

# The Global Spread of Japanese Anime and the Strategy of Japanese Cultural Export

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**Keywords:** Japanese anime, Japanese cultural export strategy, Cultural industrial environment, Cultural exchange platform

**Abstract:** China is an ancient cultural country with a long history of 5000 years. For a long time, our country attaches great importance to the construction and development of cultural undertakings, and in the era of globalization, we should pay more attention to the export of culture. The global diffusion of Japanese animation and the strategy of Japanese cultural export can provide inspiration for the development of cultural undertakings in our country. This paper introduces the global diffusion connotation of Japanese animation, and deeply analyzes the Japanese cultural export strategy, on the basis of which the inspiration of Japanese cultural export strategy to the development of China's cultural undertakings is summarized, and it is hoped that the cultural export environment of our country can be further improved.

## 1. Introduction

For a long time, our country attaches great importance to the inheritance of culture and the sustainable development of cultural undertakings. In the era of globalization, not only the economy has the mainstream characteristics of global mobility, but also culture also has the external characteristics of global export. Based on this, we can draw lessons from the relevant experience through the global diffusion of Japanese animation and the main connotation and specific direction of Japanese cultural export strategy. To realize the long-term development of cultural undertakings in China and to enhance the effect of cultural export in China, and to construct the export pattern of cultural with Chinese characteristics.

## 2. The Global Diffusion Connotation of Japanese Animation

According to incomplete statistics, the Japanese animation industry's average annual sales revenue of more than 500 billion yen (about 25.2 billion yuan), has become one of the three pillar industries of the Japanese economy, in fact, plus the sales income of animation derivatives, the broad sense of the animation industry in Japan's GDP on average more than 6%. In 2005, the whole animation industry accounted for about 16% of Japan's GDP, exceeding the auto industry's share of GDP. In 2007, the output value of animation products and derivatives in the United States was more than \$5 billion, while the annual turnover of Japanese animation, cartoon books and video games exceeded \$9 billion. Since the beginning of the 21st century, with the gradual improvement of the media environment and the continuous development of information transmission technology, the global diffusion effect of Japanese animation is increasing day by day. Through the in-depth analysis of the global diffusion of Japanese animation, we can find that it has an excellent cultural transmission effect, deeply in line with the development trend of the scientific and technological era and the media environment, deeply explore the global diffusion connotation of Japanese animation can be clear, Japan has a high degree of attention to the development of the animation industry, and set up a special animation industry management and research organization. The development of animation industry and the output of culture are effectively integrated. At the same time, in order to improve the global spread of the Japanese animation, the government also provides reliable fund support for the development of the animation industry.

### **3. Analysis of Japanese Cultural Output Strategy**

#### **3.1 Create a Cultural Exchange Platform**

Through in-depth analysis of the global spread of Japanese animation connotation and the main environment of Japanese cultural export, it can be found that Japan has focused on the development of cultural undertakings, and invested funds, manpower and modern media technology for comprehensive support, to create an excellent cultural transmission path. Through in-depth analysis of the Japanese cultural transmission environment, it can be found that Japan in the process of cultural export, effectively combined with the cultural export advantages of Japanese animation, and on this basis, to create a cultural exchange platform, actively expand the scope of cultural transmission. In addition, in the process of realizing Japanese cultural export, Japan aims at different cultural characteristics. As well as the diversified content characteristics of Japanese animation carried out different types of cultural exchange platform to meet the needs of diversified cultural transmission. In this process, the international cultural exchange platform can make countries all over the world fully realize the diversity advantages of Japanese animation culture and other related cultures in economy, politics and other related aspects, and further show the core competitiveness of Japanese animation culture and the artistic charm of Japanese animation. In the multi-type and multi-directional cultural exchange platform, countries all over the world can further sense the importance Japan attaches to the development of cultural cause and animation industry, so as to benefit. By using the characteristics of cultural products, the cultural cause of Japan has been continuously constructed and developed.

#### **3.2 Improving the Environment of the Cultural Industry**

The reason why Japanese animation can realize the global diffusion and provide an excellent transmission environment for Japanese culture is closely related to the full support of the Japanese government for the animation industry. Through in-depth analysis of the global transmission connotation of Japanese animation, we can find that it has constantly improved and updated the development environment of cultural undertakings. In order to improve the environment of cultural industry, Japan mainly carries out it from two aspects:

(1) The improvement of the financial environment. In view of the development characteristics and cultural transmission advantages of the animation industry, Japan has effectively reduced the difficulty of capital application and financing for the development of the animation industry through the promulgation of relevant policies and decrees, so as to strengthening the stability and extension of the animation industry chain and the improvement of the financing environment, which can provide excellent environment and financial support for the development of the animation industry in Japan. Thus gradually realized the global diffusion of Japanese animation;

(2) The improvement of the environment of equal competition. The economic benefits created by Japanese animation in the process of global diffusion occupy an important position that can not be ignored in the overall economic system of Japan, which directly affects the economic output of Japan. Based on this, the relevant departments in Japan fully recognize the importance of animation industry and cultural export, effectively improve the competitive effect of animation industry environment, improve the competition mechanism, thus laying a solid foundation for the development of Japanese animation industry, contributing to the emergence of high-quality animation works and cultural products, and achieving high-quality development and diversified development [1].

