

# The Comparative Research on the Background of Cultural Industrial Policy System Between China and Japan

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## ABSTRACT

Japan is one of the countries with relatively perfect cultural industrial policy system in the world. Under the guidance of its strategy of building a nation through culture, the Japanese government has constructed a cultural industrial policy system to promote the development of cultural industry and the prosperity of cultural market. This paper compares the similarities and differences between China and Japan in the construction of cultural industrial policy system from three aspects: the background of cultural industrial policy, the construction framework of cultural industrial policy system and the implementation effect of cultural industrial policy. Taking this as a reference, this paper puts forward the Enlightenment of the construction of China's cultural industry policy system.

**Keywords:** Cultural industry, policy system, China, Japan

## 1. INTRODUCTION

Japan is one of the countries with the most perfect industrial policies in the world. Since the Meiji Restoration period, for the purpose of promoting the development of industrialization, Japan has formulated a series of industrial policies and measures to revitalize the industry for the recovery and rapid growth of Japan's economy after the war, and achieved obvious results. In 1995, Japan's industrial policy entered a new stage of development. The strategies for "culture orientated national development" has been established as Japan's industrial development strategy in the 21<sup>st</sup> century, and the development of cultural industry has been raised to the level of national strategy. [1] The formulation and implementation of cultural industrial policy has become an indispensable and important aspect of Japan's industrial policy system.

China and Japan are culturally similar and geographically adjacent, but there are great differences in the development of cultural industry and the construction of cultural industrial policy system. By comparing and analyzing the differences between China and Japan in the era background of the introduction of cultural industrial policy, the construction framework of cultural industrial policy system and the implementation effect of cultural

industrial policy, this study deeply explores the differences between China's cultural industrial policy and Japan's cultural industrial policy. The research results provide reference for China to further develop the cultural industry, promote the prosperity of the cultural market and the "going global" of the cultural industry.

## 2. THE BACKGROUND OF JAPAN'S CULTURAL INDUSTRIAL POLICY

The development of Japanese cultural industry can be traced back to the Meiji Restoration period. However, with the "military orientated national development" strategy becoming the national development strategy, the development of Japan's cultural industry also stagnated, and few cultural products were exported to serve its aggressive purpose of establishing a greater East Asian co prosperity circle. After World War II, in order to restore the national economy, Japan defined the strategy of "industry orientated national development" as a national strategy to promote national economic development after World War II. [2] Although the cultural industry has been developed at this stage, it still has not been paid attention to. However, the rapid economic development has laid a solid economic foundation for the development of Japanese cultural industry in the future.

After the 1980s, Japan's economic development reached its peak. With the improvement of people's living standards, the requirements for cultural products and services also increased. While developing the economy, the Japanese government also gradually attaches importance to the development of cultural industry. Many scholars and politicians believe that one of the main reasons for the rapid recovery of Japan's economy after the war is the traditional culture contained in the Japanese economy. Under this background, Japan began to gradually analyse the deep-seated connotation of its culture and gradually promote it to all countries in the world, which made Japan's cultural industry develop greatly during this period.

In 1995, the Japanese Conference on promoting cultural policy issued a report entitled "building a country with a new culture: several important strategies for revitalizing culture". The report defines the positioning of Japan's cultural industry in the development of national economy, and determines "culture orientated national development" as Japan's national development strategy in the 21<sup>st</sup> century. [3]

Since then, Japan has continuously strengthened the formulation of cultural industrial policy. In 2001, the basic law on the formation of highly intelligent communication network society and the basic law on the revitalization of culture and art were promulgated. The act on promoting the creation, protection and application of cultural industries was approved in 2004. The construction of Japan's cultural industrial policy system has experienced continuous evolution from administrative regulations to national legislation, from local attention to national strategy. At present, Japan's cultural industrial policy has formed a cultural industrial policy system based on cultural industry structure policy, cultural industry organization policy, cultural industry technology policy and cultural industry layout policy, which has laid a solid foundation for further promoting the development of Japan's cultural industry.

