



Study on the Path of High-quality Cultural Industry Development in China from the Perspective of WSR Methodology

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Abstract. Currently, China's economy is gradually shifting from "high-speed" development to "high-quality" development. The development of cultural industry which serves as a new engine of China's economic development plays an important strategic role in building a cultural power and promoting economic transformation and upgrading. Based on the analysis of the current cultural development in China, this paper clarifies development periods of the cultural industry from the perspective of the WSR methodology, carries out a visual study on its policy texts, and actively explores the influencing factors and realization paths of cultural development. According to the study findings, WSR methodology provides theoretical and methodological support for the high-quality development of the cultural industry in China. The comprehensive and coordinated development of Wuli (technology), Shili (policy) and Renli (environment) is the only for China to improve its cultural development and promote the prosperity of its cultural market.

Keywords: Cultural Industry, Text Mining, WSR Methodology, Development Path

1 Introduction

Culture, as the summation of material wealth and spiritual wealth created in the historical practice of human society, has been widely concerned by the academic community. It is considered to be used to "encode and interpret the information framework presented to the brain by the senses", like the collective programming of the brain (North, 1990) [1], with a feature of carrying or transmitting information (Driscoll, 2017) [2], which can differentiate members of a group or class of people from others (Hofstede, 2001) [3]. Culture is also "a fundamental ideological component of national memory" (Ho, 2013) [4], which not only helps foster national identity, but also enables individuals to define themselves (Githens-Mazer, 2006; Anderson, 2020) [5] [6].

The prosperity of culture provides fertile soil for the development of the cultural industry, and the cultural industry has become an important carrier for the development

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and prosperity of socialist culture in the context of market economy. Nowadays, culture and related industries have been given the meaning of “a collection of production activities that provide cultural products and culture-related products to the public” (Chinese government website, 2018) [7]. It is closely connected with the market, has both spiritual and ideological attributes, and influences people’s cognition and behavior through the transmission of ideas, emotions and values. Meanwhile, it can also actively promote the Chinese culture to go global, and effectively enhance the soft power of national culture.

As an ancient civilization, China has 5,000 years of historical and cultural accumulation, and its culture enjoys a long history. In the face of the transformation of China’s economy from “high speed” to “high quality”, the high-quality development of the cultural industry, as a new engine of China’s economic development, plays a pivotal strategic role in building a strong cultural country. The key to the transformation from a country of culture to a cultural power lies in cultural inheritance and innovation (Wei, 2020) [8]. The development of cultural industry is a complex system project, which needs comprehensive consideration. The WSR methodology integrates the characteristics of Chinese philosophy and can analyze complex system problems more efficiently. Therefore, using the WSR methodology to explore the scientific development path behind it can improve China’s cultural construction system, strengthen the exchange and communication of Chinese culture, and promote the prosperity of China’s cultural market.

2 Current Situation of Development

Based on the China Statistical Yearbook on Culture and Related Industries from 2013 to 2021, Report on the Development of National Culture and Related Industries published by the National Bureau of Statistics and relevant data, this paper will analyze the current situation of macro development from the aspects of added value, proportion of cultural industries, and imports and exports of cultural products.

Table 1. Added Value of Culture and Related Industries in China from 2013 to 2021 (proportion)

Year/Category	By activity category										By activity nature			
	Culture and related industries		Cultural services		Cultural manufacturing		Cultural wholesale and retail		Core cultural sectors/Production of cultural products		Culture-related sectors/production of culture-related products			
	Added value (100 million yuan)	Proportion (%)	Added value (100 million yuan)	Proportion (%)	Added value (100 million yuan)	Proportion (%)	Added value (100 million yuan)	Proportion (%)	Added value (100 million yuan)	Proportion (%)	Added value (100 million yuan)	Proportion (%)		
2013	21351	100	10039	47.0	9166	42.9	2146	10.1	12695	59.5	8656	40.5		
2014	23940	100	11641	48.6	9913	41.4	2386	10.0	14671	61.3	9269	38.7		
2015	27235	100	13640	50.1	11053	40.6	2542	9.3	17071	62.7	10165	37.3		
2016	30785	100	16024	52.1	11889	38.6	2872	9.3	19655	63.8	11130	36.2		
2017	34722	100	19300	55.6	12094	34.8	3328	9.6	22500	64.8	12222	35.2		
2018	41171	100	24832	60.3	11999	29.1	4340	10.6	27522	66.8	13649	33.2		
2019	44363	100	28121	63.4	11899	26.8	4342.4	9.8	30757.4	69.3	13605	30.7		
2020	44945	100	28874	64.2	11710	26.1	4361	9.7	31565	70.2	13380	29.8		
2021	52385	100	33508	64.0	13687	26.1	5190	9.9	36717	70.1	15668	29.9		

Data source: the China Statistical Yearbook on Culture and Related Industries, Report on the Development of National Culture and Related Industries published over the years.

