

Research on the Promotion of High Quality Development of Cultural Industry by the Integration of Cultural Science and Technology

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Abstract. The deep integration of culture and science and technology is an important engine to realize the high-quality development of cultural industry. Based on the analysis of the mechanism of cultural science and technology integration promoting the high-quality development of cultural industry, this paper puts forward the safeguard measures of cultural science and technology integration promoting the high-quality development of cultural industry from the aspects of improving the policy support system, stimulating the vitality of cultural enterprises and strengthening the support of technical personnel.

1. Introduction

China's economy has changed from the stage of rapid growth to high-quality development, cited in the report of the 19th CPC National Congress. The report also proposed to promote the development of cultural industries, to improve modern cultural industry and market and to cultivate new business forms of cultural. In April 2017, the Ministry of Culture released the Innovative Plan of Culture and Science during the 13th five-year Plan period, which stressed that the innovation of culture and science is the key supportive force for building a strong cultural country. President Xi Jinping pointed out that it is important to promote the high-quality development of cultural industry and to enhance the sense of culture and happiness, at one national conference in August, 2018. China's cultural industry has entered an upgrading and highly-developing stage. Innovation and technology are the fundamental base and key point to realize high-quality development of cultural industry.

Scholars mainly carried out researches on high-quality cultural industry from following aspects, based on the existed literature. Firstly, researches on its connotation, importance and promotion measures. Ding Yuan (2018) illustrated the importance of high-quality development of cultural industry in China under the background of new era, and held views that its development relied on the joint efforts of government and market, science and creativity, and depended on scientific innovation by utilizing digital technology and artificial intelligence through optimizing its environment ^[1]. Secondly, researches on the influence of cultural industry policies on its development. He Da (2019) showed that policies could promote its development, but there existed regional differences ^[2]. Guo Jianhui (2019) believed that policies were important support to its development, which could be realized by innovative cultural industrial policies ^[3]. Thirdly, studies its developmental path from the perspective of integration, innovation and market system. Lin Zili (2019) analyzed the mechanism and strategy of its development, based on the integration of culture and technology ^[4]. Wang Linsheng (2019), taking Guangdong-Hong Kong-Macau Greater Bay Area as an example, thought that perfecting the modern cultural market system is an important way to realize the development ^[5]. Above all, the research on high-quality development of cultural industry just started and was lack of methods, which was promoted by cultural and scientific innovation. In view of this, this thesis explored the internal law of culture and science via studying the mechanism and guarantee measures of the integration of culture and science to promote the high-quality development of cultural industry, so as to realize the goal of high-quality development of cultural industry and strengthen our country, and to give full play to support cultural industry via science and innovation.

2. Mechanism of Promoting the High quality Development of Cultural Industry by the Integration of Culture and Science and Technology

High-quality development is a new concept and great innovation of economic theory, which values quality and benefit. Cultural industry is different from general industries, which was rich in its connotation, due to its economic and social attributes. In the new era, the high-quality development of China's cultural industry is mainly reflected by the continuous enhancement of industrial innovation ability, product supply quality, the optimization of industrial structure and regional layout, the perfection of industrial and market system, and the enhancement of economic benefits and social impact. However, the key to realize the high-quality development of cultural industry was on promoting the integration and innovation of culture, science and technology. The integration of culture, science and technology is a new business dynamic process, supported, influenced and interacted by both. In order to realize the high-quality development of culture industry, it is of importance to promote product innovation, optimize the structure of cultural industry, and enhance the benefit of cultural industry.

2.1 Integration of Culture, Science and Technology Impel the Innovative Development of Cultural Industry

Innovation is the source of high-quality development of cultural industry. Quickening the deep integration of culture, science and technology can greatly improve the innovation of cultural industry. On the one hand, the integration of those can expand the traditional boundaries of cultural industry and breed new cultural business form. Under the background of network, the achievements of advanced technologies, such as digitization, informatization and intelligence have been applied to the field of cultural industry, which not only enhances the competitiveness of cultural industry and promotes the great-leap-forward development of cultural industry, but also breaks through the boundary of traditional industry and forms common technology and market. On the other hand, the integration of those can promote production innovation. The integration of culture, science and technology has promoted the gradual rise of cultural market, which viewed modern information technology as the core, and improved technological content of cultural products, enriched the forms of them, innovated the communication mode of them and formed a new consumption pattern of them, which totally improved market competitiveness of cultural products.

2.2 Integration of Culture, Science and Technology promote the transformation and upgrading of cultural industry structure

The optimization of cultural industry structure is the prerequisite of high quality development of cultural industry. The structure of the cultural industry is gradually formed in the process of development. The relationship between the cultural industry and the different industries determines the level of the development of the cultural industry to a certain extent. Meanwhile, the deep integration of culture, science and technology promotes the development of new industry, based on cultural creativity, digital and network technology and increases its proportion in the whole cultural industry, such as digital publishing, digital music, digital movies, online games and online advertising. In addition, the application of modern information technology has transformed the content and transmission mode of cultural industry products, broken the traditional boundary of it, expanded the development space of it and promoted the internal integration and reconstruction of it, and promoted the transformation and upgrading of traditional cultural industry structure.

