

Study on Thoughts of Cultural Industry Development in Yantai and its Measures

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Abstract—The development of cultural industry is one of the driving forces to promote social development. Compared with economic development, the development of cultural industry in Yantai is lagging behind. Strengthen the research on thinking of culture industry development and propose targeted countermeasures will be of important theoretical significance and far-reaching practical significance for revitalization of cultural industry in Yantai, and facilitating the rapid, health, coordinated and sustainable economic and social development of Yantai.

Keywords—cultural industry; development thought; measures study

I. INTRODUCTION

Facing the opportunities and challenges of China's cultural industry development, we can follow the historical dialectics proposed by Toynbee, the master of world culture research and a giant in historiography: "Challenges and responses are the main levers for civilization prosperity of a nation." The passive defenses adopted for protection of national culture, such as prevent people from eating McDonald's, Coke, wearing jeans, driving a famous car, singing karaoke OK, watching Hollywood movies and playing golf, are not in line with the historical trend of economic and cultural globalization which are foolish behaviors of strangling national culture. A cultural system without communication and collision is a static system without vitality, and a nation cutting off exchange of foreign information and culture can not be a vibrant nation. Jiang Zemin has pointed out after considering the situation in 2001 that: "We will face a challenge of entrance of western cultural products following joining the WTO. We shall strengthen the competitiveness of our cultural products in terms of the ideological contents, forms, etc., and carry forward the excellent national culture, learn the essence of human culture achievements. And increase cohesion, motivate enthusiasm and cultivate our taste with more and better intellectual products." It is a major issue concerning the prospect of developing countries to protect and develop the fine traditional culture of the nation, vigorously carry forward the national spirit, actively learn from the world's outstanding cultural achievements of other nations and keep pace with the times in terms of culture. To seize opportunities, meet challenges, and develop the cultural industries in Yantai, the following aspects shall be followed:

II. ESTABLISH A NEW CONSCIOUSNESS OF CULTURAL INDUSTRY WITH CONCEPT LIBERATION AND INNOVATION

Establish a new awareness of cultural industry with concept liberation and innovation is a prerequisite for the development of cultural industry in Yantai and improving cultural competence. For example, as for the relationship between culture industry and cultural undertakings, the mistake of binary opposition shall be eliminated to strive to win-win result. Too much emphasis has been laid on the nature of undertakings and public welfare of culture management unit in the past, while ignoring industrial nature of the culture, bringing about ideological obstacles to the development of cultural industry. Insuperable contradictions also exist in the later dual positioning of "institutions managed by enterprises", thus complete normative enterprise oriented management and operation is indeed a difficulty. Of course, cultural industry cannot be fully market-oriented and we cannot abolish its ideological function completely. As for the relationship between economic benefits and social benefits of culture, we shall get out of absolute opposites misunderstanding and adhere to the combination of both. The really good cultural products have a good social impact, so people are willing to make consumption on them, thus its economic benefits are bound to be considerable, and the take off and rise of cultural industry will be realized without doubt. Another example, as for the relationship between cultural resources and cultural industry, we shall get out of the misunderstanding of "Nature Theory" without the thinking that China is abundant in cultural resources and its cultural industry will inevitably be developed. And as for the relationship between cultural consumption and cultural awareness, we shall vigorously promote and foster national cultural awareness. And we shall overcome the various misunderstandings and habitual thinking of paying attention to material consumption and neglecting cultural consumption, as well as being satisfied with general survival and ignoring cultural sentiments.

III. REFORM AND INNOVATION OF CULTURAL SYSTEM AND MECHANISM

The reform and innovation of cultural system and mechanism is the foundation for development of Yantai cultural industry and enhancement of cultural competence. In recent years, some changes have been made in cultural system and mechanism, but with respect to the reform of

economic system and mechanism, they are obviously lagging behind. First, the transformation of cultural management functions of government and building of strong macro-control. First of all, the transformation from culture "establishment" to culture "management" of government shall be realized, and be changed from direct management to indirect management, and we shall bring cultural market management into the track of standardization and legislation through such modes of "services, consultation, supervision and coordination". The second is the establishment of a diversified investment and financing system, as well as expanding financing channels. The mode of expanding reproduction mainly relying on financial investment and self-accumulation of cultural enterprises shall be changed using investment holding, financial credit and capital markets financing to accelerate the establishment and development of multiple investment main bodies such as cultural industries monetary fund, cultural investment companies and capital market financing, in particular the participation of private capital. The third is the active promotion of enterprise transformation of for-profit cultural institutions according to the principles of separating government from enterprises and separating government from institutions. Establish registration system of cultural institutions, and divide reasonably the type and function of cultural institutions to implement classification guidance. Strengthen financial support for public welfare institutions; apply more market mechanisms to competitive units. However, preferential treatment shall be given due to the particularity of cultural products and the status of weak cultural industry based on the principle of "long-term point of view".

