

The Cultural and Creative Industry

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Abstract: *The cultural and creative industry is declining for various reasons. This article lists the reasons for the decline of cultural and creative industry from six different aspects, analyses those problems, and puts forward some suggestions for improvement.*

Keywords: *helping cultural and creative Industry, providing innovative ideas*

1. Introduction

The cultural and creative industry is a branch of the entertainment sector that deals with coming up with new ideas meant to explore different ways of living in the society. It normally brings a given community together by encouraging socialization. However, it is experiencing downfalls due to the various challenges it faces. These challenges include lack of inadequate funds, reduction in skills, less innovative ideas in the industry, poor sales and marketing strategies, the outbreak of the corona pandemic, modernism, and finally, lack of government support.

2. The Funding Problem

Firstly, funding is the biggest problem facing cultural and creative activities today. Most creative industries lack enough funds to explore their full potential and venture into new avenues in the industry (Lydia, 2020). This normally makes a given industry miss out on good opportunities which would have been necessary to make the industry grow. Also, lack of enough funds affects the creative industry in the sense that since it makes it challenging to purchase equipment needs for various performances. Lack of enough funds has also made the creative industry have inadequate funds to pay the various artists within the industry. This normally makes the artist less motivated hence leading to the substantial reduction in the quality of work they put in the industry; as a result, making the industry less effective (Swedberg, 2006). Low pricing in the creative industry has played a huge role in the inadequacy of funds to support the industry. The creative industry needs to rethink the pricing to ensure that they get enough funds to support their normal operation.

Secondly, the industry is facing a reduction in skills. Currently, the number of well-performing artists in the industry has reduced substantially. Also, it is challenging for any creative industry to create or develop skills from the public and retain the same artists. The implication of this is that the industry has become less irrelevant (Lydia, 2020). It has also reduced the market demand for a given creative industry. The reduction in skills is prone to make the industry less diverse in the creativity sector hence reducing the market demand.

3. The Problem of Industry Innovation

The industry is faced with less innovation. This implies that the artist in the creative industry is not coming up with appropriate innovative ideas by coming up with new ideas. Coming up with new ideas is essential since it makes the cultural and creative industry to be very entertaining, and hence increases the demand (Noticias, 2017). Creativity is essential since it increases the skills of the various artists and makes them explore their full potentials.

Poor sales and marketing strategies from the creative industry. Most of the creative industry does not have market their respective creative ideas (Andrew, 2019). This makes new innovative ideas from the industry fail to reach the market hence increasing the brand of the industry. The implication of this is that the creative industry should look for the best and effective ways to push new and already existing creative ideas to the market.

The outbreak of the coronavirus pandemic has also immensely affected the cultural and creative industry (Andrew, 2019). Currently, people do not attend the various shows organized by event managers to showcase the creative skills of the various artists. Coronavirus has also affected the number of audiences who may attend certain shows in the cultural and creative events. People are taking enough precautions to ensure that they do not contract the contagious infection which is transmitted through body fluid droplets and air. The impact of the corona various has immensely affected the number of funds the creative industry.

4. The Modernism of Cultural and Creative Industry

Modernism is also another issue facing the cultural and creative industry in society. Through modernism, the already existing cultural and creative practices have become irrelevant and hence less on demand. This has in turn reduced the demand for ancient creativity designs as a result weakening the industry. It has also become expensive for the creative industry to cope up with the new technological approaches in order to come with practices that are more modernized and can meet the demand of their various audience. This has put much pressure on the creative artist on the best way to come up with good and relevant ideas that can able more appealing to the public.

Finally, the lack of enough support from the government authorities also plays a huge role in reducing the impact of the creative industry on society. Politics is prone to immensely affect the way a given cultural and creative sector may be accepted in society (Andrew, 2019). Politics makes the society take sides on which creative designs should be used within a given region based on their political doctrine they support (Connor, 2007). This has caused a harmful effect on society since it is prone to reduce the market demands of certain cultural and creative designs within a given area; as a result, negatively affecting the impact of these design in the region. It is essential for the political nature of a given country or region to be neutral towards the cultural and creative industry in order to increase the impact of the industry on the society.

5. Conclusion

In summary, the cultural and creative industry lay a huge role in society by providing the essential recreational activities and necessary. Society should help the industry to grow and have more impact on the people within a given region. There are various modern challenges facing the cultural and creative industries, they include lack of enough funds, failure to come up with innovative ideas, lack of supports from the federal government and the local authorities, reduction in skills, poor sales, and marketing strategies, the outbreak of coronavirus and modernism.

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