

On the Nature and Characteristics of Cultural and Creative Industries in the New Era

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Abstract

Unesco also defines the cultural industry, which depends on the wisdom, ability and talent of the creative people. With the development and application of intellectual property rights, high value-added products are born. The industry with the potential to create wealth and employment is the cultural and creative industry, which consists of three parts, including cultural products and cultural services. And intellectual property.

Keywords

nature characteristics industries.

1. Definition of Cultural and Creative Industries

1.1. Foreign Definitions of Cultural and Creative Industries

From the national point of view, through understanding the development process of cultural and creative industries, we can see that nowadays, the emergence of cultural and creative industries is mainly due to the idea of creative entrepreneurship. In May 1997, in order to develop the economy rapidly, the UK created a creative industry task force, which defined the creative industry through the creative industry special report in 1998. The report defines creative industries as "industries that derive from personal creativity, skills and talents and have the potential to create wealth and increase employment through the development and application of intellectual property rights." According to this definition, the UK recognizes 13 industries as creative industries, including advertising, architecture, art and cultural relics trading, arts and crafts, design, fashion design, film, interactive leisure software, music, performing arts, publishing, software, television and radio. In recent years, the research results of Canada, the United States, South Korea and a series of other countries have constantly updated everyone's understanding of cultural and creative industries and creative sectors.

In the United States, cultural and creative industries are called copyright industries. At the same time, they are divided into four categories, namely core copyright, cross copyright, partial copyright and marginal support. Among them, the core copyright includes more cultural and art services; the cross copyright includes video recorders and video game equipment; part of the copyright is greatly influenced by the design industry; the edge supporting industry is an industry that promotes and sells the copyrighted goods. In addition, there is a more application and practice oriented definition in the United States, which is a combination of creative industries and the average and standard deviation of the number of employees. The "creativity and economy: an assessment report on the economic impact of Missouri's innovative industries" released by the Missouri economic research and Information Center defines the creative industries as follows. Cultural creative industries refer to industries that recruit a large number of media, art and sports workers. The industry's dependence on the art industry is mainly determined by calculating the proportion of work in the industry, which belongs to the category of "art, design, sports and media industry". Canada defines cultural creative industry as an art and cultural activity that should include the essential cultural products, virtual cultural services, and also the basic concept of intellectual property rights. The cultural and creative

industry in South Korea refers to the industry that uses industrial means to produce, perform, display and sell cultural and artistic works and supplies, and takes this as the management means.

At the academic level, due to the rapid development of cultural and creative industries, economists are conducting in-depth research on cultural and creative industries, trying to establish a new cultural economy in the creative industries. From the perspective of cultural economics, cultural economist Richard Carves defined the narrow sense of cultural and creative industries: that is, industries providing products and services with a wide range of cultural, artistic or entertainment values. According to this definition, creative industries include book publishing, visual communication (painting and sculpture), Performing Arts (drama, opera, concert, dance), recording, film and television, fashion, toys, games, etc.

In the book *Creative Economy*, Hawkins, the father of creativity and a British scholar, defined the creative industry as an economic sector whose products are within the scope of protection of intellectual property law. There are four categories of intellectual property: patents, copyrights, trademarks and designs. According to Hawkins, every form of intellectual property law has a huge industry corresponding to it. Together, "these four industries constitute a creative industry and a creative economy." In this definition, the creative industry constitutes a very large sector.

In the book *Creative Economy*, Hawkins, a British scholar, regards creative industry as an economic sector subject to intellectual property law. Intellectual property includes four categories: patent, copyright, trademark and design. According to Mr. Hawkins, various forms of intellectual property law have corresponding huge industries, and he believes that "four industries and creative industries form creative economy". In this definition, the creative industry is a very large sector.

Tos believes that cultural and creative industries are composed of music, drama, cartoon, record, radio, television, architecture, software design, toys, books, tradition, tourism, advertising, fashion, technology, photography, film, which is also part of the income and expenditure balance of creative industries such as GDP and international trade.

According to McKinney of the Australian Institute of creative industries and innovation, the cultural and creative industry is actually connected with a series of economic departments that focus on the development of symbolic cultural products and their derivatives, such as art, film, interactive games, and other fields such as advertising, marketing, design, network, multimedia, software development, as well as the symbols between enterprises. Information services.

To sum up, the definition of foreign cultural and creative industries has the following three characteristics:

First, cultural and creative industries come from creative intellectual property with independent intellectual property rights, which is the so-called intellectual property industry.

Second, the cultural and creative industry is also a kind of cultural and creative industry with the integration of technology, economy and culture, which is usually called content intensive industry.

Third, cultural and creative industries provide creative people with a basic cultural environment, so they are often used alternately with the concept of cultural industry.

