

# Research on Practical Path of Cultural Industry in Shandong Province Concerning “Two Creations” of Excellent Traditional Chinese Culture

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**Abstract:** Cultural industry is the main carrier of cultural production and dissemination, and an important support for the creative transformation and innovative development of excellent traditional Chinese culture. The integration of excellent traditional Chinese culture and cultural industry is an inevitable requirement for doing a good job in the “two creations”. The rich history and culture of Shandong Province is one of the treasures of excellent traditional Chinese cultural resources and one of the indispensable sequences of Chinese cultural genes for building cultural confidence in socialism with Chinese characteristics. Over the past ten years, bearing in mind the earnest wishes of the General Secretary, Shandong has deeply ploughed the fertile soil of humanities, continued the historical lineage, insisted on promoting the creative transformation and innovative development of the excellent traditional Chinese culture (referred to as the “two creations”), and made full use of the valuable resources of the excellent traditional culture to cultivate a more basic, broader and deeper cultural self-confidence, and write a new chapter of the excellent traditional culture in Shandong. Shandong’s new chapter of “two creations”. The cultural industry in Shandong Province in the new era to promote the creative transformation and innovative development of outstanding traditional Chinese culture needs to be implemented comprehensively from the path of culture, science and technology, innovation, industry, ecology and talents.

**Key words:** practical path; cultural industry in Shandong province; two creations; excellent traditional Chinese culture

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## Introduction

Culture is the bloodline of the nation and constantly infuses the spiritual home of the nation. General Secretary Xi Jinping stressed that “excellent traditional culture is the foundation for the inheritance and development of a country and a nation, and if it is lost, the spiritual lifeline will be severed.” General Secretary Xi Jinping also stressed that “Chinese civilisation continues the spiritual bloodline of our country and nation, and needs to be passed down and guarded from generation to generation, as well as advancing with the times and pushing forward with new ideas.” On 30 December 2013,

General Secretary Xi Jinping, in his speech at the 12th Collective Study Session of the Political Bureau of the 18th Central Committee, for the first time explicitly put forward the scientific assertion of “striving to achieve the creative transformation and innovative development of traditional Chinese virtues”. The 19th CPC National Congress Report clearly puts forward the policy call to “promote the creative transformation and innovative development of outstanding traditional Chinese culture” (the “two creations” for short). The continuation and inheritance of Chinese civilisation is distinctly Chinese, and in the course of its evolution, it has formed cultural

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forms that are interdependent and complementary to each other. Shandong is an important birthplace of Chinese civilisation and has a profound cultural heritage. In recent years, Shandong has been deeply cultivating the fertile soil of Qilu culture, bearing in mind the mission and responsibility of “two creations” of excellent traditional culture, taking excellent traditional Chinese culture as the kernel and the innovative development of cultural industries as the main line, and actively promoting the in-depth integration and development of the “two creations” and the cultural industries, as well as the development of the “two creations” and the cultural industries. On the basis of in-depth interpretation and explanation of the scientific assertion of “two creations”, this study endeavours to provide feasible practical paths for cultural industries in Shandong Province to promote the “two creations” of excellent traditional Chinese culture in the context of the new era, so as to better promote the regional economic and social development of Shandong Province, build the common spiritual home of the Chinese nation, forge the consciousness of the Chinese national community, and assist in the construction of the socialist cultural powerhouse.

### 1. Theoretical foundations

The outstanding traditional Chinese culture has accumulated the deepest spiritual pursuit of the Chinese nation and represents the unique spiritual identity of the Chinese nation. “The theoretical innovation of the Sinicization of Marxism and the rich development of Xi Jinping’s Thought on Socialism with Chinese Characteristics for a New Era are also the inevitable results of the practical exploration of the culture of socialism with Chinese characteristics for a new era and of the ‘two creations’ of the excellent traditional Chinese culture.” Cultural industry in Shandong Province to promote the “two creations” need to be guided by Marxism, based on the excellent traditional Chinese culture as the foundation, to cast a firm sense of community of the Chinese nation as the main line, for the development of culture in the new era of the direction of the construction of a common spiritual home of the Chinese nation.

