

Research on the Influence and Development Path of New Media Culture Industry on National Competitiveness

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Abstract—Improving national competitiveness is a new competitive strategy adopted by all countries in the stage of in-depth development of economic globalization. The influence of new media culture industry on national competitiveness is as follows: the development of new media culture industry is the promotion of cultural soft power and the new engine of China's economic growth, which can stimulate consumption and optimize economic structure. The development status of China's new media culture industry is that although there has been some development, the overall scale of the new media culture industry is still not large, the intensive development degree is not high, and the scientific and technological innovation ability is not strong. The development path of new media culture industry should be to accelerate the training of talents in new media culture industry, promote the deep integration of culture and technology, and enhance the market competitiveness of new media culture enterprises.

Keywords: *new media, cultural industries, national competitiveness*

I. INTRODUCTION

The current economic globalization has been in the stage of in-depth development, and its important impetus is modern information technology. Modern information technology has given birth to a new medium, that is, new media. "The word 'New Media' originated from a commodity development plan by Mark Goldmark, director of the CBS institute of technology. Rostow also used the word 'New Media' many times in his report to President Nixon" [1]. Nicholas Negroponte, an American scholar, was the first person in the world to study new media and its impact. He explained that digital science has brought great changes to all walks of life, especially the impact on cultural industry [2]. In the book "WHO IS NEW MEDIA?" by Yang Jihong in China, new media is defined as three new forms [3]. At present, the definition of new media concept by professor Gong Chengbo of communication university of China is generally accepted in China, namely "Time Dimension and Technology Dimension" [4]. New media culture includes cultural forms and contents of daily life, political news, entertainment and public opinion through channels such as new media (mobile terminals, Internet platforms, e-books

and web pages). The new media culture industry is an industry generated by means of new media.

Against the background of globalization, national competitiveness has shifted from hard power to the coexistence of hard power and soft power. Culture is an important embodiment of a country's soft power and an important part of its competitiveness. Among them new media culture is the important content of culture. Therefore, the development of new media culture industry is of great significance to the promotion of national competitiveness in the new era.

II. THE INFLUENCE OF NEW MEDIA CULTURE INDUSTRY ON NATIONAL COMPETITIVENESS

The new media cultural industry is one of the development directions of the current cultural industry and has an important influence on the promotion of national competitiveness. This is mainly reflected in the following aspects:

A. *New media culture industry is the key to the promotion of cultural soft power*

Cultural soft power is an important part of a country's competitiveness. With a long history of 5,000 years, China has the richest historical and cultural resources in the world. However, in order to present historical and cultural resources to the masses, it must be realized through colorful cultural products and diversified communication channels. Since entering the new era, China's new media culture industry has been developing rapidly, but there are still some problems, such as insufficient content of cultural products, insufficient outstanding value of cultural brands and insufficient strength of cultural enterprises. China's new media culture industry is still transitioning from "Made in China" to "Created in China". The international influence of new media cultural products needs to be improved. At this point, the primary goal of the development of the new media culture industry is to promote China's cultural soft power. In the long course of history, the Chinese people have created the most profound Chinese national culture in the world. These cultures need the help of new media culture to pass them on in the new era

and lay a spiritual foundation for the realization of the Chinese dream. The good development of new media culture industry can promote national culture, enhance national cohesion, improve national image, enhance national influence in the world, and enhance national competitiveness.

B. New media culture industry is the new engine of China's economic growth

Improving national competitiveness needs to be underpinned by economic growth. From the perspective of the industrial history of countries with developed cultural industries, when a country's per capita GDP exceeds about \$10,000, the development of cultural industries will enter a fast lane. In 2019, China's per capita GDP has exceeded us \$10,000. According to international experience, China's cultural industry will usher in a period of rapid development, among which it is recognized that the most rapid growth will be the new media culture industry. The new media culture industry is a highly integrated industry of culture and modern science and technology. The new media culture industry will drive the development of modern science and technology industry at the same time. Specific modern science and technology industries that need to be integrated in new media culture include: communication technology, digital technology, network technology, etc.; Communication channels of the Internet, local area network, wireless communication network, etc.; Terminal reception of digital television, computers, mobile communications, and so on; Services include video and audio production, data services, online games, online education, etc. In addition, the traditional cultural industry also needs to transform and upgrade with the help of new media, such as the Internet to expand the communication channels and enrich the forms of works. The new media culture industry, with its low resource consumption, low environmental pollution and high technology content, is a real low-carbon economy and green economy, which can promote the transformation of China's economic development mode. The new media culture industry has a large employment capacity and flexible employment forms, which can promote the employment of a large number of people. All these can promote the growth of our economy.

