

The Comparative Research on the Implementation Effect of Cultural Industrial Policy between China and Japan

Dong Tong^{1,*}

¹ School of Economics and Management, Beijing Institute of Graphic Communication

* Email: td1202013@sina.cn

ABSTRACT

China and Japan are in Northeast Asia and have similar cultural traditions. By comparing the similarities and differences between the two countries in the construction of cultural industry policy system, it is not difficult to find that China's cultural industry policy system and Japan's cultural industry policy system have many similarities and differences in the construction of policy system framework and policy implementation effect. 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

China and Japan are in Northeast Asia and have similar cultural traditions. By comparing the similarities and differences between the two countries in the construction of cultural industry policy system, it is not difficult to find that China's cultural industry policy system and Japan's cultural industry 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 industry 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 industry policy is the work direction that our government will focus on in the future.

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. 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 analysing 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. [1] 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 IMPLEMENTATION EFFECT OF JAPANESE CULTURAL INDUSTRIAL POLICY

The promulgation and implementation of the cultural industry policy have not only achieved good results in Japan's strategy of "culture orientated national development", but also upgraded and transformed Japan's industrial structure. The cultural industry has grown into the second largest pillar industry in Japan.

Even in the period of Japan's economic recession, the cultural industry has maintained a good growth momentum.

2.1. Japan Is A World Leader in Culture, Science and Technology

The Japanese government understands the development of cultural industry needs science and technology first. Therefore, the scientific and technological innovation supporting the development of digital cultural industry has also been strongly supported by the cultural industry policy. [2] One of the main reasons why Japan's cultural industry has been in a leading position is the innovation and application of cultural science and technology. The cultural industry has applied animation production technology, 3D technology and network technology to the cultural industry, which has promoted the technological upgrading of Japan's cultural industry.

2.2. Japanese Cultural Enterprises Are Growing Rapidly

With the support and vigorous promotion of Japan's cultural industry policy, Japan's cultural enterprises have continued to grow, forming a number of large multinational cultural groups such as Sony, Kagawa and Bandai, and forming comprehensive cultural enterprises compatible with multiple cultural industry segments such as film, game, electronics, entertainment, record and magazine. The implementation of Japan's cultural industry policy makes Japanese enterprises occupy a place in the international market, and the brand influence is very few.

2.3. Japan's Cultural Industry Is Well-known in the World

Japan's animation industry ranks first in the world. The rise of animation design and production industry, comic magazine publishing industry and animation film industry has brought Japan's cultural industry out of the door to the world, and formed an animation industry cluster with Tokyo as the core area, including more than 800 animation production companies such as Kagawa, Shochiku and Toho, condensing the innovation of the cultural industry.

3. THE IMPLEMENTATION EFFECT OF CHINESE CULTURAL INDUSTRIAL POLICY

The formulation and implementation of China's cultural industry policy is accompanied by the reform of cultural system. The policy of cultural industry has promoted the development of China's cultural industry, but the scale and collectivization development level of

cultural industry is not high, and the agglomeration area of mature cultural industry has not been formed. Although the national government has planned many cultural industry clusters in Beijing, Shanghai and other places, it has not formed a certain industrial scale, and the support of cultural industry policies needs to be further increased. [3]

At the same time, the implementation of cultural industry policy has also made a breakthrough in some fields. The common development of state-owned culture and non-state-owned culture has been realized, and the cultural industry in some regions has been strategically reorganized; It has realized the combination of planned allocation of resources and market allocation, and promoted the coordinated development of cultural industry and cultural undertakings; Implement different management models for different cultural industries to promote the common development of public welfare culture and non-public welfare culture.

4. THE SIMILARITIES AND DIFFERENCES IN THE IMPLEMENTATION EFFECTS OF CULTURAL INDUSTRY POLICIES BETWEEN CHINA AND JAPAN

Both China's cultural industrial policy and Japan's cultural industrial policy have undoubtedly promoted the development of the cultural industries of the two countries and the transformation and upgrading of cultural industry institutions. However, there are some differences in the specific implementation effect.

4.1. The Effects of Promoting the Cultural Industry to Go Abroad Are Different

Driven by the cultural industry policy, Japan's cultural industry has formed a characteristic export industry. Animation industry is the most characteristic and internationally influential industry. Through the support and promotion of cultural industry policies, Japanese cultural products have accounted for 10% of the world market share. According to the statistical data of Japan's digital content white paper, in 2007, the highest point in the development of Japan's cultural industry, the market scale of Japan's content industry has reached 13.25 trillion yen, of which the animation industry has reached 467 million yen. China's cultural industry has just started to go abroad. With China's accession to the world trade organization, China has achieved opening to the outside world in various fields, but the pace of the cultural industry is still relatively slow. It is necessary to promote the introduction of the "going global" policy of the cultural industry and promote Chinese culture to the world.

4.2. The Implementation of Cultural Industrial Policy Has Different Effects on Technological Innovation

Japan's cultural industry policy is guided by a clear strategy of "culture orientated national development". Under the guidance of this thought, the formulation and implementation of Japan's cultural industry policy pay more attention to the role of technological innovation in the development of cultural industry. Japan is a country rich in technological resources. Its technological advantages are leading in the world and its technological innovation ability is in the forefront of the world. Therefore, the formulation and implementation of cultural industry policies also pay more attention to the promotion of technological innovation. However, China has no comparative advantage in technological innovation, so there is still a big gap between the formulation and implementation of cultural industry policies and Japan in promoting technological innovation.

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

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. [4]

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. [5] 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. [6] 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 analyses the similarities and differences between China and Japan in the implementation effect of cultural industry policy, including two aspects, that is, the effect of promoting cultural industry to go abroad is different, and the implementation of cultural industry policy has different effects on technological innovation.

ACKNOWLEDGMENTS

This paper is supported by the scientific research program of Beijing Municipal Education Commission "Research on Innovation Diffusion of Beijing Cultural

and Creative Industry and Optimization of the Whole Industrial Chain Structure” (Project Approval No.: SM202110015002)

REFERENCES

- [1] Mao, M. R., F. Chen, and X. L. Dong. “On the Current Situation, D efficiencies and Countermeasures of Industrial Policy of Chinese Cultural Scientific & Technological Innovation.” *Scientific Management Research*, 2014.
- [2] Tung, A. C., and H. Wan. “High Tech, Low Fertility, Korea Becomes a Role Model in Cultural Industrial Policy” *Korea and the World Economy* 11.2(2010):211-229.
- [3] Liu, and Guangying. “Sustainable development of cultural and creative industry in the internet environment.” 2018-3(2021):221-228.
- [4] Mattocks, K. “Policy experimentation and policy learning in Canadian cultural policy.” *Policy Sciences* October, 2021.
- [5] Hou, X., and S. Luan. *Study on the Cultural Industrial Cluster in China*. Springer Berlin Heidelberg, 2015.
- [6] Zhang, J., W. Geng, and Z. Jing. *Study on the Safety and Development of China’s Cultural Industry*. Springer Berlin Heidelberg, 2015.