As shown in Table 1, although the growth of the added value of China's culture and related industries has slowed down, it shows an upward trend year by year overall. The added value increased from 2,135.1 billion yuan in 2013 to 5,238.5 billion yuan in 2021, an increase of 145.35%. By activity category, the cultural services industry grew the fastest. The proportion of cultural services increased gradually, while the proportion of cultural manufacturing decreased year by year. The added value of cultural services (cultural manufacturing) in 2021 was 3.34 (1.49) times that of 2013. Although the value added of cultural wholesale and retail doubled, its proportion remained basically unchanged; By activity nature, in 2021, the added value of the core cultural sectors reached 3,671.7 billion yuan, while the growth of culture-related sectors slowed down, with the added value of 1,566.8 billion yuan.

Table 2. Imports and Exports of Cultural Products in China from 2013 to 2021

Year	Total imports	Total exports	Total imports	Trade balance	Growth change	
	(100 million US dollars)	(100 million US dollars)	(100 million US dollars)	(100 million US dollars)	Exports (%)	Imports (%)
2013	1070.8	898.6	172.2	726.4	17.2	42.3
2014	1273.7	1118.3	155.4	962.9	24.5	-9.8
2015	1013.2	870.9	142.3	728.6	-22.1	-8.4
2016	881.5	784.9	96.6	688.3	-9.9	-32.1
2017	971.2	881.9	89.3	792.5	12.4	-7.6
2018	1023.8	925.3	98.5	826.8	4.9	10.3
2019	1114.5	998.9	115.7	883.2	7.9	17.4
2020	1086.9	972.0	114.9	857.1	-2.7	-0.7
2021	1558.1	1392.5	165.6	1227.0	43.3	44.1

Data source: the China Statistical Yearbook on Culture and Related Industries published over the years.

Cultural industry market covers widely, the development of domestic and foreign markets is worth studying. As seen from Table 2, the total imports and exports of China's cultural products showed a characteristic of wavy change, increasing from 107.08 billion US dollars in 2013 to 155.81 billion US dollars in 2021. Exports were the core driving force for the increase in the indicator, with an increase of 54.96% in 2021 compared to 2013. In the case that the imports remained basically unchanged, the overall trade of Chinese cultural products showed a surplus. In 2021, the trade gap reached 122.7 billion US dollars, and the trade surplus increased by 68.92% compared with 2013. This shows that China's cultural industries are more and more actively participating in international competition, and its cultural products are "going global" at an increasingly steady pace.

On the whole, although China's cultural industry is still in its infancy, it has made obvious progress in terms of the total scale and external influence. The cultural industry tends to be active in general, and the potential of the development vitality of market players and industrial scale is expected to be further released.

3 Policy Study

Since the reform and opening up, China has promulgated a series of development plans, policies and regulations to promote the development of its cultural industry. The relevant measures have fully leveraged the advantage of China’s super large market and the potential of domestic demand. They have not only provided people with rich spiritual food, but also made important contributions to promoting the prosperity of socialist culture. Overall, the cultural industry shows a good development trend (People’s Daily Online, 2018) [9]. According to the Outline of the 14th Five-Year Plan (2021-2025) for National Economic and Social Development and Vision 2035 of the People’s Republic of China and specific national conditions [10], the development of China’s cultural industry can be roughly divided into five periods: warm-up period (1978-1999), start-up period (2000-2005), growth period (2006-2012), maturity period (2013-2020) and innovation period (2021-2035). See Figure 1 for details.

