

The Development of Japanese Cultural Industry and Its Inspiration to China

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Abstract: *Under the trend of slowing global economic growth, Japanese cultural industry can make brilliant achievements, which are closely related to mature development modes and path choices. The Japanese government has built a cultural industry service platform to build a bridge of communication and cooperation between various subjects. For this reason, this article designs a cultural industry comprehensive information service platform. The development of Japanese cultural industry is guided by the market mechanism as a "visible hand", and gives full play to the role of social resource allocation. For this reason, this article constructs a cultural industry market demand promotion model. In response to the dilemma of Chinese cultural development, this article proposes the enlightenment of Japanese cultural industry development to China: formulate cultural industry development strategy, broaden investment and financing channels, give play to the guiding role of market mechanism, vigorously develop traditional cultural industry, and innovation injects vitality into the development of cultural industry.*

Keywords: *Japan; Cultural Industry; Development Mode; Inspiration*

1. Introduction

Culture is an important symbol of country's soft power. The cultural industry has become a research hotspot at home and abroad and an important economic growth point that countries vigorously cultivate in the new century. In Japan, the cultural industry is the second pillar industry after manufacturing. The implementation of the "cultural nationhood" strategy at the end of the 20th century prompted Japanese cultural industry to stand out from the fierce competition and successfully rank among the world's cultural industry powers. According to the latest ranking of 50 companies in the global cultural industry released by Roland Berger Management Consulting, the number of companies shortlisted in Japan is second only to the United States, ranking second in the world and first in Asia [1]. Under the trend of global economic slowdown, Japanese cultural industry can achieve such brilliant achievements, which is closely related to the mature development mode and path selection.

2. The Development Mode of Foreign Classic Cultural Industry

The cultural industry was initially developed in developed countries in Europe and the United States, and a variety of development modes emerged. There are three more classic models [2]: first, the market-led mode represented by the US application. The government has formulated relatively complete cultural industry-related laws and relies on market mechanisms to develop and operate. Government agencies have not over-regulated and controlled the cultural industry, or even set up a special cultural industry authority. The market-led mode can create an ideal basic environment for the development of cultural industry and effectively circumvent various restrictive conditions. Second, the government's strong support mode represented by UK. The government provides policy and financial support for the development of cultural industries. The British government has relatively strong support for the development of the cultural industry. Many government departments have participated in the development and management of the cultural industry, giving full play to the government's publicity and guidance role, and promoting some advantageous content and enterprises to promote them to exert a stronger radiation and drive benefit. Third, the "government, industry, and academic" combination mode represented by Japanese applications. The basic idea is to effectively combine the government,

enterprises and academia. Japan has effectively managed the cultural industry through national strategic guidance, government support and macro decision-making, showing strong development benefits. The government provides strong policy support for the development of the cultural industry. Enterprises have a high degree of autonomy, can effectively give play to the initiative of enterprises and industry associations provide assistance in technical support.

3. Market Demand Promotion Model of Cultural Industry

As an early developed country in Asia, Japan has a relatively mature market mechanism and a good market environment. The development of the cultural industry does not achieve leapfrog development under the direct intervention of the government, but a good market mechanism as a "visible hand" to guide, give full play to the allocation of social resources, and ensure the optimal allocation of cultural industry resources [3].

In order to vividly describe the role of cultural market demand in promoting industrial development, we draw lessons from the concept of "field" in physics, and use circuit diagrams and electric field diagrams to represent "market demand" with the symbol of "power", and "supply pole" corresponds to electric field. The "positive" and "demand pole" correspond to the "negative" of the electric field. Investment and financing institutions are represented by the symbol of "capacitance", other enterprises, institutions and consumers are represented by the symbol of "resistance", and each link in the industrial chain is represented by "switches". "Tax deductions and exemptions" and "support funds" also have a positive contribution to the "field strength" of the market, so they are also represented by the symbol of "power", in series with "market demand". The model structure is shown in Fig.1 [4].

