

The Model and Implications of the Development of Creative Industries in China, Japan and South Korea from the Perspective of Cultural Consultation

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Abstract: This article, from the perspective of cultural negotiation, conducts a study on the development models of creative industries in China, Japan and South Korea. By analyzing the cultural negotiation connotations, policy promotion and industrial layout of the creative industries in these three countries, it explores the similarities and differences in their development models, and summarizes the lessons for the development of creative industries in these three countries and other nations, aiming to provide theoretical references for the sustainable development of the creative industry.

Keywords: Cultural Consultation; China-Japan-Korea; Creative Industries; Development Model.

1. Introduction

Driven by the global trend of globalization, the cultural and creative industry, as an emerging industry form, is booming at an unprecedented speed, gradually becoming a key force in promoting economic growth and facilitating cultural exchange and dissemination in various countries. The cultural and creative industry integrates elements of culture, technology, and economy, featuring high added value, low energy consumption, and low pollution, and is hailed as a "sunrise industry" of the 21st century [1]. Its development level not only reflects a country's comprehensive strength but also serves as an important measure for assessing a country's soft power.

The three countries, China, Japan, and South Korea, are all located within the East Asian cultural circle. Their cultural traditions have deep historical roots and have shown their own characteristics in the modern development process. All three countries have achieved remarkable accomplishments in the cultural and creative industry sector and have certain

competitiveness in the international market. However, due to differences in cultural background, policy environment, and market mechanisms, the development models of their creative industries are distinct. Studying the development models of the creative industries in the three countries from the perspective of cultural negotiation can help deeply understand the internal logic of the development of the creative industries in the three countries, explore their successful experiences and challenges, and provide useful references for the further development of the creative industries in the three countries and the exchange and cooperation of global creative industries [2].

Research on the cultural and creative industry abroad started earlier and has accumulated rich theoretical and practical achievements. Schatz, through research on the film and television industry, discovered that film and television production not only directly creates economic benefits but also drives the development of related industries such as tourism, catering, and clothing, with an industry correlation ratio of up to 1:7 [3]. This research result fully reveals the strong industrial driving ability and economic radiation effect of the cultural and creative industry. In terms of the impact of the cultural and creative industry on employment, Garnham's research indicates that the development of the cultural and creative industry creates a large number of employment opportunities for society, and the job positions are diverse, covering creative design, cultural dissemination, marketing, and other fields [4]. For example, in London, the employment in the cultural and creative industry accounts for more than 15% of the total employment, becoming one of the important fields for job absorption.

In terms of international market expansion, Korean scholars have conducted in-depth analysis of the "Korean Wave" cultural phenomenon, pointing out that the cultural and

creative industry of South Korea, through precise market positioning, innovative marketing strategies, and strong brand building capabilities, has successfully opened up the international market, achieved large-scale exports of cultural products, and enhanced the country's cultural soft power and international influence [5]. In addition, foreign scholars have conducted extensive research on policy support, intellectual property protection, and cluster development of the cultural and creative industry, providing theoretical support and practical guidance for the development of the cultural and creative industry.

Research on the cultural and creative industry in China started relatively late, but with the rapid development of China's cultural and creative industry, related research has been continuously deepening and expanding. In recent years, domestic scholars, based on foreign research results and combined with China's actual situation, have conducted extensive research on the economic effects, development models, and policy support of the cultural and creative industries in China, Japan, and South Korea. In terms of the development status and policy support, domestic scholars, through a comparative analysis of the cultural and creative industries in China and South Korea, pointed out that although the cultural and creative industry in China is developing rapidly, it still has certain gaps compared to South Korea in terms of industry scale, market maturity, and policy system [6]. China's cultural and creative industry policies still have some problems in implementation, such as insufficient policy implementation and uneven support. While South Korea has a well-established policy support system, including the establishment of special funds, tax incentives, and strengthening talent cultivation, which provide strong guarantees for the development of its cultural and creative industry. In terms of economic effect assessment, domestic scholars have employed various methods to study the economic growth effect, employment effect, and industrial driving effect of the cultural and creative industries in China and South Korea. The research results indicate that both the cultural and creative industries of China and South Korea have made significant contributions to the economic growth of their respective countries. However, the cultural and creative industry of South Korea has advantages in terms