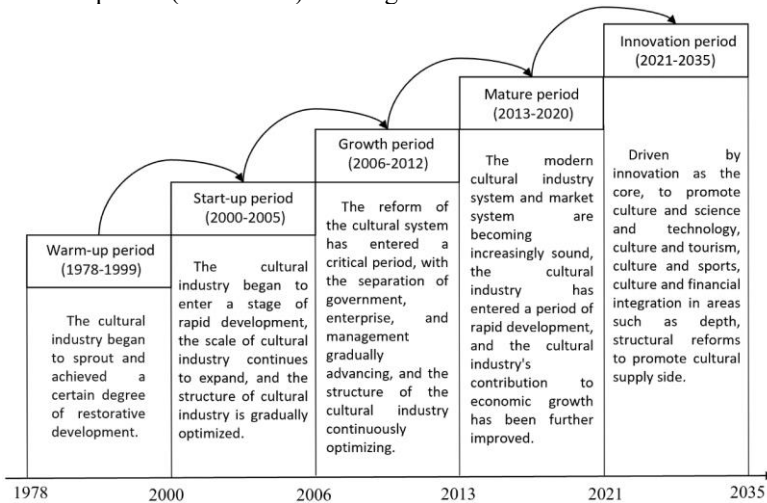


Fig. 1. Development Periods of Cultural Industry

As shown in Figure 1, the development direction of China's culture industry taking step by step, going ahead steadily and surely. In the warm-up period, China launched a fierce discussion on the cultural industry, and finally reached a consensus on the development of cultural industry after discussing the Marxist theory of cultural productivity and the practice of cultural industry in European and American countries; In the start-up period, on the basis of promoting the development of the cultural industry, China put forward the coordinated development of cultural undertakings and the cultural industry, opening the road to explore the marketization of films, publishing and other sectors; In the growth period, China carried out structural reform for its cultural development, cultivated qualified cultural market players to promote further development of the cultural industry and achieved profitability while ensuring its own stable development; In the maturity period, the modern cultural industry system and market system became increasingly robust. Cultural innovation and entrepreneurship, “culture +

As shown in Figure 3, the word cloud of policy texts highly related to the “cultural industry” from the 12th to 14th Five-Year Plan period highly summarizes the core content of cultural development in China, mainly including the development direction, mode and driving force. Among them, the terms of development direction include: tourism, brand, national, international, Internet, science and technology, industrial chain, public service, digitalization and intellectual property rights; The terms of development mode include: innovation, service, cooperation, integration, mechanism, coordination, investment and financing, transformation, exchange and standardization; The terms of development driving force include: cultural consumption, national economy, people, demand, nation, supply, communication, influence, public service, experience, etc.

Description of the above, China is constantly improving the top-level design of the cultural industry, actively strengthening cultural communication and exchanges, promoting the high integration of the Internet and digital technology with culture, highlighting the control of property rights of innovative and original knowledge, and focus on meeting the growing spiritual and cultural needs of the people. Through these words, we can have a deep understanding of the core content of the national cultural development and better understand the future development path of the cultural industry.

4 Path Analysis

In recent years, China has made remarkable achievements in its cultural development, but its cultural industry is still in the initial stage compared with western developed countries, and needs to be further improved in terms of the total scale, quality, efficiency and cultural influence. Therefore, it is particularly important to focus on development according to local conditions and carry out scientific planning.

In 1994, Gu and Zhu proposed the WSR methodology. It is not only a methodology, but also a tool for solving complex problems (Kou & Gu, 2021) [14]. It takes “knowing Wuli, Sensing Shili, Caring for Renli” as the criterion of practicing the WSR methodology. That is, when dealing with complex problems, it is necessary to consider not only the objective existence (Wuli, W), but also how the objects can be better used (Shili, S), and as well as human relations that are indispensable in identifying and addressing problems and implementing management decisions (Renli, R), so as to study complex problems systematically, completely and hierarchically (Huang & Wei, 2023) [15].

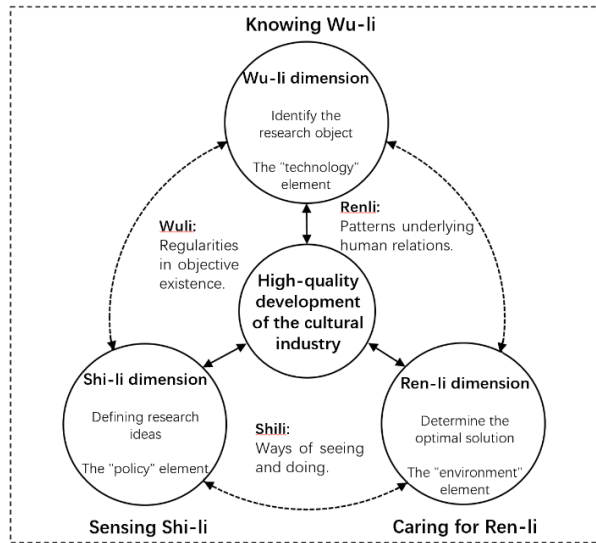


Fig. 4. Cultural Development Analysis Framework from a WSR Perspective

In order to provide a comprehensive perspective of study on the factors affecting the cultural development, this paper offers an analysis framework for the high-quality development of China's cultural industry from a WSR perspective (see Figure 4 above).