### **3. THE BACKGROUND OF CHINA'S CULTURAL INDUSTRIAL POLICY**

Although the last decade has witnessed the fastest development of China's cultural industry, the introduction of China's cultural industrial policy can be traced back to the early days of the founding of the people's Republic of China. After the founding of new China, the most urgent task for national development is to restore the national economy and promote industrial development. There are few policies for cultural industry. During the cultural revolution, the cultural work policy of "taking class struggle as the key link" was that the production of cultural industry completely served the political struggle, which seriously affected the unbalanced development of various industries of cultural industry, and even brought the development of cultural

industry to a standstill. Since the reform and opening up, especially in the new century, the cultural industry has been paid more and more attention by the state and government departments. In October 2000, the Fifth Plenary Session of the 15<sup>th</sup> CPC Central Committee proposed to "improve the cultural industrial policy, strengthen the construction and management of the cultural market, and promote the development of relevant cultural industries", which was adopted and included in the outline of the Eleventh Five Year Plan in 2001.

The proposal of China's cultural industrial policy is not an accidental decision, but a concrete manifestation of the continuous development of China's economy and the continuous improvement of people's living standards. With the smooth implementation of the eighth and ninth five year plans for China's economic development, China's economic development has made remarkable achievements, and the national economic construction has a certain foundation, which not only promotes the development of various undertakings and the improvement of industrial structure, but also improves the people's living standards, So that ordinary consumers have a higher level of cultural needs on the premise of meeting the basic living needs, which brings an opportunity for the development of the cultural industry. Especially after China's entry into WTO, the increasingly fierce international cultural competition and China's commitment to "opening up" after China's entry into WTO have accelerated the reform of China's cultural system and issued policies to encourage the common development of cultural industry in all fields of the national economy. At the same time, the continuous development of Internet technology also provides opportunities for the development of cultural industry and the introduction of cultural industry policies. In recent years, Microblog and WeChat have been widely used, and various new media forms have emerged one after another. The development of mobile media and mobile TV media has further promoted the process of policy legislation on cultural industry. Since entering the new century, there are numerous cultural industry policies issued in China, but they all belong to departmental regulations or guidance, which have not really risen to the national legal level, weakening the implementation effect of cultural industry policies and the implementation and implementation of cultural industry policies. The Fourth Plenary Session of the 18<sup>th</sup> CPC Central Committee in 2014 proposed to deepen the cultural rule of law and put the cultural industrial policy to the national legislative level, which is undoubtedly a great progress in the formulation and implementation of China's cultural industrial policy.

#### **4. SIMILARITIES AND DIFFERENCES IN THE BACKGROUND OF THE INTRODUCTION OF CULTURAL INDUSTRY POLICIES BETWEEN CHINA AND JAPAN**

Looking at the introduction process of cultural industry policies in China and Japan, we can see that there are two similarities and one difference in the background of cultural industry policies in China and Japan. [4]

##### ***4.1. Cultural Industry Policies Have to Go Through the Process From Administrative Regulations to National Legislation***

At the beginning of the formulation of cultural industry policies, both countries are to support the development of one or some cultural industry segments. At this time, the administrative regulations formulated are formulated by various administrative departments or industry organizations, and there is no strong legal guarantee in the implementation process. With the continuous development and growth of the cultural industry, more and more policies related to the cultural industry are issued. In the process of implementation, a force is needed to promote the implementation of the cultural industrial policy and give full play to the effectiveness of the cultural industrial policy, which gives birth to the legislation of the cultural industrial policy and promotes the development of the cultural industry and the implementation of the cultural industrial policy through the form of law.

##### ***4.2. Cultural Industry Policies Are the Inevitable Product of Rapid Economic Development***

Japan's cultural industrial policy was gradually formulated after the rapid economic take-off in the 1980s, while China's cultural industrial policy was formulated with China's accession to the World Trade Organization and rapid economic development after entering the new century. [5] The main reason is that the improvement of economic level promotes the people's demand for cultural consumption, and the demand for cultural consumption further promotes the development of cultural industry. The cultural industrial policy is formulated and implemented to meet the people's growing cultural demand, promote the development of cultural industry and protect the orderly progress of cultural production.

##### ***4.3. The Times of Cultural Industrial Policy-Making Are Different***

Japan's cultural industry developed in the 1990s, and Internet technology has not been popularized and applied.