1.1. To promote the “two creations”, we must insist on combining the basic principles of Marxism with the outstanding traditional Chinese culture.

In his important speech at the congress celebrating the 100th anniversary of the founding of the Communist Party of China, General Secretary Xi Jinping profoundly

pointed out that on the new journey, it is necessary to “insist on combining the basic principles of Marxism with the concrete realities of China, combining them with China’s outstanding traditional culture, observing the times, grasping the times and leading the times with Marxism, and continuing to develop contemporary Chinese Marxism, 21st century Marxism!” This assertion points to the need to combine Marxism with Chinese traditional culture. Marxism is the fundamental guiding ideology of our party and country, and Chinese traditional culture is the “root” and “soul” of the Chinese nation; only by rooting the scientific principles of Marxism in the rich cultural soil of Chinese traditional culture can Marxism take root, blossom and bear fruit on Chinese soil. Only when the scientific principles of Marxism are rooted in the rich cultural soil of the excellent traditional Chinese culture can Marxism take root, blossom and bear fruit on the Chinese soil. At present, Chinese traditional culture is facing the dilemma of transformation in modern times, and only by applying the principles of Marxism to activate its essential elements can the excellent traditional Chinese culture take on new vigour. The above exposition profoundly points out the great historical significance of promoting the combination of the basic principles of Marxism and Chinese excellent traditional culture, which is the inevitable requirement of promoting the “two creations” of Chinese excellent traditional culture in the new era of Shandong Province’s cultural industry, and it is the realistic need to realize the great rejuvenation of the Chinese nation.

1.2. To promote the “two creations”, we must insist on building a socialist discourse system with Chinese characteristics based on the excellent traditional Chinese culture.

Excellent traditional Chinese culture is the foundation of socialism with Chinese characteristics, which not only provides an important source of ideas, but also becomes the inseparable cultural context and rhetorical basis for the construction of the discourse system of socialism with Chinese characteristics. General Secretary Xi Jinping also pointed out that “the spirit of the times should be used to activate the vitality of the outstanding traditional Chinese culture, and to promote the creative transformation and innovative development of the outstanding traditional Chinese culture”. “Creative transformation” is to build a discourse system adapted to the characteristics and requirements of the times, to carry forward the connotations and qualities of the

excellent traditional Chinese culture, to innovate the ways of expression and carriers of discourse, and to awaken the vitality of the excellent traditional Chinese culture. “Innovative development” means continuing the historical lineage, guarding the roots and soul of the Chinese nation, constructing a discourse system that adapts to the changes of the times and the development of practice, and making the discourse system of socialism with Chinese characteristics display the spiritual core of Chinese culture. If Shandong cultural industry wants to be the pioneer and pathfinder of “two creations” of Chinese excellent traditional culture, it must be guided by the basic principles of Marxism, always combine with the rich practice of the development of socialism with Chinese characteristics, and add, expand and perfect the connotation of Chinese excellent traditional culture in the practice of “two creations” of cultural industry. In the practice of “two creations” of cultural industry, the connotation of Chinese excellent traditional culture should be supplemented, expanded and perfected, so that it can always adhere to the correct position and maintain the correct value orientation.

1.3. To promote the “two creations”, we must adhere to the main line of forging a strong sense of community among the Chinese people.

General Secretary Xi Jinping pointed out that “culture is the soul of a nation, and cultural identity is the root of national unity.” The construction of a common spiritual home for all ethnic groups requires “the establishment and highlighting of Chinese cultural symbols and the image of the Chinese nation shared by all ethnic groups”. Efforts should be made to realize the creative transformation and innovative development of traditional culture, so that it can be integrated and connected with real culture, and jointly serve the epochal task of educating people. The task of this era is to strengthen the identity of all ethnic groups with Chinese culture in the process of realizing the great rejuvenation of the Chinese nation, and to continuously forge a strong sense of community among the Chinese nation. The cultural industry in Shandong Province promotes the “two creations” to further implement the spirit of the important speech of General Secretary Xi Jinping, enhance cultural self-consciousness, and strengthen cultural self-confidence, so as to enhance the sense of identity and belonging of the Chinese nation. We will insist on building a common spiritual home for the Chinese nation and forging a strong sense of community

among the Chinese nation.

