

Basic Theory Study on Cultural Creative Industry*

Ying Liu

School of Fine Art
Baicheng Normal University
Baicheng, China

Abstract—Britain was the first country that officially defines the creative industries. Cultural creative industry, as an emerging industry, has been attached great importance in China. The development of cultural industry and the difference between the public cultural undertakings and profit-making industries are firstly formally put forward in “the 10th Five-year Plan proposal to develop the national economy and social development for the central committee of the communist party of China” in the 5th plenary session of 15th CPC National Congress in 2000.

Keywords—cultural industry; creative education; creative talents; cultural creative industries

I. INTRODUCTION

The connotation of cultural industry, business industry, cultural creative industries are as follows. Cultural industry refers to those that contain the creation, production, sales, which generally protected by copyright and appear as the form of goods or services. Creative industries, known as the creative industries, creative industries, creative economy, refer to those enterprise obtained development power from the individual creativity, skill and talent and those can create activities of potential wealth and employment opportunities based on the development of intellectual property rights. Cultural creative industry, relying on the artist's wisdom, skill and talent, using high-technology to create cultural resources and ascend, refers to those enterprise produce high value-added products and has the potential to create wealth and employment through the development and using of intellectual property rights.

II. ELEMENTS AND CHARACTERISTICS OF CULTURAL CREATIVITY INDUSTRY

Through the analysis based on typical cases at home and abroad, the research in this project has shown that, need to satisfy the following elements in the process of development regardless of any cultural creative industries. It contains, strong creative ability, innovation ability, using the method of imitation, application of networked organization ability, inclusive culture environment, rich modern creative technology, sufficient capital culture industry, the perfect system of property rights protection.

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A. Strong Ability of Cultural Creativity

Strong ability of cultural creativity is the key and basis for all the development of creative industry profoundly. In other words, if there is the lack of creativity, creative industry doesn't exist. The case analysis shows that the connotation of cultural creativity contains three points. One is taking creativity as the core, 3D and other modern highly creative culture in it for a lot of film and television works nowadays. The second is based on culture. Many modern popular songs are entertaining, which can meet the demand of mass culture and the contemporary cultural context. Culture creativity not only manifests in film and television, songs, etc., but also similar in other industries.

B. Obtaining Innovation Ability by Imitating Method

Strong ability of imitation is the fundamental basis for the rapid development of cultural creative industry. Usually the beginning stages of innovation ability are achieved by imitation. The characteristics of the creative industries by imitating are the cost of short time, low cost, which is very suitable for for-profit companies. Imitation usually occurs in learning from each other between enterprises. The better of imitation innovation atmosphere, the faster the creativity industry the development speed is. Imitation is usually based on the satisfaction of consumer. The higher the satisfaction of consumer and the more prominent role of imitating, the greater the creations of new possibilities are.

That further suggests that, culture creativity is essential for industrial development and imitate absorption can effectively promote the development of the industry. Those phenomena are very common now.

Zhejiang TV's "Chinese good voice" was the result of innovation combined with Chinese characteristics and is based on imitation abroad singing talent show. The domestic and international successful cases show the promoting function of imitation on cultural creative industry.

C. The Networked Organization Structure

The networked organization structure is the relationship network formed between creative enterprises connects with each other and is the important mode for the development of culture creative industry. The type of network organizational structure mainly depends on the degree of agglomeration and path length. From the cases at home and abroad to see, creative industry clusters are the distinctive features of

cultural creative industry. This agglomeration is gathers of similar creative industry enterprises and talent. But creative enterprises and talents are not exactly identical. This suggests that the industry internal knowledge, skills and creativity both belong to the same type and also differences. Of course, the creative enterprise cluster development can also cause being gathered in other industries. Creative enterprises and talents agglomeration are advantageous to the industry's rapid development.

D. Inclusive Cultural Environment

This project gets the following conclusions based on check back, analysis and research on typical cases at home and abroad and literature materials. Inclusive culture environment is informal constraints for the development of cultural creative industry, which have two properties. One is open, manifesting the local culture widely accepted elsewhere, which contributes to the fusion of culture and communication and increases the chance of cultural creativity. The second is fit, manifesting the combination of the cultural industry characteristic with social culture and local culture, which can highlight the heterogeneity of industry so as to form effective competition. This fit even reflects within the industry. Industry culture environment play a specification, which constraints the style and type of creative enterprises and make different enterprise alliance body condensed with unified culture style. That can highlight the culture characteristics of industry and enhance the competitiveness of the enterprises. In addition, there are many underdeveloped places to give full play to their role as the specification for inclusive culture environment.

There are many successful development examples on creative industry combine with the local culture characteristic. It can be seen the development of cultural creative industry cannot leave the inclusive culture environment. Openness and matching of cultural environment enable the industry to form features, which using the local cultural content and enhance the competitiveness because of the heterogeneity.

E. Modern Creative Technology

The support force of cultural creative industry development, modern creative technology is prompted culture creative ideas into products of modern technology. It is also the important support means in the development of cultural creative industry which promote the development of creative industry high-end. The rapid development of South Korea's online game industry is closely related with network technology. According to the survey, South Korea's network speed is already the world's first, which is much higher than the global average speeds. The development of smart phone use and the popularity of mobile phone network further impetus to the development of the network game.

