

Strategy of Promoting Soft Power of Chinese Film and Television Culture from the Perspective of Cultural Creativity

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ABSTRACT. A country's comprehensive national strength includes not only the "hard power" expressed by economy, science and technology, military strength, but also the "soft power" expressed by cultural and ideological attraction, all of which should be reflected through mass media. As one of the important ways to enhance the "soft power", film and television is carrying the spread of the national mainstream culture, which forms an interaction and undertakes the promotion of the cultural soft power and the spread of the mainstream culture together. Film and television art has both commercial and entertainment functions, and has a wide audience and consumer market. The systematic analysis and collation of the theory of cultural soft power can provide scientific and effective theoretical guidance for the construction of cultural soft power. Based on the perspective of cultural creativity, this paper analyzes the problems faced by the development of film and Television Cultural Industry from the perspective of cultural soft power, and puts forward the development path of promoting the soft power of Chinese film and television culture.

KEYWORDS: Soft power, Film and television culture, Cultural creativity

1. Introduction

The world today is undergoing major changes and adjustments, and the development and competition of various countries are governed by new laws and present new characteristics. The report of the 17th National Congress of the Communist Party of China emphasized the importance of the development of cultural industry and put forward an important conclusion to enhance my country's cultural soft power, which marked the formal formation of my country's cultural industry national strategy [1]. In addition to continuing traditional economic, military, and scientific and technological power competitions, cultural soft power has become increasingly prominent in its position and role in comprehensive national power competition, and has become a new bright spot in comprehensive national power competition [2]. As an important part of comprehensive national power and international competitiveness, the realization of cultural functions and the demonstration of power still need certain ways and means. This way and means is the spread of culture [3]. The comprehensive national strength of a country includes not only the "hard power" shown by economic, technological, and military strength, but also the "soft power" shown by cultural and ideological attractiveness. These strengths must be reflected through the mass media [4]. As an important carrier of ideology and values, the art of film and television has both commercial and entertainment functions. Compared with purely political propaganda and preaching, it implicitly conveys the values and ethics contained in it to the audience and becomes the country's soft power enhancement. Important way [5].

Cultural soft power has increasingly become a basic and strategic element of a country's comprehensive strength, and it has become an important measure of a country's comprehensive strength. As one of the important ways to enhance "soft power", film and television are equipped with the dissemination of mainstream national culture. The two forms an interaction to jointly undertake the promotion of cultural soft power and the dissemination of mainstream culture [6]. my country has a long cultural history and rich cultural resources. However, pure resources cannot be directly transformed into cultural soft power. Cultural soft power can only be effectively spread with the help of specific cultural products [7]. The growth and decline of cultural power has gradually surpassed the strength of traditional capital power and has become the core force that determines international competition. Improving cultural soft power is an important way to occupy the commanding heights and seize the initiative in international competition. Film and television art, as a carrier of national ideology and values, has both commercial and entertainment functions, and has a wide audience and consumer market [8]. Systematic analysis and collation of the theory of cultural soft power, and in-depth and specific analysis of how to improve cultural soft power from different angles, can provide scientific and effective theoretical guidance for the construction of cultural soft power [9].

2. The Relationship between Film and Television Culture and the Promotion of National Cultural Soft Power

However, China has been encumbered and embarked on the path of modernization when its industrial civilization has not yet fully developed. Today, it has also shown certain characteristics of post-industry. The cultural industry is a collection of large-scale commercial activities that provide cultural products or cultural services for the purpose of satisfying people's spiritual and cultural consumption needs. Culture has increasingly become an important source of national cohesion and creativity, and an important factor in the competition of comprehensive national strength. Enriching spiritual and cultural life has increasingly become the ardent desire of our people. China introduced cultural and creative industries relatively late, and they are generally mixed with cultural industries and entrepreneurial industries without strict distinction. However, although the two have many things in common, they are not completely equivalent. The traditional industrialization road based on resources and investment as the driving force, and the emerging industrialization road dominated by technology, are both scientific and technological innovations aimed at pointing to the natural system. As a kind of cultural and artistic products, film and television art is an important channel for dissemination of artistic ideas and concepts, realizing the dissemination of ideology in a spiritual way. With the comprehensive development and advancement of China's economic, political, cultural, and social construction, the cultivation and application of China's soft power is showing a good momentum of development. The basic concept of China's cultural development must be based on modernity and vigorously develop technological innovation. At the same time, we must adapt to the needs of the post-modern context and vigorously develop cultural creativity [10]. Cultural cohesion is the spiritual driving force that unites people's hearts. Through the integration of the cultures of various ethnic groups, the entire nation can form a stable cultural and psychological structure, thereby jointly improving the moral quality of all people and promoting the great rejuvenation of the Chinese nation.

The change of social form depends firstly on the change of economic form, and economic change is the decisive factor of social change. As shown in Figure 1, we propose a hypothetical model that shows that the four abilities possessed by sociologists have a positive impact on the development of social conditions.