of industrial concentration and market operation efficiency, and its economic effect is more prominent [7]. In the process of development of the Chinese cultural and creative industry, it also faces problems such as insufficient protection of intellectual property rights and the need for improvement in innovation capabilities, which restrict the full play of its economic effect. In terms of international competitiveness, domestic scholars have analyzed the performance of Chinese and South Korean cultural and creative products in the international market and concluded that the competitiveness of the Chinese cultural and creative industry in the international market is gradually increasing, but compared with South Korea, it still needs to strengthen in terms of brand building and market promotion.

2. The Intrinsic Connection between Cultural Negotiation and the Development of Creative Industries

2.1 The Connotation and Characteristics of Cultural Negotiation

Cultural negotiation is a democratic and equal form of cultural communication that breaks through the limitations of elite negotiations and emphasizes the participation of all citizens. In the process of cultural negotiation, different cultural entities, based on public interests, engage in inclusiveness and compromise with rational and responsible attitudes, aiming to achieve the common development and progress of cultures. Its participants are diverse, including professionals in the cultural field as well as ordinary people. Cultural negotiation focuses on cultural diversity and inclusiveness, encouraging the collision and integration of different cultural viewpoints, providing rich soil for the generation of creativity.

2.2 The Promoting Effect of Cultural Negotiation on the Development of Creative Industries

The core of creative industries lies in innovation, and innovation often stems from the integration and collision of different cultural elements. Cultural negotiation provides a favorable development environment for creative industries, promoting the integration and optimal allocation of cultural resources. Through cultural negotiation, creative talents from different cultural backgrounds can communicate and learn

from each other, stimulate creative inspiration, and create creative products with unique cultural connotations and market value. At the same time, cultural negotiation helps to resolve cultural conflicts and interest contradictions in the development of creative industries, promoting the sustainable development of creative industries.

3. The Cultural Negotiation Model for the Development of Japan's Creative Industry

3.1 Multicultural Integration under the Guidance of Cultural Policies

In the process of developing the creative industry in Japan, the government actively promotes multicultural integration through the formulation of cultural policies. In the 1990s, after the collapse of the Japanese bubble economy, the government fully realized the importance of cultural exchanges and radiation for cultural innovation and development. In 1990, Japan established a cultural policy guidance system consisting of experts, scholars, and art authorities, avoiding strict legal constraints and establishing a mutual trust relationship between the government and enterprises [8]. The government provided information and formulated supportive policies to guide enterprises to actively participate in the development of the creative industry. For example, the "soft industries" such as music, animation, cuisine, painting, entertainment, fashion, advertising, and design in Japan, with the support of government policies, achieved mutual penetration and integration in different cultural fields, forming a creative industry culture with Japanese characteristics.

3.2 Self-Discipline and Coordination of Industry Alliances and Associations

Japan has established numerous industry alliances and associations in the development of the creative industry, playing an important role in self-discipline, self-management, and self-promotion. These organizations have formulated industry norms and standards to coordinate the relationships among enterprises within the industry and avoid international trade frictions and disputes. For example, the Japanese animation industry association organized exchanges and cooperation among enterprises to promote the innovation of animation technology and the quality improvement of animation

products. At the same time, industry alliances and associations also actively participated in international intellectual property protection forums and other activities to safeguard the rights and interests of Japanese creative industries in the overseas market, promoting the internationalization development of Japanese creative industries.

3.3 Multilateral Investment Mechanism of Cultural Funds

The Japanese government not only provides strong financial support for the development of the creative industry but also encourages a multilateral investment mechanism. Japan has successively established the Cultural Revitalization Fund for Arts and the Enterprise Art and Culture Support Agreement, used to support various art and cultural activities. These funds are jointly funded by the government and the public, with the government contributing 50 billion yen and the public contributing 11.2 billion yen. During the growth of the creative industry, the role of private enterprise investment has become increasingly prominent, with the investment proportion increasing year by year. The multilateral investment mechanism provides sufficient financial support for Japan's creative industry, promoting the rapid development of the creative industry.