1.2. Domestic Definition of Cultural and Creative Industries

At the government level, China's cultural and creative industries are developing in an all-round way, and China's cultural and creative industries are quietly making progress. China's cultural and creative industries are based on "cultural industries" and "creative industries". Under the concept of "cultural industry" advocated by Frankfurt School in 1940s, in addition to the ideological characteristics of culture, our government gradually realized the nature of products

and the function of industry. In October 2000, the concept of "cultural industry" was first put forward in the official document of the Central Committee of the Communist Party of China, which was adopted at the Fifth Plenary Session of the 15th Central Committee of the Communist Party of China. Later, the report of the 16th National Congress of the Communist Party of China clearly pointed out that "the development of cultural industry is an important way to prosper socialist culture and meet the spiritual and cultural needs of the people under the condition of market economy." In order to realize the requirements of cultural construction and cultural reform of the 16th National Congress of the Communist Party of China, we must comprehensively strengthen the construction of socialist cultural system, deepen the reform of cultural system, and establish a scientific statistical system of cultural industry. On July 22, 2003, led by the Propaganda Department of the Central Committee, the "research group of cultural industry statistics" participated by the National Bureau of statistics, the Ministry of culture, the administration of radio, film and television, the press and publication, the State Administration of cultural relics, the national development and Reform Commission, the Ministry of finance, the State Administration of Taxation, the State Administration of Taxation and other departments. The research group completed the "classification of culture and related industries" and completed it in 200. Issued on behalf of the National Bureau of statistics on April 1, 2004. So far, China has a legal concept of "cultural industry". This shows that the formation of the concept of Chinese cultural industry is determined in the context of China itself. With the widespread use of the concept of creative industry in the world, China gradually accepted the concept and began to apply it. Compared with "cultural industry", China's "cultural and creative industry" has many backgrounds and factors in foreign countries.

In December 2006, the Beijing Bureau of statistics and the National Bureau of Statistics jointly compiled and published the Beijing classification standard for cultural and creative industries. From the perspective of industrial chain, cultural and creative industries are "as a basic means of creation and innovation", followed by "as a core value of cultural content and creative achievements", and third, "as a consumption of intellectual property realization and transaction characteristics". Cultural and creative industries will provide the public with cultural experience and cultural industry clusters.

Relevant departments in Shanghai have accepted the concept of "creative industry" in the UK and positioned the creative industry as the core of knowledge and intelligence elements such as creativity, technology and advanced technology. Through a series of creative activities, it provides a wide range of employment opportunities for Shanghai's creative industries, including consulting, planning, value creation, local social wealth creation, R & D design, architectural design, art and culture, fashion consumption, etc. At the same time, in the guidelines for the development of creative industries in Shanghai during the 11th Five Year Plan period, it is emphasized that the development process is based on China's rich cultural infrastructure.

According to the creative industry working group of Guangzhou Municipal Bureau of statistics, cultural and creative industry is an industrial cluster formed by the combination of "culture, creativity, science and technology". They are related to culture and can be used in all industries and industries to improve the value of the industry and establish industry specific elements. At the same time, it is different from culture, and pays more attention to creation, innovation and manufacturing. An important feature is to be able to create more cultural directions and promote the development and promotion of products. First, we need to transform consumption and technology through creation; second, because technical assistance cannot be achieved, the skilled business model needs to be attractive, so the brand value of products and services can be enlarged, extended and radiated to create unlimited economic value.

In Hong Kong, cultural and creative industries are defined on the basis of British creative and cultural industries and based on the concept of the first policy address of the second SAR

government. Cultural and creative industries are the combination of creativity and commodities, including culture and art, performance art, film and television, publishing, art and antique market, music, architecture, advertising, digital entertainment, computer software development, animation, etc. This definition emphasizes that "cultural and creative industries are the combination of cultural, artistic and creative industries and product production". This definition defines the differences between the two concepts of "cultural industry" and "creative industry", which are mainly reflected in the conceptual differences and conflicts in promoting the actual economic and cultural development of Hong Kong.

In 2002, Taiwan region of China learned from the experience of British creative industry development, and expected to obtain the development of potential cultural creative industry from creative or cultural accumulation through the form and application of intellectual property rights. It created employment opportunities and promoted the general life of the industry. "The cultural and creative industries in Taiwan are very similar to those in the UK, mainly including visual arts, music performing arts, cultural exhibition facilities, handicrafts, films, radio and television, publishing, advertising, design, digital leisure and entertainment, brand fashion design, creative life and architectural design.

In the past academic research, in the context of Chinese culture, culture is limited to the theoretical level. This is a philosophical aesthetic concept. Scholars ignore and criticize the functions of Commerce and industry. In modern times, with the development of China's cultural and creative industries more and more attention, the exploration and research of academic cultural and creative industries are more and more extensive and in-depth. For the concept of cultural and creative industries, different scholars have different research models.