IV. STRATEGIC POSITIONING MUST BE MADE FOR DEVELOPMENT OF CULTURAL INDUSTRY

Strategic positioning must be made for development of cultural industry in Yantai. For example, priorities and dominant structure (basic, dominant, core) for the development of cultural industry shall be established. Another example, recombination of present resources for cultural industry shall be made to change excessive monopoly by the country and to further rationalize the property, and strategic adjustment shall be made according to the principle of doing certain things while refraining from doing other things to encourage investment diversification and to promote establishment of corporate governance structure, thus to improve competitiveness. Another example, emerging cultural industries shall be developed actively. We shall have an insight into the opportunities of rise and decline of cultural industry sectors, and the leading role of such high-tech as entertainment culture, film culture, tourism culture and publishing culture is prominent with obvious input and output efficiency, which is the cultural industry with great potential in future. And also, the focus of cultural industry construction at this stage shall be cultivation of "cultural industry market" and "formation of cultural industry." We shall start from the infrastructure to achieve real "marketization" and "industrialization" of culture.

V. TECHNOLOGY IS A CATALYST FOR DEVELOPMENT OF CULTURAL INDUSTRIES

Technology is a catalyst for the development of cultural industries in Yantai. "Science and technology is the primary productive force" and the driving force of cultural development as well. Currently, digital technology is changing our way of expression, storage and transmission. In the present era, culture is no longer the merely spiritual character transcending time and space or the aesthetic form reflecting lofty idea described in the distinguished literary works, or the social etiquette, public institutions and customs accumulated over the long history. In the culture social context, besides traditional forms, the presentation modes of culture also include DVD, MP3, blog, SMS, Internet, film, television, digital publishing, animation and games etc... General Secretary Hu Jintao has pointed out in the report of the 17th National Congress of CPC that "we shall foster new forms of cultural industries using production mode of high-tech innovative culture", which is a guideline of cultural development reflecting the far-sight of scientific development with its rich and profound connotation worthy of our careful interpretation. We shall develop from such aspects as investment, taxation, access permission, cultural products circulation, introduce high-tech with preferential policies to encourage the use of modern network technology, three-dimensional animation technology, digital video technology and typesetting technology, broadband information transmission technology etc., to improve the technological content of cultural products, and enhance market competitiveness.

VI. DEVELOPMENT OF CULTURAL INDUSTRIES IS THE SAME AS OTHER INDUSTRIES WITH TALENTS AS THE KEY

The development of Yantai cultural industries is the same as other industries with talents as the key, which is the core of cultural competitiveness. Currently, the cultural industry is still relatively lack of talents, and the total amount, structure and quality of creative talents are unable to meet the requirements of the rapid development of industry, while school education cannot adapt to market demand. Therefore, we shall adjust the mechanism of adaptation and active development, adjust talent education structure, strengthen cultivation of creative industries talents, especially the high-end talents, inter-disciplinary talents, marketing talents, and vigorously cultivate and introduce a number of high-quality talents for culture and business management and cultural and artistic creation using artistic and economic means; actively organize various large-scale exhibition of creative design, build a platform for interaction and collision between talents, stimulate creative talents' passion and power to create original cultural products. Only by attaching importance to cultivation of talents, can the cultural industries be prosperous in the future.

VII. ACTIVELY CARRY OUT FOREIGN CULTURAL EXCHANGES

To develop Yantai cultural industries, we shall actively carry out foreign cultural exchanges. Chinese national

culture shall “step-out” boldly to demonstrate its unique charm and style. Exchanges shall have both introduction and going out. How can we say our culture is safe or the cultural industries are powerful if the domestic cultural market is filled with exotic "landscape", and adults and children just simply imitate the "exotic" culture, while in the international market, products that are "Made in China" are very few? Accelerate to expand their own cultural multinational has been a major issue and move directly faced by China's cultural industries. Therefore, we shall learn from the flexible, easing and liberal Chinese foreign trade policy, relax the export approval authority of cultural products boldly; actively carry out cultural agents and intermediary services internationally; and encourage the cultural groups in Yantai to conduct merges and acquisitions with foreign cultural enterprises or establish cross-border strategic alliances of non-equity contact.

VIII. CONCLUSION

Accelerate the development of cultural industries is the inevitable choice of Yantai under current situation and the inevitable requirement to create new growth point of economic development and pillar industries. All those works shall be conducted on the basis of research on thinking and measures and need long term attention, although positioning of Yantai industrial development has been located, the overall development objectives and the industries to be developed with emphasis has been put forward, a relatively favorable development strategy has been selected, and the effective protection measures have been formulated, in order to better guide the economic and cultural integration development.

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