4. The Cultural Consultation Model for the Development of Korea's Creative Industry

4.1 Cultural Openness and Exchange under the "Culture-Based Nation" Strategy

In the process of developing the creative industry in Korea, the country implemented the "Culture-Based Nation" strategy, attaching great importance to cultural openness and exchange. In response to the criticism of the one-way export of Korean culture, Korea recognized that the trading of cultural creative products should be two-way, and actively opened the Korean cultural market to East Asian countries and regions. The Korean government encouraged the cultural creative industry departments to implement a localization strategy in the cultural creative product output areas of Korean pop culture, providing funds, personnel, and ideas by Korea itself, and cooperating with the host countries to produce films and TV series and cultivate film and television stars. This localization strategy not only promoted the

integration of Korean culture with local cultures but also enhanced the adaptability and competitiveness of Korean cultural creative products in the local market.

4.2 Industry Layout Promoted by Government and Enterprises in Synergy

In the development of the creative industry, the Korean government played an important guiding and promoting role, working together with cultural creative enterprises to achieve coordinated industrial development. The government formulated a series of subsidies and exemption measures to support the cultural creative industry in exploring the international market. For example, in 1999, the Korean government released the "5-Year Plan for Cultural Industry Development", elaborating on the three-step planning and basic strategy for cultural industry development, and constructing a framework for revitalizing the cultural industry. At the same time, the government also formulated relevant laws and regulations to provide legal guarantees for the development of cultural industries. Cultural creative enterprises, based on market demands and government policy guidance, actively innovated and developed competitive cultural creative products. The synergy of government and enterprises enabled the Korean creative industry to achieve remarkable results in the international market.

4.3 Two-Way Promotion of Talent Cultivation and Cultural Services

While promoting the development of cultural creative industries, the Korean government also emphasized talent cultivation and the two-way promotion of cultural services. On one hand, it implemented talent cultivation plans that were in line with the country's conditions, highlighting the cultivation of well-known film and television stars while also emphasizing the cultivation of versatile talents. The government established a professional talent database, implemented a certification system recognized by all sectors of society, and opened multiple channels to actively exchange and learn with other countries. On the other hand, the Korean government formulated "cultural service" policies for cultural consumers, pursuing "democratization of culture", by providing public cultural services, caring about the cultural consumption status of disadvantaged groups, and allowing the general public to enjoy more cultural and creative industries. The

implementation of policies such as cultural vouchers and the artist service law expanded the scope of cultural policies, enabling consumers and suppliers of cultural creative industries to participate more actively in cultural and artistic activities, promoting the prosperity and development of the cultural creative industry.

5. Exploration of Cultural Negotiation Model for the Development of China's Creative Industry

5.1 Negotiation and Integration of Traditional Culture and Modern Creativity

China has a long history of 5,000 years and a splendid culture. It has abundant traditional cultural resources. In the development of the creative industry, China has been actively exploring the negotiation and integration of traditional culture and modern creativity. By deeply exploring the connotation and value of traditional culture, integrating traditional cultural elements with modern technology and design concepts, creative products with Chinese characteristics have been created. For example, the Palace Museum has developed a series of cultural and creative products, combining Palace Museum culture with modern life, and has been loved by consumers. At the same time, China also encourages cultural creative enterprises to collaborate with traditional cultural institutions to jointly promote the inheritance and innovation of traditional culture.

5.2 Synergy of Policy Guidance and Market Mechanism

The Chinese government attaches great importance to the development of the creative industry and has introduced a series of policies to guide and support the development of the creative industry. For example, it has formulated a creative industry revitalization plan, clearly defined the key breakthrough industries in the medium and short term, and proposed specific implementation plans. At the same time, China actively promotes market-oriented reforms, gradually promotes the reform of cultural industry institutions, establishes market-oriented entities, and establishes modern enterprise systems. Encourages various capitals to enter the creative industry, improves the market competition environment, and nurtures a large number of creative enterprises. The synergy of policy guidance and market mechanism provides

a favorable policy and market environment for the development of China's creative industry.