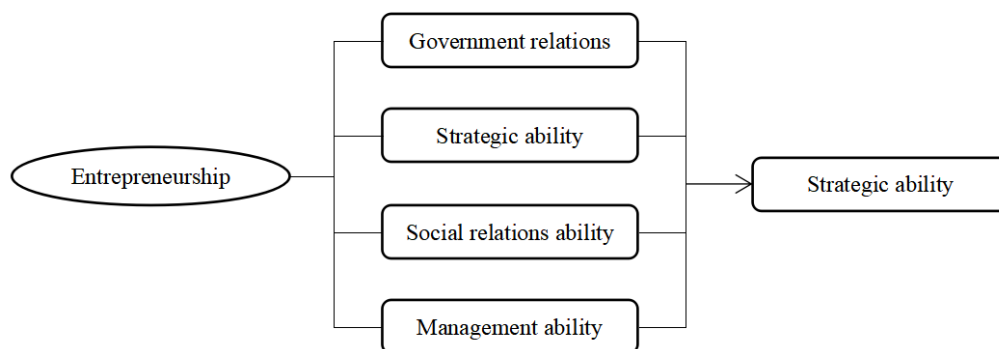


Fig.1 Research Model

The cultural and creative industry is an inevitable product of the development of social economy and technology to a certain stage, and it is a sunrise industry that is spawned by informatization and digitalization. Any cultural creative activity is an industrial activity of the accumulation, processing and creation of cultural symbols characterized by the creation of knowledge and wisdom. As a cultural product with the least obstacle to dissemination and acceptance, the cross-cultural dissemination of film and television products can achieve effects that are difficult to achieve in other forms. The appeal of images is a great temptation for audiences from all over the world. In the new round of upgrading the international economic structure, cultural creativity has played a revolutionary role. The production factors of cultural and creative industries are no longer dominated by energy and manpower, but human intellectual resources are used as resources for industrial development, and human intangible humanistic creativity is used to realize tangible value. The core issue of film and television communication is acceptance. The prerequisite for acceptance is identification, and identification is undoubtedly the top priority of communication. With the continuous development of Chinese film and television, it has carried out external publicity with a more open and innovative attitude and cultural and entertainment methods, carrying the external communication of the country's mainstream culture, and allowing the audience to experience the unique national integrity and spiritual value of the Chinese nation in the aesthetic process [11]. As the mass media, the film and television art is the product of people's ideology, and the process of its circulation in the market is also the process of people's ideological and consciousness flow. It affects the behavior and values of the audience in a subtle way.

3. Ways to Improve the Soft Power of Film and Television Culture

3.1 Highlight National Culture

The popular nature of film, television and life makes its survival always inseparable from the recognition of the public. No matter what aesthetic value the artist's subjective artistic feeling has, this feeling must communicate with the audience's aesthetic psychology and must be consistent with the cultural development direction of the country. For every specific product, it must be original, novel, fashionable and so on. Only original is the real creativity. As the carrier of national ideology and values, film and television art has both commercial and entertainment functions, and has a wide audience and consumer market. While consuming film culture, the audience also accepts the ideology and values mixed with it without any defense. Developed countries occupy a favorable position in the international division of labor by transferring industries relying on resources and manpower to other countries and developing cultural and creative industries in their own countries. This not only destroys the natural resources and sustainable development ability of countries with weak cultural soft power, but also occupies the high-end position of interest chain. The promotion of soft power of film and television culture is invaluable in promoting national culture and national spirit, improving the cultural quality of the Chinese nation and enhancing national cohesion.

3.2 Diversified Means of Film and Television

Cultural industry is an industry with many elements, and cultural creativity is virtual immaterial labor. If it is not transformed into an industry without the power of capital, it can only become a brilliant spark of thought. In order to improve the soft power of national culture, the profitable cultural industry should establish a benign interaction mechanism between economy and culture, promote the development of cultural industry in an economic way and with the power of market, and find a commercial survival mode to obtain the continuous upgrading of culture itself [12]. Policy intervention is an external factor affecting the cross-cultural communication of film and television products, and various countries have increased their support for the film and television industry by formulating a series of cultural industry support policies. The direction of cultural development must be to carry forward advanced culture under the correct leadership of the Party. In the context of globalization, cross-cultural communication has been paid more and more attention, and it is necessary for different countries to collide, communicate and exchange different cultural values. Cultural industry itself must find an economic way to promote its sustainable development, and then use the power of the market to improve and strengthen the influence and attraction of cultural products, and realize the high recognition of national culture by the public [13]. The development of Internet technology has enriched the communication channels of film and television works, changed the traditional communication methods and channels, brought more and more audiences into the coverage of film and television art, and expanded the influence of film and television art. The long and splendid historical and cultural traditions and the rich and colorful social factors agitate and blend with each other, which makes Chinese culture present a colorful modern cultural landscape and attracts more and more foreign audiences, including Chinese.

4. Conclusion

Cultural and creative industries have both commodity attributes and ideological attributes, so cultural and creative industries are closely related to cultural soft power. As a mass media, film and television art is the product of people's ideology, and the process of its circulation in the market is also the process of people's ideological flow, which affects the audience's behavior and values in a subtle way. The prosperity of Chinese culture cannot be separated from the strong support of Chinese film and television industry. Facing the new situation and new tasks, China's film and television industry should meet new challenges, seize new opportunities, constantly innovate the concepts, contents and forms of internal and external communication, and constantly enhance the cohesion of the Chinese nation and the attraction of Chinese culture. In the context of globalization, cross-cultural communication has been paid more and more attention, and it is necessary for different countries to collide, communicate and exchange different cultural values. We should also learn from the essence of Chinese culture, enhance cultural creativity and improve cultural communication strategies, so as to show the bright future of the development of Chinese cultural creative industries on the basis of enhancing the soft power of national culture.

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