

Culture Province: The Study on Improving Soft Power of Hunan's Culture

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Abstract

Cultural industries will be the “sunrise industry” in the 21st century, a globalization era. In order to seize the commanding heights, it is a wise choice to develop Hunan cultural industries. Hunan's cultural industries have a certain size, but they still face enormous challenges. How to enhance the international competitiveness of Hunan culture industries, how to form Hunan's cultural industry clusters to enhance the whole strength, and these issues are putting on the agenda. This article starts from the analysis of Hunan's competitive advantages and problems, and puts forward measures of developing cultural industries from the angle of enhancing soft power of culture.

Key words: Hunan province; Culture industry; Soft power; Development measures

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INTRODUCTION

Cultural soft power is the cultural cohesion and influence relative to the economic, political, military, scientific and technological, and other “hard power”. It is an important

part of the overall strength and competitiveness in countries or areas. Hunan province is a central region in southern of China, with distinctive characteristics, with a long history and rich culture. Thus, promoting cultural soft power in Hunan has especially important significance for promoting stability of the reform and development of Hunan province.

1. THE NECESSITY OF PROMOTING CULTURAL SOFT POWER IN HUNAN

Firstly, to improve Hunan's cultural soft power is the urgent requirement of the development of the times. Entering the new century, cultural factors gradually appear in the economic competition, and economic development relies more and more on cultural support. From an international point of view, nowadays, developed countries and areas are adjusting the culture policy and making national culture development strategies, and they're actively promoting cultural soft power competition, while carrying economic competition. From the domestic perspective, in recent years, the strategic position and importance of culture are improving in China's economic and social development. Many provinces have established strategic development objectives to build cultural province, increasing the prosperity and development of cultural industries, and significantly speeding up the construction of culture.

Secondly, to improve Hunan's cultural soft power is a realistic need for maintaining better and faster economic and social development. Due to 30 years of rapid development of reform and opening up in Hunan, especially for many years of achieving sustained and rapid development, comprehensive strength has grown to a new level, which requires great development and prosperity on culture. Since carrying out the strategy of building cultural province, Hunan has made large achievements, but its strength and level are still not adapted with economic

social development, with increasingly growth of spiritual culture needs from people, with the requirements of full construction of the society, and with Hunan's rich culture resources. There're lots of problems: public culture service system is not enough sound; the scale of culture industry is small; domestic and international competitiveness of culture products are not strong. Facing new demands on culture construction putting forward by the economic and social development, it is a major and urgent task to adopt practical and effective measures to promote cultural development and prosperity.

Thirdly, to improve Hunan's cultural soft power is the basis for consolidating the unity and peace of the people of all ethnic groups across the province. At the new stage of the new century, the transformation of economy and society accelerates, the independence, diversity, variety and diversity of people's ideological understanding, value orientation and moral choice increasingly become clear, it has become increasingly unsuited to solve the problems of people's faith by using the ways of organizing and educating. On the other hand, we reach the stage of development of economy and society, which exists unprecedented social conflicts. People need rich spiritual and cultural products to continuously improve their quality in order to adapt to challenges on human skills, mentality and the amount of information required by the rapid development of modern society, to maintain a healthy and harmonious interpersonal relationships and social atmosphere, and to awake human care and integration to nature, environment and human themselves. It has become a real urgent need for development to improve cultural soft power as soon as possible, and to continuously construct Socialist core value system.

2. THE FAVORABLE CONDITIONS AND CONSTRAINTS OF PROMOTING CULTURAL SOFT POWER IN HUNAN

2.1 Favorable Conditions

To develop local cultural industry must improve awareness of the property conditions of cultural industry, based on new perspective of local cultural resources and the present development situation of cultural industry.

Hunan has a wealth of heritage resources. It's really amazing that there are more than 180 provincial keys protected cultural relics and historic sites across the province. Among them, there're more than 60 world famous revolution memorial museums, 15 monuments of ancient buildings, and 29 ancient burial tombs. While Hengshan Mountain is representative by the religious landscape, and Yuelu Academy is the reproduction of the history of the Chu-Han and Huxiang culture. There are unearthed relics in the Mawangdui Han Tombs, ancient Yuelu Mountain Temple, the former residence of Jia Yi,

the Tianxin Pavilion, the Southern great wall, and the Zou Ma Lou three kingdoms Wu slips, and there're also former residences of leaders, such as Shaoshan and Wushizai.