## 2. Significance of the study

The new era of digitalisation to promote the creative transformation and innovative development of Shandong Province's outstanding traditional culture is the way to continue the cultural genes of the Chinese nation and meet the growing cultural needs of the people.

Firstly, it promotes the upgrading of the development mode of cultural industry in Shandong Province. With the rapid development of cultural industry, science and technology to promote its role is also more and more obvious, and most of the current mode of cultural industry development in Shandong Province lacks the elements of digital technology, the integration of culture and digital technology can make the original mode upgrade and optimisation, and help to accelerate the benign development of cultural industry.

Secondly, it finds a new growth point for the development of cultural industry in Shandong Province. Although the cultural industry in Shandong Province is developing rapidly, it is difficult to achieve a leaping growth in the development of cultural industry due to the constraints of the limitations of the current model, while the integration of culture and digital technology makes up for the shortcomings in this regard, and points out a new direction for exploring the path of the development of cultural industry.

Thirdly, the competitiveness of Shandong's cultural industry should be further enhanced. The overall economy of Shandong Province has been ranked third in the country, but the competitiveness of its cultural industry is only ranked sixth, and the competitiveness of cultural industry lags behind the economic competitiveness. However, the integration of culture and digital technology has brought opportunities for the improvement of the competitiveness of Shandong province's cultural industry, and accelerating the integration of culture and digital technology has a great role in promoting the competitiveness of the cultural industry.

## 3. Existing Problems of the Cultural Industry in Shandong Province in Promoting the “Two Creations” of Excellent Traditional Chinese Culture

In recent years, Shandong's cultural industry has achieved remarkable results in promoting the “two creations” of Chinese outstanding traditional culture, but there are still some problems, specifically, the following aspects of the problem:

### 3.1. Inadequate capacity for innovation

Innovation ability is the basic condition and fundamental guarantee for cultural and creative industries to achieve high-quality development, sustainable development and further enhance competitiveness. In recent years, although Shandong Province has achieved a better development momentum in cultural and creative industries, it is also facing the problem of low and weak independent innovation capacity.

One is mainly reflected in the unique advantages of Shandong's rich cultural resources have not been fully developed and utilised, the traditional Chinese culture, especially the "Qilu culture" is not deep enough excavation, cultural creativity is not enough. For example, Shandong's cultural and creative industries in the development of relatively good situation in the animation industry, relative to the United States and Japan's similar animation products, the gap is still very large, most of the best-selling products on the market are from abroad. The animation products in Shandong Province are unable to occupy a high market share because of the lack of local characteristics or the lack of a unique style, which is a common problem in China's animation industry. Another example is that the variety and entertainment programmes in Shandong, which are more relevant to daily life, are copied more and more, and it is difficult to take the initiative to innovate in accordance with its own reality, and the ratings are not high enough and the ranking is not high enough among provincial TV stations in the country.

Secondly, it is mainly reflected in the structural system of Shandong's cultural and creative industries is not enough to optimize the synergy, and the core competitiveness of Shandong's cultural and creative industries is insufficient. Can reflect the creative value of the core layer of the proportion of light, relevance of the cultural and creative industries accounted for a disproportionate share. With independent intellectual property rights of masterpieces is too little, strong sense of the times of the well-known cultural brand is relatively lack of.