The era of China's cultural industry development is the big data era in which Internet technology is widely used. The opportunities and challenges faced by the introduction of cultural industry policies in different times are also different. In the era of big data, cultural industrial policy-making needs to consider more variability and uncertainty brought by the Internet, which will be more difficult in terms of the difficulty of cultural industrial policy-making.

#### **5. THE ENLIGHTENMENT OF THE COMPARISON OF CULTURAL INDUSTRY POLICIES BETWEEN CHINA AND JAPAN TO THE DEVELOPMENT OF CHINA'S CULTURAL INDUSTRY**

China and Japan are located in Northeast Asia and have similar cultural traditions. By comparing the similarities and differences between the two countries in the construction of cultural industrial policy system, it is not difficult to find that China's cultural industrial policy system and Japan's cultural industrial policy system have many similarities and differences in the construction of policy system framework and policy implementation effect, but this does not mean that China's cultural industrial policy is inferior to Japan, But because China's cultural industry developed later than Japan. Today, with the rapid development of science and technology, how to catch up with and surpass the countries and regions with rapid development of cultural industry as soon as possible and give full play to the due role of cultural industrial policy is the work direction that our government will focus on in the future. [6] Through the construction of cultural industrial policy system and cultural industry legislation, China's cultural industrial policy will play a greater role in the development of cultural industry and promote the transformation and upgrading of cultural industry structure.

##### ***5.1. Establish A Relatively Perfect Cultural industrial policy System***

The construction of cultural industrial policy system is a long-term and arduous task, which requires not only the coordination of financial, financial and industrial policy systems, but also the forward-looking macro outlook of government departments and the introduction of relevant laws. Cultural industrial policy system design all aspects of cultural industry development, cultural industry structure, cultural industry layout, cultural industry innovation, cultural industry organization, cultural industry "going global" and other aspects need to be constrained in the form of law, so that the development of cultural industry has a law to rely on. Referring to the role of Japanese cultural industrial policy in the development of cultural industry, our government should take the essence and discard the dross on the basis of

comparing the two countries' national conditions and basic realities, and draw on the policies and laws adapted to the development of China's cultural industry to learn from the legislation of China's cultural industry, and establish a legal system of Chinese cultural industrial policy. A sound cultural industrial policy system should include not only industrial policies, but also financial policies, fiscal policies and technical policies. Through the superposition and use of various policies, the cultural industry can develop better and faster. [7]

### ***5.2. Consider both Domestic and Foreign Cultural Industry Policies***

The development of cultural industry not only depends on the domestic market, but also needs to move towards the international market. [8] By formulating targeted cultural industry policies, based on further expanding the domestic cultural market, further accelerate the pace of cultural industry going abroad, and promote China's cultural products and services to the world market. In this process, it is necessary to formulate export promotion policies, industrial support policies, anti-dumping and countervailing policies and cultural trade dispute resolution mechanisms to adapt to the development of cultural industry and the going global of cultural products under the framework of cultural industrial policy system and on the premise of WTO basic rules, and on the basis of domestic basic policies of cultural industry, Formulate foreign cultural industry policies conducive to the "going global" of China's cultural products.

### ***5.3. Formulate Cultural Industry Policies Under the Guidance of Cultural Development Strategy***

The formulation of Japan's cultural industrial policy is constantly improved under the guidance of Japan's cultural founding strategy. Drawing on the experience of the construction of Japan's cultural industrial policy system, China's cultural industry should make the formulation and promulgation of cultural industrial policy more basis and targeted under the deployment of national macroeconomic policy and national overall development strategy. [9] Therefore, in order to promote the development of cultural industry, formulate more effective cultural industry policies and build a cultural industrial policy system, government departments should first determine the national strategy for the development of national cultural industry. Under the guidance of the national strategy, the formulation of cultural industry policies not only has a strategic height, but also can effectively promote the development of cultural industry.

## **6. CONCLUSION**

This paper holds that there are three differences in the background of the introduction of Chinese and Japanese cultural industrial policies. That is, cultural industrial policies must go through the process from administrative regulations to national legislation, the cultural industrial policies are the inevitable product of rapid economic development, and the times of cultural industrial policy formulation are different. This paper puts forward three countermeasures and suggestions. That is to establish a relatively perfect cultural industrial policy system, consider both internal and external cultural industrial policies, and formulate cultural industrial policies under the guidance of cultural development strategy.

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