Hunan not only has profound historical and cultural background, but also has magical natural landscape resource. As a gift of nature to Hunan, it has cultural value in the tourism development of Hunan's cultural industry. Hunan has the most abundant natural landscapes in central China, and there are 19 national forest parks such as Zhangjiajie, Taohuayuan, Dawei mountain, Jiuyi mountain. While Zhangjiajie national forest park is unique and rare even in the world range, and it becomes more and more favorable to tourists. Numerous poets and writers chant for the natural scenery in Hunan, such as The Eight Travel Notes of Yongzhou, written by Liu Zongyuan, The Story of the Peach Blossom Paradise, written by Tao Yuanming, The Yueyang Tower, written by Fan Zhongyan. Newly developed Wulingyuan Scenic Area is named as the "labyrinth of nature" by foreign tourists, and Zhangjiajie is named as "a solid picture of the landscape". In addition, Hunan also has rich folk cultural resources, such as Liuyang New Year picture, Changning prints, Yueyang dragon lantern etc. Those have a long history and high development value. Hunan has unique food culture, landscape culture, women culture, tourism culture, folk culture, which form the kernel of humanism and cultural diversity in Hunan province, together with BA Yu culture, anti-war culture, Hongyan culture, commercial port culture and immigration culture.

2.2 The Factors of Constraints of Promoting Cultural Soft Power in Hunan

Although Hunan culture industry has great development due to reform and opening up, we must realize that there still exist many shortcomings.

Firstly, lack of awareness of the importance of the "cultural competition" and "cultural characteristics" leads to lack of exploring cultural resources, and it restricted the transformation of resources. Undeniably, there is rich precipitation of culture in Hunan, along with extremely rich contents of recessive culture and the dominant culture. Therefore, we must increase awareness of personality of Hunan culture. The "personality" should be built based on a clear understanding of the world's culture, historical culture, requirements of the times and Hunan local characteristics. If Hunan culture is identical or similar to culture in other areas, then it has no new ideas, no life, and it is difficult to attract tourists, and it is more difficult to turn it to industry resources and industrial capital.

Secondly, cultural industries lack creativity and creative talents. The total amount of development of cultural industries is too low, and many reasons restricted the release of cultural consumption. To be creative, we have to have insight into the international cultural industry development, and get together Chinese and Western

creative talents. Current cultural creative industry in Hunan has problems of shortage of strategy and lack of market opening, and these make it difficult to check the achievements of cultural reform, and difficult to develop industries quickly. The reform pilots of cultural reform in industries, such as publishing and broadcasting industries, were not coordinated with the opening paces of culture market; hence it made discounts on the effects of the reform.

Thirdly, Investment channel in Hunan is single, while capital market of the culture industry is not developed. To develop cultural industries must have sufficient funds as guarantees. At present, the capital market of Hunan culture industry is not formed, and investment channel is single, thus development of cultural resources and industries is often subject to funding shortage, which simply relying on the governmental investment. In fact, in areas of rapid development of cultural industry in China, some factors are very important: flexible system, multiple financing channels and smooth capital flows. Thus, at present, in order to develop the capital market of Hunan culture industry, it is an extremely urgent task to broaden the financing channels and absorb more social capital.

3. WAYS AND MEASURES OF PROMOTING CULTURAL SOFT POWER IN HUNAN

3.1 Ways to Build Culture Soft Power in Hunan

In order to achieve leap-forward development of Hunan's cultural industry, Hunan local culture must be brought into a global vision, and the use of existing resources must be effective, and an exact path must be found out to make the culture industry become the new force for revitalizing the local economy.

Firstly, we should fully understand the culture industry's status and role in the comprehensive strength competition, and we should further emancipate the mind, change concepts, and establish a new concept of cultural development. Governments at all levels should place the culture industry development planning into the overall economic and social development planning, and support it with funds, policy guidance and comprehensive coordination etc..

Secondly, we must grasp culture industry system and innovation mechanism, and enhance cultural industry development. Culture innovation is an important content of constructing innovative nation and province. We should actively change government's functions; straighten out relationships between government and enterprise, separate politics from enterprises, and change the phenomena of making culture and managing culture. We should cultivate a batch of cultural enterprises and groups, which have independent innovation ability, some knowledge brands

and independent intellectual property rights, and make the key cultural enterprises become the main body of independent innovation to improve the core competitive power of cultural enterprises.

Thirdly, we should make use of the combination of development and protection of resources to promote maximizing and optimizing of "feature" in the process of industrial development. In order to transform Hunan's cultural resources into industrial capital, we should improve awareness of cultural resources, and do something selective. In fact, the driving force of cultural industries comes more from folk cultures and high-tech elements. United States Phoenix uses local resources of sufficient sunshine and unique deserts to develop cultural tourism industries, and have achieved amazing results.