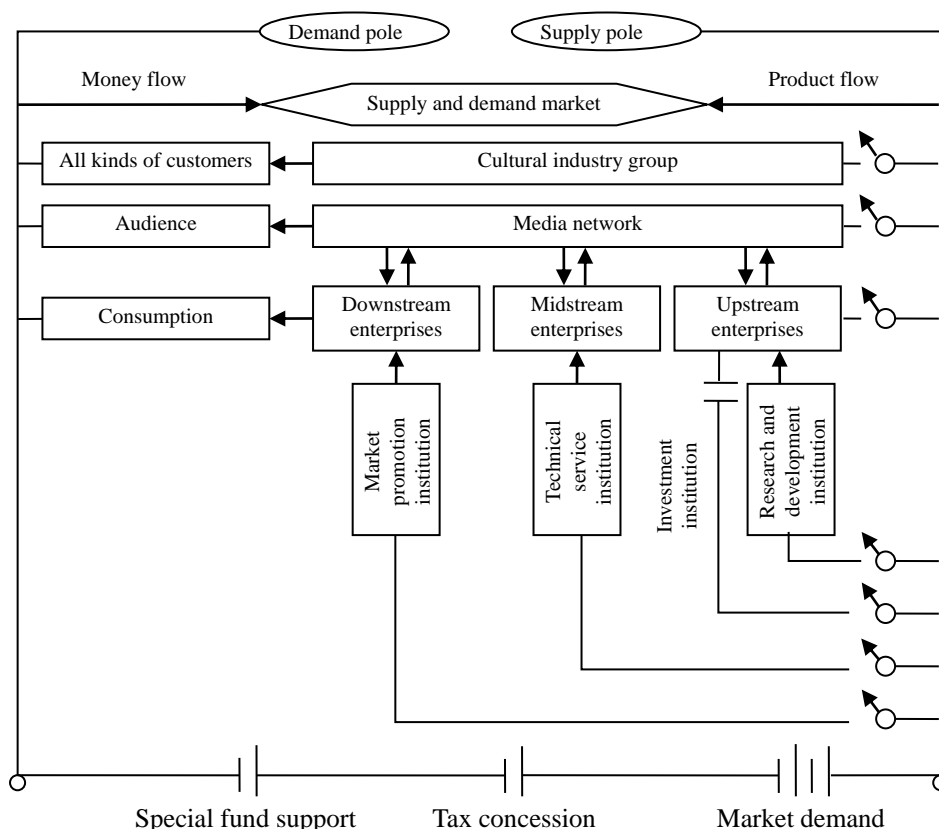


Figure 1: Demand driven model of cultural industry market

It can be seen from the model that the intensity of market demand is just like the intensity of an electric field. The greater the demand, the greater the promotion of various entities in the market and the greater the promotion of the development of cultural enterprises.

4. Development Dilemma of Chinese Cultural Industry

After years of development, Chinese cultural industry has gradually transformed from a planned

system to a market system. Regardless of its industrial form or structure, or industrial organization or industrial policy, there is a big gap between it and the developed countries, and it is in a development of "surface prosperity, internal weakness" [5], there are still many difficulties in the development process, which are prominently manifested in the following four aspects: first, the impact of foreign culture on traditional culture [6]. A large number of relics have been demolished or destroyed, a large number of cultural relics have been destroyed or sold abroad at high prices, a large number of traditional customs or traditional crafts have disappeared, and a large number of traditional cultural resources and traditional cultural development space have been squeezed out. Second, the added value of the cultural industry accounts for a relatively low proportion of GDP. The share of cultural industry in the GDP of developed countries is about 10% on average, and that of the United States reaches 25%, and its share in the world's cultural industry market is 43%, far exceeding China [7]. Third, the lack of cultural originality. From the perspective of production factors, Chinese cultural resources are extremely rich, but the cultural industry operates at a low level, and the original development and production of cultural resources are in a passive situation, and ethnic cultural resources are rarely used for artistic originality. Fourth, the lack of sound investment and financing system [8]. The difficulty of investment and financing of cultural enterprises is widespread. In some areas, there are still many obstacles for non-public capital to enter the cultural industry. The construction of investment and financing systems has become the bottleneck for industrial development.

5. The Development of Japanese Cultural Industry and Its Inspiration to China

Based on relevant documents, we will conduct an in-depth study of the development path of Japanese cultural industry, and put forward inspiration for the development of Chinese culture in response to the plight of Chinese cultural development, and help the leap-forward development of Chinese cultural industry.

5.1. Formulate Cultural Industry Development Strategy

The development strategy of the cultural industry is a long-term plan that is comprehensive, critical and fundamental, and has been systematically studied. From the content point of view, it is a competitive plan characterized by adapting to the environment, surpassing opponents and developing oneself, with distinct competitive characteristics; it is also a unique abstract concept and development with individual characteristics and target expectations. Only the central government decision-making body that has the power to redistribute resources such as economy and culture can formulate and implement cultural industry development strategies. "Cultural nationhood" is the overall strategy for the development of Japanese cultural industry, and the strategic practice is completed in a gradual manner [9]. In the strategy of "cultural nationhood", the maintenance of cultural intellectual property rights and the creation of cultural products are the core content. In the process of implementing the cultural strategy, the Japanese government has taken some effective measures: consolidate the foundation for the development of traditional culture, give play to the role of the public in promoting the development of the cultural industry, and focus on the cultivation of professional talents in the cultural industry.

