

The Research on the Problems of Cultural Industry Development in Changchun and Countermeasures

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Abstract

The cultural industry is the driving force for social progress, especially with the rapid development of economy in Changchun of China, more and more people focus on it. But many problems happen during the construction of culture industry because of different factors. In this paper, we show the conception of cultural industry, and then we analyze the status quo and find what happened in the area. Finally, we put forward some of the suggestions and countermeasures which are suitable to the development of cultural industry which are Based on the analysis of the problems.

Keywords: Cultural industry, Leading industry, Changchun

1. The Introduction of Cultural Industry

1.1 The Conception of Cultural Industry

The cultural industry is one kind of industries which provide the intellectual product as the main activity with the target of satisfying the cultural needs for people, including the creation and sale of cultural products.

1.2 The Classification of Cultural Industry

According to the conception of cultural industry, we always classified it into the following type:

- (1) The activities which provide the cultural products and entertainment products for the public, such as Such as books, newspapers, magazines, electronic publications and Issuing etc.
- (2) the services which Provide participation and choice of cultural leisure entertainment for the public, such as radio and television services, film services, Museum of art performance Exhibition services, network services, tourism and leisure services etc.
- (3) the sales activity which Provide production and marketing to culture, such as printing equipment, sales activities of stationery and paper, tape etc.
- (4) The culture, entertainment and other related activities such as arts and crafts, design(An xiuwei, 2010).

2. The Present Situation of Cultural Industry in Changchun

With the rapid development of economy, the cultural industry of Changchun has made a big progress, not only in the scale and level of the industry but also in the competitiveness.

2.1 The Expansion in the Scale and Diversification of Cultural Industry in Changchun

In the scope of cultural industry, from 2009, animation, publishing, digital video, network media had been included on the base of traditional culture industry such as the original media, newspapers, television. In 2012, the total output of cultural industry in Changchun is 93 billion yuan and the additional value is 23 billion yuan, 45% of the output and 61% of additional value contribute to the expansion of digital video, network media. In 2011 the two indexes were 7 billion yuan and 11 billion yuan(Sun ning, 2011). The expansion of cultural industry in china has been

gradually employed to empower the economic development. The number of enterprises engaged in the culture industry is increasing year by year, the number of media, the animation enterprise quantity, network media had also increased, exhibition industry also contributed to the development of the cultural industry in Changchun, especially the establishment of the "Animation Industrial Park" in Changchun city, "Northeast Asia Expo", "Auto Expo", "agricultural products and agricultural science and Technology Expo". Also, the expansion of cultural industry plays a huge support role to other leading industries such as tourism industry, service industry.

2.2 The Brand Effect has Formed in the Development of Cultural Industry in Changchun

With development of industrial clusters, the brand effect of cultural industry in Changchun has kept on growing. Changchun Film Studio is the cradle of movie in Changchun, which has been launched 11 sessions until 2012, and it starts to become internationalization. The domestic and international brand has been established in Changchun Film Studio to attract overseas investment so that more and more investors have concerned about the development of culture industry in Changchun. At the same time, the theme park "Changchun Film Studio Century City" has become a brand of tourism development. "Changchun First Automobile Group Corp. "is one of the leading enterprises in China's automobile industry; the "Changchun City Automobile Trade Expo" has been launched 9 sessions until 2012, it has become one business card of automobile culture in Changchun, which supports development of automobile industry and cultural industry.

3. The Problems of Cultural Industry in Changchun and Its Analysis

3.1 Underdeveloped Capital Market and Single Financing Channel for the Culture Industry

The development of cultural industry needs large capital investment through multi-channel which provides adequate financial support. But in Changchun, the capital market for culture industry is less developed(Zhang shuyan, 2012). Most of the cultural industry enterprises have to face the financing problems except some of the big media and publishing group with local financial support. Single channel of financing, small financing amount and short return period of the investment always makes trouble. And they always try to finance through the high-risk way for the cultural enterprises development which would make the problems worse. In addition to its own funds, commercial bank loans are still the main source of funding of cultural industry in Changchun capital market. Many media companies, animation companies, publishing enterprises tried to finance through asset mortgage but the effect is not obvious. Fundamentally, the business philosophies of the cultural enterprises are still in the traditional financing way and uncertain investment return in cultural industry result in the strictness in loan application of the commercial banks.

3.2 Industry Cluster of Cultural Resources has not Formed in Changchun

Changchun is a province with diverse culture resources in China, but most of them have not been fully developed and the formation of industrial cluster is slow. Some of them such as "copper book" and "Bao Feng paper-cut" are the cultural resources with local characteristics and national characteristics. Because of the short industry chain, cultural product development only relies on folk artists. So there was no mass production and the domestic industry cluster has not formed(Li qingsheng & Hua qin, 2012).

4. The Countermeasures and Suggestions of Cultural Industry in Changchun

4.1 Promote the Formation of Capital Market with Multi-channel Financing for Cultural Industry in Changchun

We should encourage local commercial banks to provide financing convenience for cultural enterprises and promote the formation of capital market for cultural industry in Changchun with the support of local government and securities companies. We should encourage and lead the cultural enterprises listing and financing, change the traditional mode of financing, create environment for investment and finance companies within the cultural industry. Meanwhile, special funds for the development of cultural industry should be built, with the aim of rewards and punishments to cultural enterprises.

4.2 Promote the Establishment of Cultural Industry Park in Changchun

Through the development of regional planning policy and industrial policy, we should establish multi-field culture Industry Park. With the appropriate regional planning, we can enhance the competitiveness of the cultural industry in Changchun; combine with the characteristics of regional culture and build cultural industry base such as "Changchun City Publishing Culture Industrial Park", "Jilin Shaman culture industrial park", "Ji'an history and culture of Industrial Park" and so on. Meanwhile, the local government should combine sports with cultural industrial park, promote the influence of local cultural industry park through the international sports matches(Sheng guojian, 2011).

4.3 Promote the Industrialization Processing of Cultural Resources in Changchun

We should develop the utilization of cultural resources in Changchun through the development of cultural industry policy; strengthen its industry chain, launched mass production of high value-added cultural products. With the combination of the exhibition industry, tourism, service industry, logistics industry and cultural industries, we should achieve sustainable development and leapfrog development, promote development of cultural industry both in the domestic and in overseas markets

5. The Summary

In summary, the development of cultural industry in Changchun plays a decisive role to the development of local economy, through various channels to create the development environment. The cultural industry in Changchun has broad cultural resources, which needs the government guidance, enterprise financing and other means to promote cultural resources industrialization and industrial cluster. The local government should promote the formation of capital market with multi-channel financing for cultural industry and establish Cultural Industry Park for the formation of industrial cluster.

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