Fourthly, we should accelerate the course of cultural system, integrate social resources, and gather talents to build a culture of enterprise clusters. As a reform trial city of the national cultural system, Changsha has accumulated some experience. Now, basically Hunan's cultural resources are still at the status of industry division, fragmentation and social segmentation, and this is very bad for the rapid growth and participation in world competition of Hunan culture industries. We should introduce social capital to push cultural industries of Changsha to national and international markets while focused on Xiangjiang River basin, the great area of Western Hunan, and Xiaoxiang region, the three cultural industry zones, every district should select some key areas and support their developments, based on resource characteristics and the degree of market development.

3.2 Measures of Promoting Cultural Soft Power in Hunan

Firstly, to strengthen the construction of Socialist core value system is beneficial to enhance the cohesion of Hunan culture. To a large extent, cultural soft power is shown as the spirits, the will and inner cohesion of the national people, all of which primarily comes from people's identity with the core social values. As an important part of Chinese culture, Hunan culture must regard the tasks of constructing Socialist core value system and the tasks of improving Hunan cultural soft power as primary tasks, and put the Socialist core values into the process of national education and spiritual construction, based on improving people's moral quality and science and culture quality, and based on promoting people's overall development, in order to make Socialist core value system become spirit ties to achieve progressive spiritual forces and united harmony to all ethnic groups in Hunan.

Secondly, to accelerate the development of cultural undertakings and cultural industries is beneficial to enhance the competitiveness and influence of Hunan culture. To promote the development and prosperity of cultural undertakings and cultural industries must fully use state-supported policies of improving culture

industry development and cultural soft power, combined with Hunan's present status, and draw up better policies conducive to the development of cultural industries and improvement of cultural soft power. Through active industrial policies and orderly market operation, State-owned cultural enterprises can fully play a key role to protect and guide the initiative of social investment in the cultural industry, such as private enterprises.

Thirdly, innovations of cultural mechanisms can inspire the inner vitality of Hunan culture. According to the principles of "different treating, classified guiding, orderly advancement and gradually spreading", reform of cultural system can develop further depth. Reform of issued groups should go deep. The preparation plans of media, publication, television, and performing arts groups should be perfected. The internal reform of public culture institutions should speed up. Government functions should change, gradually achieving changes from making culture to manage culture, from micro managing to macro managing. We should perfect the market system, and establish sound, unified and ordered open competition modern cultural market system.

Fourthly, to strengthen development of human resources is beneficial to make talents bases for enhancing the cultural soft power in Hunan. It is the key to solve the problems of lack of talents and problems of how to cultivate, use and improve talents. We must gradually create some excellent talents of artistic creation, who is from various professional categories and with reasonable knowledge structure, create some excellent professional talents of technology, and create some compound talents understanding business management. We should set up ideas of talents management as the concept of "better using than belonging", and use various mechanisms, such as project system, appointment system, and the cooperation system, to break geographical and administrative limitations to make extensive use of talents.

Fifthly, to pay attention to the planning and implementation of cultural development is beneficial to build better patterns for improving Hunan's cultural soft power. Through thorough investigation of cultural resources in Hunan, and starting from reality and making a layout plan for the development of cultural industries, we should put forward clear direction and ideas for

improving Hunan's cultural soft power. We should attach importance to scientific development of regional history and culture resources, construct a batch of cultural industry zones with different characteristics, and plan the implementation of key projects of cultural industries. With full use of regional centre city's function of the accumulation and radiation effects to cultural development, we can form development pattern of regional cultural industry, which is with reasonable layout, characteristics, relative concentration, and urban-rural linkage area. And we should continue to strongly carry forward the excellent cultures and enhance the influence of Hunan culture.

Sixthly, to reform award system is beneficial to fully stimulate the cultural worker's enthusiasm, initiative and creativity. To improve the appraisal system, scientifically set awards, and rationalize awards standards is helpful to maximize the enthusiasm and creativity of most cultural workers. Some top-notch culture products, which produced significant social effects and had both ideology and artistry, should be given special awards. Government should give special awards to the outstanding cultural projects, which will result in establishing Hunan's new image, filling gaps or make significant domestic or abroad impacts. Government should give further exploration of special funding mechanisms to help the top talents in the field of culture, the cultural workers with morality and professional skills, the outstanding grass-roots cultural workers and new artists.

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