4.1 Analysis from a “Wuli” dimension (technology)

The “Wuli dimension” refers to the objective material world, including various scientific methods in natural science, and focuses on solving the problem of what the object of study is. It mainly involves the factors of technology and facilities that affect the high-quality development of the cultural industry, such as: digital technology, intelligent technology, new material technology, public cultural infrastructure (museums, libraries, theaters, etc.).

Scientific and technological innovation is a strong driving force to promote cultural transformation, and advanced cultural ideas are the ideological source of scientific and technological innovation. The incorporation of cultural and spiritual experience cannot be separated from technical means during the deep integration of culture and science and technology. The new infrastructure can effectively promote the digital and intelligent development of the cultural industry, which is conducive to continuously expanding the depth and breadth of application fields and promoting the high-quality development of the cultural industry.

4.2 Analysis from a “Shili” dimension (policy)

The “Shili” dimension refers to ways of doing things, which involves the relationship between the object and the content. It helps people understand and explore the best way

to do things, and focuses on solving the problem of how to do a thing. It mainly includes policy factors that affect the development of the cultural industry, such as integrated policy of the cultural industry (planning, laws and regulations, standard system, etc.), cultural financial policy (corporate financing, cultural insurance, etc.), cultural trade policy (import and export duties, etc.), and copyright protection policy, etc.

A scientific and reasonable policy system can guide the healthy development of the cultural industry and promote its transformation and upgrading. On the one hand, we need to deepen the supply-side structural reform in the cultural sector, strengthen the construction of factor markets for cultural products and cultural industry organizations, and constantly unleash the potential of the cultural industry. On the other hand, we also need to strengthen the comprehensive law enforcement of the cultural market, further integrate the comprehensive law enforcement team of the cultural market, and guide the healthy development of the cultural industry.

4.3 Analysis from a “Renli” dimension (environment)

The “Renli” dimension refers to the truth of life. It usually uses the knowledge of humanities and social sciences to highlight the development of the human environment, and focuses on solving the problem of how to be the best. It mainly covers the environmental factors that can promote the development of the cultural industry, such as: talent environment (talent training, talent introduction, etc.), social environment (social and cultural needs, cultural atmosphere, etc.), natural environment (natural resources, ecological environment, etc.).

The development of the cultural industry cannot be separated from the support of talent training, social development and natural protection. In the face of the major changes unseen in a century, we should deeply implement the strategy on developing a quality workforce in the new era, give full play to the important role of talents as the most essential resource, put social benefits in the first place, and guide enterprises to achieve the unity of social and economic benefits. At the same time, we should accelerate the modernization of harmonious coexistence between man and nature and comprehensively promote the construction of a beautiful China.

To sum up, the development of the cultural industry is a long-term and complex activity. The factors of each dimension play an important role in its long-term development. Therefore, in the specific practice of the cultural development, we should coordinate Wuli (technical factors), Shili (policy factors) and Renli (environmental factors), in order to form a strong synergy and achieve the overall goal of “Konwing Wuli, Sensing Shili and Caring for Renli”.

5 Conclusions

According to the study results, China’s cultural industry service system and talent construction system are becoming more and more perfect, new forms of business are developing rapidly, cultural consumption continues to upgrade, industrial segmentation is accelerating, the development of modern services is advancing in an orderly manner,

the advantage of the super-large Chinese market and the potential in domestic demand are gradually being released, and people's spiritual and cultural life is becoming rich. In order to effectively promote the high-quality development of the cultural industry, we should optimize the allocation of resources and formulate a set of comprehensive and coordinated development measures of "technology + policy + environment" to form a strong synergy and ultimately achieve the goal.

In the future, China should deepen the reform of the cultural system and the talent development system, actively promote the deep integration of culture and science and technology, and promote cultural innovation to better meet the diversified, multi-level and multi-faceted cultural needs of the people. At the same time, it should also strengthen cultural exchanges with foreign countries, enhance its cultural soft power, and promote the prosperity of its cultural market.

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