F. Plenty of Cultural Capital

The capital connotation of cultural creative industry is very rich. This article specifically related to the monetary capital. Plenty of cultural capital is one of the necessary conditions for the development of creative industry. To

promote the development of design industry in Berlin, the German government provides the direct financial support, supporting the international design, various community creative activities, provide help in the creative industry employment, creative enterprise rent and so on.

G. Reasonable Property Rights Protection System

The development of any industry needs to be a reasonable system of protection. Cultural creative industry is the economy formed in the intellectual property rights transaction. Therefore, reasonable property rights protection system is necessary in the development of creative industry. South Korea's online game industry is typical in terms of system. South Korea's online game industry uses the government-led development model and the construction of its property rights protection system is more perfect. The South Korean government establishes a strict system of network game industry, especially the game rating system.

South Korean government has led the subordinate system of online game industry association construction system which has carried on the detailed rules on the network game use permissions, use way, prohibited content and so on.

III. CREATIVE EDUCATION, INNOVATION EDUCATION, ENTREPRENEURSHIP EDUCATION CONNOTATION AND THEIR RELATIONSHIPS

The connotation of innovation education, entrepreneurship education, creative education, referred to should grasp the "the third passport" for people in the 21st century after the academic and professional. Entrepreneurship education is to cultivate pioneering individuals in a broad sense.

Through the related course system improve the students' quality and entrepreneurial ability as a whole, which make students have the initiative, risk-taking, entrepreneurship, independent working ability and technology, social and management skills.

In a narrow sense, the entrepreneurship education in the university is aimed at college students' entrepreneurship and cultivate students the ability to start a business. The main features are to improve the students to found, analyze and solve problems in the process of education from the reality of students, according to the economic and social development and changes, through various means of education. At the same time, it particularly emphasizes on cultivating students' self-consciousness, participation consciousness and pragmatic spirit, which enable students to master the entrepreneurial skills to improvise on entrepreneurial activity in the social life.

Entrepreneurship education is the process of train the ability of individual entrepreneurial through the medium of education through theory and field and so on. The entrepreneurship here includes both the ability to start a business in a narrow sense and the ability to solve the problem with the new method and in the pioneering and modernism on the career path.

Innovation education is to achieve the process of cultivate innovative talents education through exercise innovative thinking, shape innovation personality, forms the innovative spirit and develop innovation ability. Creative thinking is not only a divergent thinking, also need to have a rigorous logic thinking, need to have practical operation system. Key performance for innovative personality has innovation consciousness, innovation emotion and will. The spirit of innovation, which is one soul and the power of innovation, mainly including curiosity, explores interest and thirst for knowledge, sensitive to extraneous things, the constant pursuit of the truth, the discovery, invention, innovation, pioneering and enterprising spirit of perseverance. The innovation ability, which is the essence of innovation, mainly includes the ability of creative thinking, creative imagination ability, and creative ability to plan, organize and implement some kind of activity.

The purpose of creative education is affirming every idea, hatching every idea, practicing every idea.

As in principle, each of the eggs has the possibility of hatching into chickens, every chicken has the potential to grow into a big chicken, and each big chicken could be a chicken. As a result, not each of the eggs have the possibility of hatching into chickens, not every chicken has the potential to grow into a big chicken, not each big chicken could be a chicken. This process encourages creativity, identifies the creative practical operability, selects worth cultivating creativity, and provides outstanding creative practice platform. Cultivating creative talents and creative talents from a series of education process, finally encourages students to become entrepreneurial talent. Creative education shows the characteristics of basic, practical, innovative, entrepreneurial, service.

IV. THE CONNOTATION OF CREATIVE TALENTS, INNOVATIVE TALENTS AND ENTREPRENEURIAL TALENT

Creative talents refer to talents with quality of art, technology, management, management of professional creative industry needs. Innovative talents refer to talents with quality rich in pioneering and creative ability, and can create a new situation, to make creative contributions to the development of social. They usually show the individual character of flexible, open, curious, energetic, persistence, concentration, imagination and the characteristics of adventurous spirit and so on. Entrepreneurial talent is has the characteristics of entrepreneurial quality and innovation ability on the basis of talent. There are two major categories of entrepreneurial talents. One kind is entrepreneurs called entrepreneurial talent, independently to develop business directly and translate knowledge and technology into social productivity. One kind is entrepreneurial talent with innovative spirit and entrepreneurial skills in their respective positions and with the ability to work independently. Obviously, although it is not the same between entrepreneurial talent and entrepreneurial talent on the epitaxial, but there is no essential difference. Entrepreneurial talent once had a chance to rest more easily become entrepreneurial talent.

Culture creative industry has become a new growth point of the city's economic transition, the significance of which has driven China's economic revitalization. At the same time, Culture creative industry increasingly important way to promote the socialist culture and meet people's spiritual and cultural needs under the condition of market economy.

V. CONCLUSION

Cultural creative industries, as a service industry pillar industry develop in Jilin province, plan development the creative industries as a representative of film and television, publishing, software, animation and form cultural industry with compete effectively, rich Jilin characteristic system. In recent years, Jilin province cultural creative industries are from the early stages of exploration, start, cultivating into a period of rapid development through the efforts of the various aspects. Jilin province development and reform commission (NDRC) concentrate on cultural creative industries through the project construction, policy support, vigorously promote Jilin province cultural creative industry's original ability and capacity for independent innovation, push "Jilin manufacturing" to "create" Jilin and improve quality and level of cultural creative industry.

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