

# The Comparative Research on the Framework of Cultural Industrial Policy System Between China and Japan

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## ABSTRACT

Japan is one of the countries with relatively perfect cultural industrial policy system in the world. Under the guidance of its strategy of building a nation through culture, the Japanese government has constructed a cultural industrial policy system to promote the development of cultural industry and the prosperity of cultural market. This paper compares the similarities and differences between China and Japan in the construction of cultural industrial policy system from three aspects: the background of cultural industrial policy, the construction framework of cultural industrial policy system and the implementation effect of cultural industrial policy. Taking this as a reference, this paper puts forward the Enlightenment of the construction of China's cultural industry policy system.

**Keywords:** Cultural industry, policy system, China, Japan

## 1. INTRODUCTION

Japan is one of the countries with the most perfect industrial policies in the world. Since the Meiji Restoration period, for the purpose of promoting the development of industrialization, Japan has formulated a series of industrial policies and measures to revitalize the industry for the recovery and rapid growth of Japan's economy after the war, and achieved obvious results. In 1995, Japan's industrial policy entered a new stage of development. The strategies for "culture orientated national development" has been established as Japan's industrial development strategy in the 21<sup>st</sup> century, and the development of cultural industry has been raised to the level of national strategy. [1] The formulation and implementation of cultural industrial policy has become an indispensable and important aspect of Japan's industrial policy system.

China and Japan are culturally similar and geographically adjacent, but there are great differences in the development of cultural industry and the construction of cultural industrial policy system. [2] By comparing and analysing the differences between China and Japan in the era background of the introduction of cultural industrial policy, the construction framework of cultural industrial policy system and the implementation

effect of cultural industrial policy, this study deeply explores the differences between China's cultural industrial policy and Japan's cultural industrial policy. The research results provide reference for China to further develop the cultural industry, promote the prosperity of the cultural market and the "going global" of the cultural industry.

## 2. JAPAN'S CULTURAL INDUSTRIAL POLICY SYSTEM

The output value of Japan's cultural industry accounts for 15% of its GDP. It is also the industry that contributes the most to Japan's employment and is one of Japan's pillar industries. The developed media system and unique creative thinking make Japan's animation industry and online game industry dominate the world. Japan's cultural industry cannot get so many achievements without the perfect cultural industry policy system constructed by the national government. [3] The establishment of Japan's cultural industry policy system is inseparable from the proposal of Japan's strategy of "building a country through culture". Under this national strategy, the Japanese government has constructed a complete set of strategic industrial policy system, that is, a complete legal framework including cultural industry structure policy, cultural industry

organization policy, cultural industry technology policy and cultural industry layout policy.

### ***2.1. Cultural Industrial Structure Policy***

With the slow pace of Japan's economy in the 1990s, the Japanese government realized that the manufacturing industry relied on by the traditional economic development could not promote the development of Japan's economy, but gradually shifted the focus of development to the cultural industry with "soft power", improved the international competitiveness of Japan's industry through the dissemination of culture, and promoted the continuous upgrading of industrial structure. [4] Japan's cultural industry structure policy has changed Japan's national development strategy from "building a country by economy" to "building a country by culture", and formulated the outline of intellectual property strategy in 2002.

### ***2.2. Cultural Industrial Organization Policy***

In order to promote the optimization of Japan's cultural industry organization, encourage the merger of cultural enterprises and horizontal cooperation of cultural groups, the Japanese government has promulgated a series of policies and laws on cultural industry organization, including the basic law on the revitalization of culture and art and the copyright management law promulgated in 2001, the basic law on intellectual property rights formulated in 2002 and the basic law on building a country through tourism implemented in 2007.

### ***2.3. Cultural industrial technology policy***

The Japanese government also pays attention to the development and innovation of high and new technology, and has launched a cultural industry and technology policy adapted to "production, government, learning and research", organically combining the government, universities, enterprises and scientific research institutions to promote scientific and technological innovation and the transformation of achievements, and has launched policy documents such as the intellectual property promotion plan 2005, It has promoted the technological development and upgrading of the cultural industry.

### ***2.4. Cultural Industrial Layout Policy***

The Japanese government has also issued a series of policies to promote the rational distribution of cultural industries to support the development of high-tech industries. The most representative is the "new strategy and technological innovation promotion plan" promulgated and implemented in 2002, and vigorously

develop creative cities in areas with relatively concentrated cultural industries, such as animation industry cluster and literature and art venue cluster centered in Tokyo, On the basis of rational distribution of the cultural industry, promote the development of each sub industry of the cultural industry.

## **3. CHINA'S CULTURAL INDUSTRIAL POLICY SYSTEM**

Compared with Japan's perfect cultural industry policy system, China has not yet established a perfect cultural industry policy, laws and regulations system. Although the central and local governments at all levels have issued a number of policies and measures to ensure the development of cultural industry, they have not yet formed a systematic and perfect cultural industry policy system, but only scattered policies related to cultural industry organization policy, cultural industry development policy, cultural industry structure policy, cultural industry access policy, domestic cultural industry and international cultural industry relations policy For profit and non-profit cultural industry policies. [5]

There are many reasons for the imperfect framework of China's cultural industry policy system, including the reasons of national system reform and the driving force of the international environment, but the fundamental reason lies in the process and mode of cultural industry policy change. For a long time, the development of the cultural industry has been based on the development model of the Soviet Union. [6] After the founding of the people's Republic of China, a cultural administration system with Chinese characteristics has been formed, and the government has formed a high monopoly on the cultural industry. However, with the reform of market economy and the influence of the world trade organization, the cultural industry has gradually grown from cultural undertakings to cultural industries and moved towards the market. The high monopoly of the government no longer exists, and the voice for the construction of cultural industry policy system is becoming louder and louder. Therefore, in recent years, the Standing Committee of the National People's Congress has begun to formulate and implement relevant laws on the cultural industry and put forward cultural industry policies in the form of laws, so as to make their implementation and implementation more basis to follow.