C. New media culture industry can stimulate consumption and optimize economic structure

The proportion of investment, export and consumption in GDP and the structural balance of the three are the main performance of a country's reasonable economic structure, the embodiment of a country's ability to resist economic risks, and therefore the performance of a country's economic competitiveness. Over the previous decade, China's consumption growth lagged behind the pace of economic growth. In the "troika" that drives China's economic growth (namely investment, consumption and export), the order is: export first, investment second, consumption third. In recent years, the turbulence of the international economic situation has brought about the fluctuation of China's export and even had a great impact on the economic development. Since the new era, China has entered the new normal of the economy

and begun to adjust the contribution structure of consumption, export and investment to China's economic growth. Therefore, in the future, we should increase efforts to promote the growth of household consumption to increase the proportion of consumption. The new media culture industry can stimulate residents' consumption and optimize the economic structure. Cultural consumption is the behavior of spiritual satisfaction with service as the carrier, which is mainly used by people for entertainment products, cultural products and other consumption activities. New media cultural consumption has huge development potential and space for expansion. In it, young people especially after 90, 00 after group, their new media cultural consumption in the proportion of social consumption structure is higher and higher, and affect the other age groups in the new media culture product consumption habits, to the whole "willing to pay for high quality new media cultural content" and "willing to purchase products are interested in the new media culture" to change. Therefore, the new media culture industry can stimulate the growth of the consumption demand of the Chinese people and release the consumption potential of China.

III. THE DEVELOPMENT STATUS OF NEW MEDIA CULTURE INDUSTRY

Since the beginning of this new era, our country from the point of view of national strategy, begin to value, including the new media culture industry, the development of cultural industry, a series of support for the development of new media culture industry policy, private capital are keenly aware of the cultural industry in new media business opportunities resulting intensify into new media culture industry get rapid development, and become an important source of economic growth in China in recent years. However, compared with western countries, China's new media culture industry started relatively late and has a relatively weak foundation, resulting in a certain gap with the first countries in terms of cultural product quality, industrial scale and market competitiveness. The weaknesses of the new media culture industry are as follows:

A. The overall scale of new media culture industry is still small

For a long time, as a part of the cultural industry, new media culture relies too much on the government to promote its development, and private capital and attention have not been fully released, which makes the overall development scale of China's new media culture industry small. Although the new media culture industry accounts for a certain proportion of its contribution to the national economic growth, its overall size and output value are still small, and its proportion in the cultural industry and GDP is relatively low. In 2018, for example, the added value of China's cultural industry reached 387.37 billion yuan, accounting for less than 5% of China's GDP. There is still a big gap between this figure and that of the United States, which accounted for more than 25% of GDP, Japan, which accounted for more than 20% of GDP, and European countries, which accounted

for 10%-15% of GDP. Among them, China's new media culture industry accounts for about 20% of the added value of cultural industry, far lower than the 30% to 40% in the above-mentioned countries. New media culture accounts for less than 30% of employees in the cultural industry, and the output value created is not high. New media culture operating enterprises unit debt is more common, per capita output value and per capita profits and taxes are not high. From the overall analysis, the new media culture industry still has low degree of marketization, small scale, and incomplete industrial chain. In terms of the quantity and quality of output, the structure of production does not fit in with the structure of market demand and cannot meet the growing consumer demand of the people.

B. The intensive development of new media culture industry is not yet high

At present, the overall competitiveness of new media culture industry is not strong. One of the reasons is that the development degree of intensive mode is not high, which is reflected in the large number of employees, unbalanced regional distribution and uneven economic benefits. From the perspective of enterprise competitiveness, enterprises in the new media culture industry are not strong in strength. Only a few enterprises above the scale can be counted on one hand, and only a few famous enterprises with influence can be counted on the other hand. From the perspective of the number of employees, most enterprises have less than 100 employees, and pocket enterprises, individual studios and individual industrial and commercial households account for more than 70% of the total. Therefore, large-scale industrial development has not been realized. From the perspective of regional distribution, the development pattern of new media culture industry is basically the same as that of economic development, showing an unbalanced trend of high in the eastern region and low in the central and western regions. For example, the eastern region of scale enterprises accounts for about 60% of the national total, and the eastern region accounts for about 70% of the industrial added value. From the perspective of regional individuals, the output value of Beijing, Shanghai, Shenzhen and other ten cities accounted for more than half of the national proportion. From the perspective of the industrial level, most enterprises are concentrated in the low chain of the new media culture industry chain, and the division of labor and cooperation within the industry chain is not detailed, and the level of specialized division of labor is not rich. As a result, new media cultural products are not able to participate in international competition.