5.2. Broaden Investment and Financing Channels

Although investment and financing are difficult issues for the development of the global cultural industry, Japan has diversified channels. There are two ways that my country can learn from: first, intellectual property guarantees, which replace traditional types of guarantees with intellectual property rights as guarantees. Intellectual property rights usually include industrial property rights and copyrights. Industrial property rights can be subdivided into patent rights, utility models, trademark rights, etc., which solves the shortcomings of cultural enterprises that are difficult to borrow due to lack of physical guarantees. Second, production committee, will closely link the relevant entities in the cultural industry chain through profit sharing and risk sharing, which is conducive to strengthening cooperation and building trust, not relying on bank loans, and solving cultural enterprise development funds by itself. In addition, the Japanese government and private investment alliance actively promote cultural industry investment, setting up special funds, providing comprehensive assistance, granting financial subsidies, implementing low-interest loans and tax incentives.

5.3. Give Full Play to the Guiding Role of Market Mechanism

The market mechanism is the way to allocate resources through market competition, that is, the mechanism through which resources are allocated in the market through free competition and free exchange. It is also a form of realization of the law of value. The market mechanism is an indispensable and important part of the development of economic socialization and even economic globalization. It mainly includes supply and demand mechanisms, price mechanisms, competition mechanisms, and risk mechanisms. Japan uses a good market mechanism as a "visible hand" to guide, give full play to the role of social resources in the allocation of resources, and ensure the optimal allocation of cultural resources. Japan pays attention to the promotion of industry efficiency through industrial groups, and through the construction of a series of international-level cultural exchange platforms, it guides industrial groups to go international and creates a good international environment for cultural products to "go out" [10]. At the same time, it pays attention to introducing new "cultural genes" from other countries, seeking cultural elements common to the world, and building a cultural industry system that meets the needs of the world.

5.4. Vigorously Develop Traditional Cultural Industry

China has countless traditional cultural industries, which collectively reflect the wisdom and wisdom of the working people in ancient times, and are the crystallization of the collective wisdom of the working people, which have been continuously improved with the development of the times. Japan attaches great importance to traditional culture, which is not only reflected in government policies and regulations, but also in the folkways and customs of the Japanese people. For example, Japanese people walking on the street wearing kimonos are not considered fancy outfits. On occasions such as coming-of-age ceremonies and wedding ceremonies, many people wear kimonos, showing an elegant and good temperament. Japan has stores that specialize in providing and renting services, as well as providing makeup services [11]. Our country can follow the example of Japan and encourage the establishment of special Hanfu shops to provide one-stop services such as paid clothing, hair styles and accessories. It not only satisfies the curiosity of young people, but also provides entrepreneurial opportunities for Hanfu fans. To realize the development and industrialization of traditional culture, after completing the inheritance, the focus is on creative transformation and innovative development.

5.5. Innovation Injects Vitality into the Development of Cultural Industry

Innovation is the soul of national progress and the inexhaustible driving force for the prosperity of the country. Innovation is the first driving force for development and the most critical factor in the country's overall national strength and core competitiveness. Japan is a nation with strong innovation ability. After decades of innovation and development, cultural products have formed the world's advanced cultural industry mode and cultural products. In the product innovation process, not only the original innovation, but also the divergent innovation. At the same time, focusing on market innovation provides a new way for cultural product innovation, forms a new competitive advantage, and responds to market uncertainties with a high degree of flexibility [12]. To drive the development of the cultural industry through innovation requires a comprehensive understanding of the socialist cultural policy system with Chinese characteristics, integrating various elements of cultural power, and comprehensively enhancing the vitality of cultural industry innovation and creation. Firmly grasp the direction of advancement of socialist advanced culture, with the goal of improving the value guidance of cultural products and cultural services, and shift from focusing on market share to focusing on international social value guidance, stimulating new industrial momentum.

6. Conclusions

As the form of modern cultural production, dissemination and consumption that meets the growing spiritual and cultural needs of mankind, the cultural industry is not only the main representation form of contemporary culture spawned by consumer society and popular culture, but also a higher level of economic and industrial development represented by modern service industry and the core format of the face. Chinese cultural industry is a development mode that gradually transforms from a cultural planning system to a market system under the socialist cultural management system with Chinese characteristics, and the government effectively controls, regulates, and develops the market. Due to the late start of Chinese cultural industry and the influence of many factors, there is still a big gap between

Chinese cultural industry and developed countries. The successful experience of Japanese cultural industry has provided experience and reference for the development of our country's cultural industry, which will help our country's cultural industry to overcome difficulties and speed up the transition from a cultural country to a cultural powerful country.

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