Third, the main performance of cultural and creative enterprises in Shandong Province, the Internet thinking needs to be further strengthened. Now the rapid development of Internet cultural enterprises, Internet consumption mode is gradually becoming an important battlefield of cultural consumption, but Shandong Province, cultural and creative industries are still too

dependent on traditional cultural manufacturing and traditional industries. Although many cultural and creative enterprises are optimistic about the application of the Internet, but still use the traditional mode of production, circulation, distribution, the application of the network is only limited to the use of online sales, can not make full use of the Internet platform for cross-field integration of business development. The development of cultural and creative products adapted to network consumption is lagging behind, and it is difficult to adapt to and satisfy the pursuit of network spiritual life of modern consumers.

### 3.2. Regional development imbalance is more prominent

The regional development of cultural and creative industries in Shandong Province is extremely unbalanced and uneven. The unbalanced development of cultural and creative industries in Shandong Province is basically the same as the unbalanced development of the regional economy of Shandong Province, which is mainly manifested in the degree of development that the east is more developed, and the centre and the west are weaker; and in the speed of development, it is mainly manifested in the development speed of the eastern region which is relatively higher than the development speed of the centre and the west, and at the same time, there is the problem of the unbalanced growth rate of development. There is also an imbalance in the development of cultural and creative industries between central cities and non-central cities, cities and villages in the province. Relevant data show that Weihai, Yantai, Qingdao, Weifang, Dongying, Jinan six cities of cultural and creative industries is the province's largest scale of development, the fastest pace of development, the annual operating income of cultural and creative industries in these six cities accounted for half of the province's total income of the cultural industry, the development of cultural and creative industries in the central and western regions, although there is a certain foundation for the development of the cultural and creative industries, but there is still a lack of distinctive features, the total amount of low, small, weak industrial aggregation. Although the development of cultural and creative industries in the central and western regions has a certain development foundation, there are still the problems of inconspicuous characteristics, low total amount, small scale and weak industrial aggregation, which are significantly behind the development degree of the eastern regions such as Qingdao and Yantai.

### 3.3. Low technological content

Science and technology are the first productive forces, and if there is not enough innovation in science and technology, the cultural and creative industries will lack advanced, sophisticated and efficient technical support. Many cultural and creative industries need sophisticated new technical support, domestic manufacturers can not master the high, refined, sharp, new advanced technology, can only rely too much on foreign manufacturers to provide scientific and technological products, so that our cultural and creative industries are in a passive position of development, seriously affecting the healthy development of the industry. For example, the U.S. Hollywood film industry is a textbook for the combination of high technology and culture, compared to China's film and television industry, there is a big gap in technology, not to mention the weaker Shandong in terms of scientific and technological innovation. Hollywood film with countless high-tech lens, low-cost large production of high-tech won a high box office. Although in recent years China's "Wandering Earth" and other relatively high technology content of some of the film is also very popular, but the number is not enough, the cost is higher. Shandong film and television industry, such as "Brave the Journey to the Northeast" and so on is still relying on the content to win, the content of science and technology is not high enough.

## 4. The Practical Path of Cultural Industry in Shandong Province to Promote the "Two Creations" of Chinese Excellent Traditional Culture

In order to better practice and promote the "two creations" of Chinese excellent traditional culture, cultural industry of Shandong Province needs to integrate the existing excellent traditional cultural resources, adhere to scientific and technological innovation, take new business forms and new modes as the guide, implement the strategy of "talent develops the country", revitalize traditional culture, enhance the influence of Chinese culture, help the development of traditional cultural industry forms, and effectively promote the work of "two creations" of Chinese excellent traditional culture in Shandong Province. The cultural industry of Shandong Province needs to integrate the existing excellent traditional cultural resources, adhere to scientific and technological innovation, lead by new industry and new mode, implement the strategy of "talent develops the country", revitalize the traditional culture, enhance the influence of Chinese culture, help the development of traditional cultural industry, and effectively

promote the work of "two creations" of Chinese excellent traditional culture in Shandong Province cultural industry.