5.3 Cultural Negotiation Development of Regional Collaboration and Cluster

China has initially formed six cultural creative industry clusters, including the Capital Cultural Creative Industry Cluster, the Yangtze River Delta Cultural Creative Industry Cluster, and the Pearl River Delta Cultural Creative Industry Cluster. In the process of regional coordinated development, each region fully leverages its own cultural resource advantages, strengthens regional cultural exchanges and cooperation, and realizes the sharing and optimal allocation of cultural resources. At the same time, the formation of clusters promotes communication and collaboration among creative enterprises, through cultural negotiation, enterprises can jointly solve problems in development and achieve mutual benefit and win-win results. For example, the Silk Road International Creative Dream Factory and Amazon AWS have collaborated to build a cloud-based cultural creative industrial park, further improving the layout of the entire cultural creative industry chain.

6. Insights from the Development Models of Creative Industries in China, Japan, and South Korea

6.1 Strengthen the Awareness of Cultural Negotiation and Promote Cultural Exchange and Integration

The successful experiences of the creative industries in China, Japan, and South Korea demonstrate that strengthening the awareness of cultural negotiation and promoting cultural exchanges and integration among different cultures is an important prerequisite for the development of creative industries. All countries should actively promote cultural openness, encourage cultural creative enterprises to carry out international cooperation, strengthen the exchange and training of cultural talents, and promote the collision and integration of different cultural elements, providing rich cultural resources for the development of creative industries.

6.2 Improve the Policy Support System and Create a Favorable Development Environment

The government should play an important guiding and promoting role in the development of creative industries. It should improve the policy support system to create a favorable policy environment for the development of creative industries. Develop scientific and reasonable cultural development plans, clearly define the development goals and key areas; introduce preferential policies in terms of finance, taxation, and finance to support the development of creative industries and the export of creative products; strengthen intellectual property protection to safeguard the legitimate rights and interests of creative enterprises and stimulate the innovation enthusiasm of creative talents.

6.3 Strengthen Talent Cultivation and Introduction, and Enhance Industry Innovation Capabilities

Creative industries are knowledge-intensive industries, and talent is the core element for the development of creative industries. All countries should strengthen the construction of talent cultivation systems, cultivating compound talents who are proficient in both culture and creativity, technology and management. At the same time, actively introduce outstanding international creative talents to inject new vitality into the development of creative industries. Through strengthening talent cultivation and introduction, enhance the innovation capabilities of the industry, and promote the continuous development of creative industries towards high-end and internationalization.

6.4 Promote Cluster Development and Achieve Collaborative Win-Win

Cluster development is an important trend in the development of creative industries. All countries should actively promote the development of creative industry clusters, strengthen communication and collaboration among enterprises within the clusters, achieve resource sharing and complementary advantages. Through cultural negotiation, resolve the conflicts of interests and competition among enterprises within the clusters, promote the coordinated development of the clusters, and enhance the overall competitiveness of the industry.

7. Conclusion

From the perspective of cultural negotiation, the development models of creative industries in China, Japan and South Korea each have their own characteristics, but all emphasize aspects such as cultural exchange and integration, policy support, talent cultivation and cluster development. Japan focuses on the integration of diverse cultures and industry self-discipline, South Korea implements the "culture-based nation-building" strategy and achieves coordinated development between the government and enterprises, and China actively explores the integration of traditional culture and modern creativity as well as regional coordinated development. The successful experiences of the creative industries in these three countries provide useful inspirations for the global development of creative industries, namely, strengthening the awareness of cultural negotiation, improving the policy support system, enhancing talent cultivation and introduction, and promoting cluster development. In the future, China, Japan and South Korea should further strengthen exchanges and cooperation in the field of creative industries and jointly promote the prosperity and development of the global creative industry.

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