

КОННОТАЦИЯ И ХАРАКТЕРИСТИКИ КУЛЬТУРНОЙ ИНДУСТРИИ

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В статье рассматриваются основные коннотации и характеристики культурных индустрий, состояние развития, сравниваются культурные индустрии в разных странах.

Ключевые слова: культура; культурная индустрия; характеристики культурной индустрии.

THE CONNOTATION AND CHARACTERISTICS OF CULTURAL INDUSTRY

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This article will discuss and analyze the essential connotation and characteristics of cultural industries, the development status and comparison of cultural industries in various countries.

Keywords: culture; cultural industry; cultural industry characteristics.

Culture is a huge and abstract concept. The early classic theory of narrow culture proposed by the British culturalist Edward Burnett Tylor in the book "Primitive Culture" is that culture includes knowledge, beliefs, art, morals, laws, customs and anyone. He believes that culture is a complex whole, including the abilities and habits acquired as members of society[1]. «Cihai» in Chinese also has a cultural definition. Broadly speaking, culture refers to the sum of material wealth

and spiritual wealth created in the process of human social practice. In a narrow sense, it refers to the ideology of society and corresponding institutions and organizations[2]. The British scholar David Hesmondhalgh also put forward a more scientific and strict concept in the “cultural industry”: in the broadest anthropological sense, “culture” is a unique group of people Or the “face of life” of a social group; it is a necessary but not the only ideographic system through which social order can be spread, recreated, experienced and explored. We looked around and displayed the “culture” of the ideological system everywhere, such as fashion design culture, food culture, architectural culture, transportation culture, ethnic host family culture, etc. These are all manifestations of the spiritual level that regulates social order and promotes social development. From this point of view, it is understandable that culture is a non-only social ideological system that reflects its “life aspect”. Based on this, the cultural industry was born. The development of the cultural industry is based on strong support from the political and economic levels. If long-term and benign development can be achieved, it will have a huge impact, create greater economic benefits, strengthen people’s spiritual strength, and promote the overall development of individuals and society. Countries all over the world have paid full attention to the cultural industry, but as far as the current development is concerned, it is not yet in a mature stage. It needs continuous support and encouragement from the country to achieve full cross-cultural exchanges and communication between countries. The advantages of Chinese and Western cultural industries can penetrate and merge with each other, thereby promoting the development of cultural industries and the sustainable development of the world’s cultural industries.

Since the second half of the twentieth century, the cultural industry has developed rapidly around the world. It continues to provide new opportunities and ideas for the employment, political exchanges and economic strategic development of citizens of all countries. It has been increasingly valued and practiced by countries all over the world. In the process of development, the cultural industry continues to lead the development and innovation of related fields, and has been widely supported and promoted by the state.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) and the General Agreement on Tariffs and Trade (GATT) define the cultural industry as an industry engaged in the creation, production and distribution of products and services with cultural attributes. It can be seen that cultural products and services have natural cultural attributes and are usually protected by copyright. The main economic value of cultural products and services comes from their cultural value. Through the generation and use of intellectual property rights, they have the potential to create wealth and create employment opportunities.

In 2004, China formulated the “Classification of Culture and Related Industries”, which defined culture and related industries as: activities that provide the public with culture, entertainment, products and services, and a collection of activities related to these activities. In 2018, the definition will be described more concisely, which refers to a collection of production activities that provide cultural products and cultural-related products to the public[3]. In short: the cultural industry is an industry that provides consumers with spiritual products or services.

David Hesmondhalgh has already told us in «Cultural Industry» that the essence of cultural industry is «text». The emergence of the word “text” can make the distinction between cultural industries and other industries clearer, text is the best collective name for content and for cultural ‘works’ of all kinds: the films, recordings, books, comics, images, magazines, newspapers and television ‘programmes’ produced by the cultural industries [4]. The cultural industry is mainly engaged in the production and dissemination of texts. For example, the magical literary series “Harry Potter” created by the British writer JK Rowling is published by Bloomsbury Publishing House (introduced to China by the People’s Literature Publishing House of China), Then bought the copyright to the movie. Warner Corporation. Brother Films of America is shooting, producing, distributing and authorizing the development of related products to enter the diversified market of toys and stationery. Writing around JK Rowling reflects the awareness of writing, involving publishing, film and television, adver-

tising and other industries. As I said before, Rowling's written record of novels is a kind of text, and the publishing industry, film and television industry related to it is also a kind of cultural industry.