2.3 Integration of Culture, Science and Technology Enhanced Benefits of Culture Industry

The improvement of benefit of cultural industry development provides basis for high-quality development of cultural industry. Cultural industry is a high value-added industry, not only bringing economic value, but also creating social benefits. The deep integration of culture, science and technology promotes abutment of cultural products and demand of consumer's market. Under the background of the Internet, consumers' demand can be quickly reflected to cultural enterprises, with rapid optimization of cultural products. Traditional culture products upgrades and more new culture

products emerge, owing to diverse demands of consumers. These all enhances the improvement of culture products and services. Besides, the application of science and technology enriches cultural products and improves the supply of them. Recently, cultural products can be transmitted in different regions, relying on digital, information and network, which meets the spiritual needs of people and enhances the social influence of cultural products.

3. Guarantee Measures for Promoting High-quality Development of Cultural Industry by Integration of Cultural Science and Technology

3.1 Perfecting Policy Support System of the Integration of Culture, Science and Technology

It is necessary to further optimize the policy support system of culture, science and technology. First measure is to innovate the management mechanism of the integration of culture, science and technology. Relevant authorities should strengthen service consciousness, vigorously implement the functions of government simplification and decentralization, strengthen the functions of public service, supervision and management, carry out the "one-stop" management model, improve the service efficiency, and explore the establishment of a government-led collaborative management mechanism and a cultural science and technology innovation system with the participation of cultural enterprises, science and technology departments. Second measure is to increase the financial support for the integration of culture and technology. Government should strengthen its support for scientific and technological innovation in cultural industry, give full play to the role of special fund for cultural industry, and focus on supporting major projects of the innovation of culture, science and technology. Meanwhile, government should also actively implement the preferential tax policies for high-tech cultural enterprises and technologically advanced cultural enterprises, give priority to cultural science and technology industrial parks and training bases into the government land use plan and the supply of needed land. Third measure is to innovate investment and financing system for the integration of culture, science and technology. It is necessary to improve the information sharing mechanism among government, financial institutions and cultural enterprises, to strengthen the construction of investment and financing platform for the integration of culture, science and technology, to establish a "green channel" for cultural enterprises, and to actively encourage cultural enterprises to make use of the capital market for the listing and financing. Relevant authorities need to establish a policy-oriented credit guarantee structure to solve the problem of credit guarantee in cultural enterprises and to guide financial institutions to innovate credit products and services and provide financial services to cultural enterprises through credit, creditor's rights, equity and other means.

3.2 Stimulating the Vitality of the Main Body of Cultural Industry

Cultural enterprises are the main body of cultural industry. Firstly, in order to stimulate the vitality of cultural enterprises, it is necessary to perfect the management system of cultural market and optimize the development environment of cultural enterprises. The cultural supervision department should innovate their supervision mode, promote the construction of fair market mechanism, guide the cultural enterprises to keep their promises, perfect the legal system related to the intellectual property rights of the network culture, perfect the protection mechanism of the intellectual property rights, and create a good market environment for the development of the cultural enterprises. Secondly, it is necessary to enhance the market competitiveness of cultural enterprises. Innovating product and building superior cultural brand can not only enhance the competitiveness of cultural products, but also create more profits for cultural enterprises. Thirdly, we should attach importance to the role of "culture + internet". The technological revolution with network technology as the core leads the development of cultural and technological integration. Cultural enterprises should seize the current opportunities of digital, networked and intelligent integration, strengthen the research and development of key technologies, vigorously cultivate and develop new forms of cultural industry, and actively use Internet technology to enhance the depth and breadth of cultural and technological integration.

3.3 Strengthening the Technical Talents Support for the Cultural Industry

Cultivating high-tech talents is of importance to promote the high-quality development of cultural industry. The lack of qualified talents of the cultural industry has become a prominent problem to restrict the high-quality development of cultural industry. Thus, it is possible to tackle this problem from the following aspects. The first measure is to complete the training mechanism for cultural and scientific talents. Relevant authorities need to guide universities to set up disciplines and specialties related to cultural industries, to encourage cultural enterprises to jointly build talent training bases with universities and scientific research institutions and train applied talents needed for the development of cultural industries. Meanwhile, They also support cultural enterprises to set up training institutions, strengthen the skill education and retraining of staffs and improve the theoretical and skill level of them. The second measure is to perfect the mechanism of introducing and encouraging talents, to break the traditional restrictions of education, qualification and geographical regions, to hire high-tech talents for cultural products production and marketing worldwide, to retain the high-level talents via high welfare and promising promotion prospects, and to effectively realize the introduction of talents and retain talents. The third measure is to increase reward for scientific and technological innovation, to promote cultural enterprises to establish a perfect reward mechanism for scientific and technological innovation, to increase rewards for new technologies, processes and products and to stimulate the motivation of scientific and technological staffs to innovate.

4. Conclusion

China's cultural industry has entered a new stage of high-quality development, which means the improvement of the development efficiency of cultural industry, with stronger innovation ability, more qualified product supply, more reasonable industrial structure and more perfect market system. Persisting in integration and innovation, promoting the integration of culture, science and technology are the key measures to realize the high-quality development of cultural industry. However, if we want to fully realize the supportive role of science and technology innovation in cultural industry, it is necessary to clarify the relationship between culture and science and technology, and to grasp the essence of the integration of them, that is, a dynamic process in which culture and science and technology interact and promote each other. Culture development is the source of innovation culture, science and technology, and in return, they are the driving force and support of cultural development.

The integration of culture, science and technology can not only stimulate the vitality of cultural enterprises, but also the internal driving force of them. Under the background of rapid development of new cultural industry, relying on digital and network technology, the innovation system of culture, science and technology, with scientific and technological innovation as the driving force, consumption demand as the direction, product innovation as the focus, technical personnel as the guarantee and cultural enterprises as the main body, needs to enhance its depth and breadth, thus, to provide support for the high-quality development of cultural industry.

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