Research on the High-Quality Development Path of the Cultural Industry Based on Digital Technology

Xi FENG

Xi'an Jiaotong University City College, Xi'an, 710018, Shaanxi, China

2016150231@jou.edu.cn

Keywords: Digital technology, Cultural industry, High-quality development

Abstract: Under the background of the continuous development of social modernization and the comprehensive deepening of scientific and technological capabilities, digital technology provides technical support for all works of life to achieve the goal of sustainable development. As the main trend of the all-around development of the modern cultural industry, the improvement and optimization of digital cultural industry not only requires policy support from government departments, but also needs to face challenges from different aspects. This paper analyzes the effective ways to promote a healthy and sustainable development of China's digital culture industry, so as to lay a solid foundation for the innovative development of China's cultural industry.

1. Introduction

The wide spread of diversified information technology in the economic and social fields has led to the rapid development of the digital economy, and has derived new economic paradigms and business models, making the digital economy an important measure to promote national economic development. As one of the most important strategic deployment industries in China in recent years, the overall development level of the digital culture industry has shown an unprecedented upward trend, which has become a highly recognized development trend in the field of cultural industry. Under the background of the comprehensive reform and innovation of digital technology, the continuous increase of consumer demand, and the increasingly obvious characteristics of our age such as the innovation, integration, diversification, and leadership of the cultural market, we must strictly follow the principles of dynamic and forward-looking development planning, actively cooperate with government departments to implement various assurance measures, accurately position the strategic development goals of the digital cultural industry through independent innovation, industry focus, and brand drive, establish and improve the talent training system of the digital culture industry, and highlight the leading and supporting role of policies and regulations. The development ability of the digital culture industry should be continuously strengthened, so that it can show an orderly, rich, and diversified development trend and provide diversified services and management guarantees for the digital development of the cultural industry.

2. Always Follow the Forward-Looking and Dynamic Development Planning Principles

When promoting the high-quality development of the cultural industry based on digital technology, the planning schemes formulated should follow the following principles:

First, the whole plan should promote the full formation of the agglomeration effect. As the digital culture industry is an emerging industry, while achieving comprehensive development, it is inseparable from the joint role of upstream and downstream enterprises in the industrial chain to form the agglomeration effect. Therefore, the development of the digital culture industry must highlight the collective aggregation effect, fully penetrate the performance and characteristics of high-tech, promote the coordinated development of each other, and comprehensively reflect the functional values.

Second, the policy should fully demonstrate foresight. The digital culture industry has obvious

high-tech characteristics, and its development speed is faster than that of traditional industries. Thus, the relevant contents must be obviously forward-looking in the process of formulating specific development plans and measures, so that the digital technology can highly adapt to the rapid development needs of the industry itself;

Third, the scheme need to highlight the dynamic and flexibility characteristics. In the process of the rapid development of digital industry technology, due to the influence of its own factors and external factors, a large number of uncertain factors continue to appear, which makes it impossible to comprehensively predict the future development speed and scale of the digital culture industry. Therefore, in the process of formulating the development plan and specific measures of the digital culture industry, the relevant content should be able to highlight the dynamic characteristics, and reflect the flexibility characteristics. Only in this way can it reasonably adjust and optimize the development plan and measures based on the development status and development conditions under the overall leadership of the development goals and development ideas.

3. Give Full Play to the Guiding Function and Supporting Role of the Government At the Policy and System Level

In order to ensure that the overall development speed and scale of the digital culture industry can achieve the expected goals, government departments should formulate relevant policies and regulations to provide a guarantee for the effective implementation of various development measures. The digital culture industry has obvious emerging industry characteristics, its own unique change laws, and the overall development state lacks perfection and maturity. Thus, the government needs to give necessary guidance and support at the system and policy levels, which can be started from the following levels:

First, the government should start with financial funds to support and subsidize the development of the digital culture industry. By adopting diversified ways and channels, we can raise funds for the initial development of the digital culture industry, and give priority to leading enterprises that combine traditional culture and high technology;