In the current and future development of social life, cultural industries will be more widely distributed in every corner of life, reflecting cultural traces from all over the world.

As a social mass industry, the cultural industry not only has the characteristics of a general industry, but also has special characteristics:

1. Maintainability and profitability

The cultural industry transforms human intelligence, knowledge, spirit and art into commodities that people consume and enjoy. It is produced by providing people with intangible goods and services and satisfying people's spiritual and cultural needs. The service targets are members of the public. Therefore, in essence, cultural products are still semi-public, so the cultural industry is service-oriented. At the same time, under the conditions of a market economy, cultural enterprises will inevitably pursue the maximization of profits in order to maintain their own operating conditions and improve their own conditions. The purpose of their production is to make money, so the cultural industry is profitable.

2. Communication and policy guidance

The ultimate goal of the cultural industry is to spread the created cultural products and send them to consumers, so as to enrich consumers' spiritual and cultural life. With the continuous development of science and technology, the ways of cultural dissemination have become more and more diversified, and the ways in which people obtain information have become more and more diversified. The communicability of the cultural industry has become more obvious. At the same time, due to the widespread dissemination of the cultural industry, the cultural industry has also become an important channel for political parties and the state to disseminate their own policy ideas. Political parties in various countries will review news, TV programs, film content, entertainment programs and other communication methods through their respective media and cultural de-

partments. The approved plan is usually consistent with the policies and ideas emphasized by the state, thereby guiding people's thoughts on the policy and ideological track advocated by the political party. At the same time, avoid spreading certain content that is not conducive to the physical and mental health of the people after the review. The policy guidance of the cultural industry plays an important role in the construction of national spiritual civilization.

3. Knowledge and creativity

The output of the cultural industry to the public is entirely driven by creativity and innovation. The cultural industry meets people's spiritual and cultural needs by providing people with audio and video, art, text, information and knowledge. Therefore, cultural products and cultural services must contain cultural meaning and have a certain degree of knowledge. Text content is considered to be the core of the development of the cultural industry, and "creative" is the key to text content production. The so-called creativity refers to "innovation and originality." Successful cultural works must be innovative. In the creation process, you can learn from the successful experience of your predecessors, but you must be innovative on this point and not repeat other people's things. Copying other people's works will not achieve anyone's success.

4. Reproducibility of cultural products

Although no one can succeed by imitating the works of others, the development of the cultural industry also depends on its reproducibility. The reproduction here is not a plagiarism of previous works, but a recoding of the original culture that has been created, and then creating cultural products that are more valuable than before. The reproducibility of cultural products plays a vital role in the dissemination and development of cultural industries. The creative production of cultural products requires time and energy. If there is no copy, the cultural products that the masses need cannot be produced in large quantities, and the cultural industry has no products to sell. As a result, the spread of culture will be greatly restricted. With the continuous development of replication technology, the cultural industry has also risen rapidly.

5. High cost and high risk

To design cultural products recognized by the public, product creators must have high cultural talents, cultural literacy and strong cultural and artistic intuition. This is the “knowledge” mentioned in the third part above. If creators want to have the above-mentioned abilities, this is inseparable from high-cost learning and excellent experience accumulation, so cultural products are expensive. After designing excellent cultural products, the cultural achievements need to be fully protected. This requires cultural enterprises to adopt a comprehensive development strategy of horizontal alliances and vertical alliances. While improving their core competitiveness and market competitiveness, they must also formulate clear copyright standards, strictly control product theft, attach importance to the ownership of cultural achievements, and control them. And to ensure the ownership and reliability of cultural products.

With the development of economic and cultural globalization, research on competition in the international cultural industry has received more and more attention. At present, the development of the world’s cultural industry is still in the early stages of exploration. We must fully understand the connotation of the cultural industry and the essential characteristics of the cultural industry. It has important practical significance for how to rapidly expand the strength of the cultural industry and cope with the current global industrialization challenges.

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