1.3. Nature of Cultural and Creative Industries

The origin and development of cultural and creative industries are the characteristics of the integration of economic, cultural and technological development at the industrial level. It has a unique form of evolution and operation mode, and has broad and multiple connections with other industries, which greatly affects the development of the city, and also has an effect on the economic management and social and cultural development of the country. The basic factor that causes this "Butterfly Effect" is the essence of cultural creation industry.

(I) the essence of cultural and creative industry is knowledge service industry

The core of cultural creative industry is creativity. Creativity belongs to the creative labor of knowledge creation. The industrialization of creativity is equal to the process of knowledge service. From this point of view, the essence of cultural and creative industry is knowledge service, but the knowledge here is different from the general knowledge. The knowledge here refers to creative knowledge - creativity.

At the same time, in the case of rapid economic development, knowledge, technology, capital, resources and other basic background factors are the formation of "synergy". Compared with the development of traditional economy, the current development mode is faster, which makes the whole society enter a new era of economic development. In this era of knowledge-based economy, culture and creative industry, cultural and creative industry has formed a new business model. This type of operation is closely related to knowledge service and knowledge development. Cultural and creative industries, relying on cultural resources and other production factors, carry out cultural industrialization transformation and industrial culture innovation, and constantly innovate culture, so that science and technology are closely combined and permeated with each other. The optimization of each interaction object should take into account the development mode of other industries. Specifically speaking, the cultural and creative industries emphasize innovation, give full play to human's main position and subjective initiative, make the contemporary economic and cultural development fully rely on knowledge, wisdom, values, spiritual power, the environment of Humanities and science, the

leading role of high technology and other factors, and gradually establish an innovation mechanism and high-quality talent resource mechanism.

(II) basic concepts of cultural and creative industries

The basic idea of cultural and creative industries is to promote "cross-border" so that various industries and fields can carry out structural adjustment and cooperation. This kind of "cross-border" is mainly due to the strong penetration into creativity, focusing on technology and creativity, saving resources and developing technology is the new growth point of the industry. The industrial structure of the secondary industry has been improved and the enterprises have been adjusted. The tertiary industry continues to be refined, breaking the original boundary between the secondary industry and the tertiary industry, and the concept of service economy has been widely recognized.

On the one hand, the cultural and creative industry is developed on the basis of the previous cultural industry. On the other hand, the cultural and creative industry is different from the form of the previous cultural industry, which is the birth of a new industry. Due to the integration and development of the second industry and the third industry, cultural and creative industries are often formed on the basis of the comprehensive development of manufacturing industry and the development of service industry. However, different from the original secondary and tertiary industries, in today's globalized consumption era, the integration of global market, world communication, demand spirit, psychology, personalization, identity, consumption mode, network results, and cultural and creative industries has fundamentally changed the past stable industrial development mode, creating constantly changing creative planning, creative design, and creativity. Marketing and consumption creation. These industrial chains mainly rely on creative development, creative groups with high culture, high technology and high management skills, especially creative groups of high-end creative talents.

(3) the property of cultural and creative industry is industry

Cultural and creative industry is the product of the new stage of industrial development. Especially since the 21st century, the development of cultural and creative industry has surpassed that of cultural industry, which is a vibrant industry in the new century. At the same time, the industrial attributes of cultural and creative industries are increasingly important. The industrialization and creativity of culture will continue to promote the development of productivity. However, the development of productivity means the gradual integration of new culture and economy.

Culture and creativity are the smallest integrated resources limited by time and space. Cultural and creative industries are characterized by expansion, opening and driving. It can not only create endless new products, new markets, new services, new employment opportunities, new social wealth, but also greatly improve the industrial level. Many western scholars have noticed the important role of cultural and creative industries in optimizing the existing industrial structure. O'Connor said: "it can be asserted that the local and regional strategies of the next decade should find a way to link the cultural industry with the broader manufacturing industry. Creativity, risk, creativity and information, knowledge and culture will play a central role in the global economy. "

2. Conclusion

The culture that has been produced by the creative industry is no longer a basic necessary product of the past era, but more a product of spirit, culture, entertainment and psychology. With the improvement of people's living standards, the demand for such spiritual products is also generally increased, and the demand is growing. This is the basic driving force for the development of cultural and creative industries. However, the demand for movies, TV programs,

advertisements, MTV, online games, animation and any specific products is still uncertain. Fashion trends, personal taste, media publicity, timing, social environment, cultural differences, geographical characteristics, all of which have a lot of uncertainties on consumer demand selection, which also greatly increases the risk of creative products. Therefore, cultural creativity.

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