build cultural industry base such as “Changchun City Publishing Culture Industrial Park”, “Jilin Shaman culture industrial park”, “Ji’an history and culture of Industrial Park” and so on. Meanwhile, the local government should combine sports with cultural industrial park, promote the influence of local cultural industry park through the international sports matches.

4.3 Promote the Industrialization Processing of Cultural Resources in Jilin Province

We should develop the utilization of cultural resources in Jilin province through the development of cultural industry policy; strengthen its industry chain, launched mass production of high value-added cultural products. With the combination of the exhibition industry, tourism, service industry, logistics industry and cultural industries, we should achieve sustainable development and leapfrog development, promote development of cultural industry both in the domestic and in overseas markets. We should promote the reform of the system and innovation of the mechanisms of the cultural industry, give more support to non-profit cultural undertakings and improve our policy for the cultural industry to give a greater role to the market and ensure the simultaneous development of cultural undertakings and the cultural industry.

From the recent introduction of industrial policy in Jilin province, the local government try to promote the culture and upgrading of the industrial structure and structural adjustment by using high technology to transform traditional industries, vigorously develop the digital publishing, online publishing, mobile phone publishing, accelerate the realization of the transformation from traditional industry fusion to the traditional and emerging industry development has become the main task of the objectives of the industrial structure adjustment.

4.4 Focus on Developing the Cultural Industry Policy

Cultural industry policy is an aggregate of a set of policies that promote and standardize the development of cultural industry stipulated by the government. The cultural industry policy has a core position in the development of cultural industry and plays a non-substituted part compared with others. In view of the diverse changes in the marketplace for culture, policy makers delineate substantive policies aimed at setting a course for future cultural development. We should promote the reform of the system and innovation of the mechanisms of the cultural industry, give more support to non-profit cultural

undertakings and improve our policy for the cultural industry to give a greater role to the market and ensure the simultaneous development of cultural undertakings and the cultural industry. We will improve policies for industries related to culture and encourage non-government sectors to participate in cultural undertakings. There should be some conclusions and suggestions for the development of cultural industry which will be helpful to the local economy and the cultural policy in Jilin.

The local government has also increased its fund input and support of other forms through all kinds of special financial transfer payment as well as financial transfer payment under the preferential policy for cultural enterprises. We should also improve relevant financial transfer and payment system and the allocation system at various levels and at the same time strengthen supervision and management of fund utilization.

CONCLUSION

In summary, the development of cultural industry in Jilin province plays a decisive role to the development of local economy, through various channels to create the development environment. The cultural industry in Jilin province has broad cultural resources, which needs the government guidance, enterprise financing and other means to promote cultural resources industrialization and industrial cluster. The local government should promote the formation of capital market with multi-channel financing for cultural industry and establish Cultural Industry Park for the formation of industrial cluster.

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