The development of cultural industry should strengthen the top-level design. Shandong overall cultural industry development foundation is good, the advantage of the industry is outstanding, but some cultural resources capitalisation is not enough, cultural resources integrated planning, market development level still has room for improvement, some cultural resources have not been transformed into products and services, part of the industry has not yet formed a complete industrial chain, the added value of the industry is relatively low. At present, the development of cultural industry in Shandong is in a critical period from big to strong. At the provincial level, the overall plan for the development of cultural industry should be formulated as soon as possible, with clear development focus and industrial layout. According to the resource endowment, location conditions, etc., cities and towns should clarify the development positioning of cultural industry, focus on bigger and stronger advantageous industries, extend the industrial chain, and form brand effect, scale effect and intensive effect. For example, Qingdao City can focus on film and television performances, marine culture and other industries, Weifang can focus on painting and calligraphy industry, traditional crafts and other industries.

The development of cultural industry needs to rationalize the management system of departments. The research found that, in the process of developing cultural industries in localities, it is difficult for some departments to integrate resources and coordinate their organizations, and the relations of responsibilities, rights and benefits between individual government departments and cultural business units have not yet been fully sorted out, and there are cases of over-controlling and over-controlling, as well as cases of management not being in place. At the same time, the statistics of cultural industry is relatively lagging behind, and there are problems such as fewer indicators, slower timeliness, and poor information, which to a certain extent affects and restricts the development of cultural industry. It is understood that these problems are somewhat common throughout the country. In the next step, the development of local cultural industry can be deepened on the basis of the leadership system and working mechanism of "unified leadership of the Party committee, organisation and implementation of the government, coordination and guidance of the propaganda department,



concrete implementation of the competent department of cultural administration, and close cooperation of all relevant departments”, and explore the formation of a comprehensive management body of the cultural industry to coordinate the strength and integrate the resources to promote the development of cultural industry. Promote the development of cultural industries.

The development of cultural industry should build a good platform for gathering resources. The research group understands that some local cultural enterprises are generally small in scale and ineffective, with a long return on investment cycle and more difficult operation, while cultural creativity and other talents are also scarce. In view of the common key factors required for the development of cultural industries, the government and market should give full play to their roles, accelerate the construction of public platforms for business incubation, cultural science and technology, cultural finance, exhibition and display, and talent services, and create a systematic, complete and efficiently operated support system for innovation in cultural industries. At the same time, it is necessary to formulate and improve the policies of incentives for moving in, rent subsidies, talent incentives, financial services and so on as soon as possible, improve the investment and financing system of the cultural industry, and set up a high-end platform for the publicity and promotion of cultural products as well as exchanges and co-operation.

The integrated development of cultural industry should continue to expand the breadth and depth. At present, the development of cultural industry in Shandong still exists unbalanced and insufficient problems, from the above-scale cultural enterprise business income, Qingdao, Weifang, Yantai, Jinan, Linyi five cities, accounting for the proportion of the province is 60.9%; from the cultural industry investment, these five cities accounted for the proportion of the province is 56.9%. At the same time, the core competitiveness of some enterprises is not strong enough, the development of small and medium-sized enterprises has a homogenisation tendency, some enterprises exist in the industry of low-level duplication of construction, relatively single mode of operation and other issues. In the future, we should combine the local advantageous industries, promote the strategy of “culture +”, break the boundaries of traditional fields and sectors, and continuously expand the breadth and depth of the development of cultural industry.

## Conclusion

The country's fortunes are flourishing with culture, and the nation is strong with culture. Cultural industry is an important part of cultural development and plays an important role in optimizing the supply-side structure. As an important birthplace of Chinese civilization, Shandong has been vigorously promoting the structural optimization, transformation and upgrading of its cultural industry in recent years through the implementation of the strategy of strengthening the province with culture and the major project of converting old and new energies into new ones, with the proportion of new types of cultural industries rising constantly, and the investment in cultural industry reaching new heights, and the cultural industry in the province has been developing strongly with frequent highlights. As a large province of cultural resources, Shandong will continue to actively respond to the call of the 20th CPC National Congress, focusing on the transformation and upgrading of traditional cultural industries, promoting the application of new technologies, actively exploring new forms and new modes, and promoting the traditional industries to enhance their level and strength.

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