Second, the government should regulate and guide the development of the digital culture industry from the policy and system level, actively give full play to the role of environmental guidance and tax guidance, and regulate and restrict the behaviour of enterprises that do not conform to the laws and requirements of market economy, and give key support to enterprises with great potential and good development prospects in the digital industry;

Third, government departments should provide intellectual support for the development of digital culture industry from the talent level. A series of targeted policies can be formulated in combination with the development needs and regular characteristics of the digital culture industry. Through the establishment and improvement of various supporting environments, the attraction of enterprises to talented people can be greatly improved, and enterprises can introduce a large number of high-end talents that can actively promote their own development and industrial development. On this basis, we should build a high-level talent team, guide employees to take the initiative to further study, improve their serviceability through professional training for employees, and ensure that the digital culture industry can achieve the goal of healthy development under the protection of various policies and measures.

4. Scientifically Plan the Future Development Strategy of Digital Culture Industry

In the process of deciding the future development strategic direction of the digital culture industry, to ensure that the measures taken are highly scientific and accurate, government departments can start from the following aspects:

First, encouraging independent innovation. It is necessary to take the establishment and innovation of the digital culture industry as the starting point, start with diversified channels, strengthen the active cultivation of the high-end creative culture industry, provide guidance for enterprises to implement various independent innovation measures, and ensure the deep integration

between various high-tech industries and cultural industries, so as to comprehensively improve the innovation ability of digital culture industry [1];

Second, promoting industrial agglomeration. We can actively introduce and comprehensively integrate the conditions that meet the development needs of the digital culture industry, so that the digital culture industry can form a certain aggregation scale, and take various effective measures to actively support enterprises with technological potential to become leading enterprises. We can also make use of the agglomeration effect to provide assistance for the comprehensive development of the digital culture industry, ensure the establishment and improvement of the public technology platform of the digital culture industry, and build a bridge for the rapid development of industrial clusters, so as to effectively achieve the goal of intensive industrial development [2];

Third, establishing brand. We can strengthen the close cooperation between high-tech enterprises and creative design enterprises, and ensure that the cultivated cultural enterprises, cultural brands, and service brands have not only independent research and development capabilities, but also have independent intellectual property rights, so as to provide a steady stream of dynamic support for the creation of internal enterprise brands in the digital cultural industry base [3];

Fourth, forming systematic training programs to enhance talent development. We should fully integrate modern ideas and diversified measures into the creation of talent-gathering conditions in the digital cultural industry, and use the idea of keeping pace with the times to create an international platform that can provide timely communication, effective discussion and information sharing for outstanding talents in the cultural industry. On this basis, policies and systems can be used to actively explore and comprehensively attract cultural and creative talents, compound talents, and cultural industry management talents required for the development of the digital culture industry, so as to provide continuous talent support for China's digital culture industry to achieve the goal of sustainable development [4].

Fifth, building an industrial ecosystem. Promoting the innovation and application of the industrial chain, improving the stability and competitiveness of the industrial chain, making good use of new infrastructure, further promoting innovation and entrepreneurship, optimizing the business environment, adhering to the inclusiveness and prudence of new formats and new models, encouraging innovation, and leaving enough room for the development of digital culture industry under the premise of strictly observing the bottom line of safety.

5. Promoting the High Quality Development of Digital Cultural Products

Product quality development is the key to promoting high-quality industrial development. Therefore, promoting the high quality of cultural products is an important grip to promote the high quality development of cultural industry. The state should continuously optimize the development direction of the cultural manufacturing industry, improve its energy structure, and strictly limit the production of low-end, high-energy cultural products. According to the development practice of cultural industry in recent years, it can be seen that virtualization and digitalization are the development trend of cultural products. Virtual cultural products can greatly save space and time costs, and further optimize the use of space and human resources, which is also in line with the goal of "carbon peaking and carbon neutrality" proposed by China [5]. In the future, intelligent and digital cultural products will be at the top of the value chain of the cultural industry, and such products will no longer meet human needs statically, but will realize their value through dynamic interaction with users [6]. The development of digital cultural products in China has made certain achievements in recent years. The major Internet giants, including Ant, Tencent and Baidu, have launched related businesses. Take Ant Group as an example, since the launch of "Treasure Project", nearly 20 museums have joined the project and issued "digital collections" one after another, and "Ant Chain" has provided technical support for them. In summary, the development of digital cultural products provides new ideas for the high-quality development of cultural industries, especially the "low-carbon" transformation of cultural product manufacturing.