## **4. SIMILARITIES AND DIFFERENCES IN THE CONSTRUCTION FRAMEWORK OF CULTURAL INDUSTRY POLICY SYSTEM BETWEEN CHINA AND JAPAN**

The different starting periods of the development of the two cultural industries in China and Japan determine

the gap in the construction of the policy system framework of the two cultural industries. [7] From the perspective of the existing cultural industry policy system of the two countries, there are two similarities and one difference.

#### ***4.1. The Government is the Main Body of Cultural Industrial Policy-making***

Under the guidance of the strategy of “culture orientated national development”, Japan, led by government departments, has introduced a complete legal framework including cultural industry structure policy, cultural industry organization policy, cultural industry technology policy and cultural industry layout policy, which has promoted the country’s cultural industry to go abroad and have a certain competitiveness in the world market. The development of China’s cultural industry is later than that of Japan. [8] Although the policy system is not perfect, the construction of cultural industry policy system led by government departments is being carried out.

#### ***4.2. The Contents Contained in the Cultural Industrial Policy System are Consistent***

Although the framework of China’s cultural industry policy system has not been set up, from the current situation of China’s cultural industry policy formulation and promulgation, it is basically consistent with the existing framework of Japan’s cultural industry policy system, which are the cultural industry structure policy, cultural industry organization policy Cultural industry technology policy and cultural industry layout policy.

#### ***4.3. The Construction Degree of Cultural Industrial Policy System is Different***

The formulation of cultural industry policy in Japan started early, and has experienced the initial period and adjustment period. It has basically completed the construction of cultural industry policy system within the framework of cultural industry structure policy, cultural industry organization policy, cultural industry technology policy and cultural industry layout policy. China's cultural industry policy has just started. [9] At present, there are only four cultural laws formulated by the Standing Committee of the National People’s Congress, while there are more than 300 decisions of other departments and local regulations, with a very wide proportion. However, the Standing Committee of the 12<sup>th</sup> National People’s Congress has formulated a five-year legislative plan for the cultural industry, including amending the copyright law and the law on the protection of cultural relics, and formulating the public library law, the film industry promotion law, the cultural industry promotion law, the radio and television transmission Guarantee Law, the public cultural service

guarantee law and the network security law. China's cultural industry policy and legal system is gradually taking shape. [10]

### **5. THE ENLIGHTENMENT OF THE COMPARISON OF CULTURAL INDUSTRY POLICIES BETWEEN CHINA AND JAPAN TO THE DEVELOPMENT OF CHINA’S CULTURAL INDUSTRY**

#### ***5.1. Establish A Relatively Perfect Cultural industrial policy System***

The construction of cultural industrial policy system is a long-term and arduous task, which requires not only the coordination of financial, financial and industrial policy systems, but also the forward-looking macro outlook of government departments and the introduction of relevant laws. Cultural industrial policy system design all aspects of cultural industry development, cultural industry structure, cultural industry layout, cultural industry innovation, cultural industry organization, cultural industry “going global” and other aspects need to be constrained in the form of law, so that the development of cultural industry has a law to rely on.

#### ***5.2. Consider both Domestic and Foreign Cultural Industry Policies***

The development of cultural industry not only depends on the domestic market, but also needs to move towards the international market. In this process, it is necessary to formulate export promotion policies, industrial support policies, anti-dumping and countervailing policies and cultural trade dispute resolution mechanisms to adapt to the development of cultural industry and the going global of cultural products under the framework of cultural industrial policy system and on the premise of WTO basic rules, and on the basis of domestic basic policies of cultural industry, Formulate foreign cultural industry policies conducive to the “going global” of China’s cultural products.

#### ***5.3. Formulate Cultural Industry Policies Under the Guidance of Cultural Development Strategy***

The formulation of Japan’s cultural industrial policy is constantly improved under the guidance of Japan’s cultural founding strategy. Drawing on the experience of the construction of Japan’s cultural industrial policy system, China’s cultural industry should make the formulation and promulgation of cultural industrial policy more basis and targeted under the deployment of national macroeconomic policy and national overall development strategy. Therefore, in order to promote

the development of cultural industry, formulate more effective cultural industry policies and build a cultural industrial policy system, government departments should first determine the national strategy for the development of national cultural industry. Under the guidance of the national strategy, the formulation of cultural industry policies not only has a strategic height, but also can effectively promote the development of cultural industry.

## 6. CONCLUSION

This paper discusses the similarities and differences of the construction framework of cultural industry policy system. Through analysis, this paper believes that there are two differences, that is, the main body of cultural industry policy-making is the government, and the content contained in the cultural industry policy system is consistent. There is one difference, that is, the degree of construction of cultural industry policy system is different.

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