#### **3.3 Actively Innovating Media Science and Technology**

In the long-term development, Japanese animation has become the characteristic symbol of Japan. Japan has accumulated more advanced experience in the development of animation industry. Through in-depth analysis of the global diffusion connotation of Japanese animation and Japan's cultural export strategy, it can be found that the current modern information technology has played an obvious role in promoting the development of Japanese cultural undertakings. Therefore, Japan has actively innovated media science and technology. Further led to the pace of cultural output, the

following analysis of it:

At present, the global level of science and technology has increased rapidly, and the effect of information dissemination has increased significantly. In this information transmission environment, the transmission of Japanese animation products and the transmission of Japanese cultural products have broken through the traditional paper-based cultural framework, successfully relying on the advantages of network information dissemination, showing a diversified pattern of cultural product transmission, related animation enthusiasts cannot only buy relevant paper animation products according to their interests, but also can read electronic animation products on the Internet and watch animation video resources, greatly expanding the spread environment of animation products. In addition, based on the unique media environment, Japan has accumulated a number of cultural audiences with the same characteristics, further strengthening the transmission effect of specific types of animation works and cultural products within the same crowd, ensuring the sustainability of cultural output [2].

### **3.4 Strengthen the Training of Professionals**

Professional talents are the basis for the long-term development and cultural continuity output of Japanese animation industry, so Japan attaches great importance to the cultivation of professional talents, providing a good growth environment and a relaxed development environment for professional talents. In this environment, Japan has not only developed a variety of cultural and educational industries and animation professional training mechanisms, but also promulgated a series of policies and decrees, promoting the generation of animation professionals, comprehensively expanding the production range of Japanese animation products, expanding the production path and production channel of Japanese animation works and cultural output works, It strengthens the benign competition effect in the animation industry and cultural output environment, helps the continuous derivation of excellent animation products and cultural transmission products, and realizes the high-quality development of the animation industry. Based on the training strategy of professional talents exported by Japanese culture, it can be found that talents are the foundation of the development of cultural undertakings. Full attention to talent training will further strengthen the sustainable effect of the development of cultural undertakings, so as to gradually derive excellent cultural works in the excellent competitive environment and ensure the stability of cultural transmission. In addition to specialized animation education institutions, various Japanese civil society groups and individuals also hold relevant Animation talent training activities. For example, the “Japanese young animator cultivation plan” implemented since 2010 was entrusted by the Japanese cultural agency to the Japanese animation production and performance Association (Janica), which is a self-organized group of Japanese animators. Through the collection of animation short films from the society, the activity selected excellent works to be released on the Internet, cinema or TV. The plan includes “Project A”, “Anime Future” and “Anime Tamago”, mainly for young animation producers with little experience. In addition, there are also individual and group lectures, the dissemination of professional animation knowledge and other personnel training methods, forming a diversified talent training pattern [3].

## **4. The Enlightenment of Japanese Cultural Export Mode to China**

Through in-depth analysis of Japan's cultural export strategy, we can find that the reason why Japan's culture has greater transmission advantages is closely related to Japan's building a cultural exchange platform, improving the cultural industry environment, actively innovating media science and technology, and strengthening the cultivation of professional talents. At the same time, because the Japanese animation can meet the psychological needs of the masses in the process of derivation and development, it gradually improves the overall transmission environment and animation connotation by adopting the case characteristics and role setting of the masses' interest, so that it has a higher cultural transmission advantage. Based on this, in the development process of China's cultural undertakings, we can also actively learn from the relevant successful experience of Japanese animation global transmission and cultural export strategy. Based on the current situation

of China's cultural development and the pattern of cultural industry, we should further perceive the psychological needs and cultural reception expectations of the masses, so as to form a targeted cultural industry chain in the development of cultural undertakings, so that it can be fully extended in a good cultural environment, and further enhance the core competitiveness of China's cultural output. In addition, in the process of the construction and development of China's cultural undertakings, we should actively explore new information transmission technology and cultural transmission path based on the current media environment, build a unique cultural transmission platform, and highlight the connotation and characteristics of China's excellent traditional culture.

## **5. Conclusion**

In a word, our country attaches great importance to the development of cultural cause, and has carried on the key support in the cultural inheritance for a long time. China is an ancient cultural country with a long history of 5,000 years, which has accumulated excellent traditional spirit and culture. Through in-depth analysis of the global diffusion connotation of Japanese animation and the Japanese cultural export strategy, we can obtain the inspiration for the development of our cultural cause. In order to improve the core competitiveness of China's cultural export in the fierce competitive environment, and promote the sustainable construction and long-term development of China's cultural undertakings.

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