6. Strengthen the Establishment and Improvement of the Talent Training System in the Digital Culture Industry

First, the relevant players of the digital culture industry should establish and improve the monitoring mechanism and early warning mechanism for the demand for talents in the digital economy. Besides, they also need to take various effective measures to adjust the training structure and introduction structure of different levels and types of talents in a timely manner based on the specific requirements for talents in the development process of the whole industrial chain, such as digital economy technology, digital management technology, digital operation technology, and so on [3];

Second, in the basic education system at all levels, we should fully integrate the content of digital literacy education, take enterprise training as a platform, strictly train the basic talents needed by the cultural industry in the process of realizing digital transformation, and take professional scientific research institutions and colleges and universities as a bridge to carry out targeted training of high-end scientific research talents who can promote the breakthrough development of digital technology. While comprehensively improving the level of vocational and technical education in the cultural industry, we should fully meet the different development needs of digital talents at all levels [7];

Third, it is necessary to conduct a comprehensive analysis of the existing digital talent introduction policies and needs. Based on this, the government should formulate targeted policies, cultivate a large number of professionals who can meet the development needs of the digital economy, and improve the attraction of top scientific research talents [8].

7. Conclusion

As an advanced form of traditional cultural industry, the digital cultural industry has faster update speed, stronger entertainment, and higher consistency between platform and content, and it is the main development direction of the cultural industry in the future. Digital technology has fully penetrated into people's daily life and work. Digital technology based on the Internet is transforming the traditional cultural industry in a new way. By integrating modern digital technology, network communication technology and rich cultural resources, the media and culture can be fully integrated and recast. Driven by the rapid upgrading of modern Internet technology, the consumption level of the people is constantly improving, and the demand for spiritual and cultural products is increasing, providing a good opportunity for the all-around development of the digital culture industry. In the future, China's digital culture industry will develop in the direction of diversification. By establishing a powerful industrial alliance, the goal of rapid reform and upgrading of the entire market economy can be effectively achieved.

References

[1] Wang Xianghua. The role of government in the digital culture industry: Experience of European and American countries and China's countermeasures. Art, no.1, pp.65-71,100, 2020.

[2] Li Xiang, Zong Zupan. Digital culture industry: An industrial model and path for rural economic revitalization. Journal of Shenzhen University (HUMANITIES & SOCIAL SCIENCES), vol.37, no.2, pp.74-81, 2020.

[3] Han Donglin, Wu Rui, Xia Chuanwei, et al. Research on the impact of digital technology

application on the development of China's cultural industry. China Science and Technology Forum, no.2, pp.46-53, 2020.

[4] Xie Xuefang, Chen Sihan. Enabling digital culture industry by "5G+AI"" technology group: Industry dimension upgrading and high-quality transition. Publish Wide Angle, no.3, pp.21-25, 2021.

[5] Li Fengliang, Gu Zhenjing.Opportunities,Paths and Values for the High-Quality Development ofChina's Cultural Industry from the Perspective of"Dual Carbon". Journal of Shanghai Normal University (HUMANITIES & SOCIAL SCIENCES EDITION), vol.50, no.6, pp.70-87, 2021.

[6] Zheng Qiongjie, Cheng Yixian . Digital Ecology and High Quality Development Path of Cultural Industry. Nanjing Journal of Social Sciences, no.1, pp. 155-163, 2022.

[7] Jin Maike, Li Jingshuang, Wang Qing, et al. Problems and paths of China Australia cultural industry "going out" in the digital creative era. Journal of Shenzhen University (HUMANITIES & SOCIAL SCIENCES EDITION), vol.35, no.3, pp.43-50, 2018.

[8] Tian Ye. Promoting the innovation vitality of digital culture industry in metropolitan agglomerations in the new infrastructure era. Journal of Tongji University (SOCIAL SCIENCE EDITION), vol.32, no.3, pp.73-81, 2021.