C. The scientific and technological innovation capacity of new media culture industry is not strong

The new media culture industry is a highly integrated high-tech and original culture industry. In these two aspects, due to the late start, China's skilled use of high-tech means to develop cultural resources, transformation and upgrading of traditional cultural industry, new media culture industry independent innovation awareness and other factors, resulting in the current new media culture industry is not

strong scientific and technological innovation capacity. Such as digital network, mobile multimedia, network audio-visual and other industries accounted for a small proportion, and the application of cutting-edge technology in the industry speed is not fast. New media cultural products do not have strong original ability in creativity and content, and there are few famous works with profound connotation, outstanding creativity, novel forms and advanced technology. Due to the weak ability of scientific and technological innovation, China's export of new media cultural products and services is not high in technical content, and there are not many works that can fully reflect the essence of China's excellent traditional culture and are generally accepted by the international market. The proportion of foreign cultural trade in the overall foreign trade is low, and the trade deficit of core new media cultural products and services still exists. Take new media animation and science fiction movies and TV series as an example. In 2018, such movies and TV series were imported and broadcast on websites, accounting for more than 60% of China's market. The ability of new media cultural enterprises to participate in international competition is still weak and they are in a relatively weak position in the division of labor in the global industrial chain, which is not conducive to telling good stories about China and strengthening the country's cultural soft power.

IV. SUGGESTIONS ON THE DEVELOPMENT PATH OF NEW MEDIA CULTURE INDUSTRY

In view of the current situation of new media culture industry, China should develop new media culture industry from the following aspects in order to improve international competitiveness:

A. Accelerating the training of talents in the new media culture industry

To enhance the international competitiveness of new media cultural products, training high-quality personnel is the key. The education department should be guided by the development needs of the new media culture industry and support the hierarchical construction of the relevant talent system. Such as promoting the dynamic adjustment of discipline planning, specialty construction, training objectives and curriculum setting of new media culture, and encouraging social forces to participate in the training and training of industrial talents in new media culture industry. The government can promote excellent enterprises of new media culture and establish professional and flexible talent training mode jointly with institutions of higher learning, especially for high-quality management talents and technical talents. The government can also improve the new mechanism of talent mining, assessment, evaluation, flow, incentive and reserve in line with the characteristics of the new media cultural industry, encourage the gathering of talents in the cultural industry through signing contracts, project cooperation, and intellectual property rights investment, and introduce overseas excellent cultural talents through multiple channels. In addition, a group of talent training bases for new cultural industries integrating learning

and research have been established to promote the two-way learning and exchange of senior talents in the eastern and western regions and at home and abroad, so as to realize the sharing of talent resources and the introduction and retention of senior talents.

B. Promoting deep integration of culture and technology

The development of new media culture has always been closely linked with modern information technology and other high technologies. Therefore, it is necessary to accelerate the deep integration of culture and science and technology and improve the scientific and technological support level of new media culture industry. At the same time, we should transform and upgrade traditional cultural industries, such as promoting the integration of traditional cultural industries with new media in terms of content creation, communication methods and presentation methods. Encourage and support the application of new media in publishing and distribution, creation and production of works, performing arts and entertainment, advertising services, exhibition services and other cultural industries. At present, in particular, the application of modern new technologies such as big data technology, cloud platform, Internet of things, virtual reality technology and artificial intelligence in new media products is encouraged to promote the technological content of hot products such as online animation and literature, film and television IP, live broadcast and short video and other digital entertainment products. We will develop creative advertising, smart government, online audio-visual, electronic publishing, animation games and other new media carriers. We should build a cultural big data service system, accelerate the digitalization of traditional cultural resources, collect and sort out historical and cultural data, inject excellent genes of national culture, and integrate traditional cultural elements into the content of new media cultural products.

C. Enhancing the market competitiveness of new media culture enterprises

Leading enterprises are the embodiment of market competitiveness, so we should cultivate a group of leading enterprises of new media culture, make them the leading enterprises of new media culture industry development, and drive the whole new media industry to upgrade. The government can encourage the state-owned new media culture enterprises with close industrial links to join forces, set up large state-owned or state-holding new media culture industry investment groups, promote the merger and reorganization of various forms of ownership, and make equity investment in the strategic new media culture segmentation categories with development potential. At the same time, we will innovate flexible mechanisms for cultural production and operation, support small and medium-sized enterprises or non-public enterprises in entering subdivided areas to achieve specialization, improve the mechanism of fair competition in the cultural market, and promote the new media industry chain model of common development of various new media enterprises and mutual promotion of large, small and micro enterprises. Enterprises are encouraged to cultivate cultural product brands that are competitive in

domestic and foreign markets by promoting brand awareness and strengthening intellectual property protection. To develop the new media culture industry, we must build competitive characteristic brands and make the brands become the core strength of the country's comprehensive national strength competition.

V. CONCLUSION

To meet the market demand and realize the integration of modern technology and culture is the development direction of China's new media culture industry. Only by giving full play to the combined role of government support and market mechanism can China's new media culture industry achieve high-quality development, so as to strengthen cultural soft power and enhance national competitiveness.

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