A Study on Japanese Cultural Industry Policy and Enlightenment

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Abstract
As a world cultural power, Japan's cultural policies have played an important role in the development of cultural industries. In recent years, Japan has promulgated a number of policies to promote the development of cultural industry and improved the operation mechanism of cultural industry, so it is of certain practical significance to study Japanese cultural industry policies. In this paper, we study the Japanese cultural industry policies, their operation mechanism and their inspiration, in order to absorb the advantages of Japanese cultural industry policies and provide references for the development of cultural industry in China, so as to promote the rapid and efficient development of cultural industry.

Keywords
Cultural industry; Policy; Japan; Inspiration

Japan's Cultural Industry Policy and Its Impact

Japan's "Development Plan" Guidance Policy

Since the establishment of Japan as a nation, Japan has taken a series of measures, formulated policies and carried out plans to promote cultural industries, of which policies are particularly important. The "Basic Policy for the Promotion of Culture and the Arts" is an explanation of the importance of culture, and indicates that the promotion of culture and the arts can lead to the development of culture and the spread of regional characteristics in Japan and the world. It is pointed out that the development of culture and arts is of great importance to the future of Japan, and it is proposed that cultural resources are the driving force of human resources. Five major strategies are proposed to support the development of cultural activities; revitalize youth and children; strategically inherit and revitalize local areas; promote domestic cultural diversity and improve institutions. Japan's

cultural industry is in flux with economic development, radiating to other industries mainly through national policies, and formulating a strategy for synergistic development of the state and the general public according to national conditions.

Copyright Protection Policy

In Japan, special attention is paid to copyright, to the protection of artists and performers on the Internet, and to the improvement of the legal system for digital products such as audio and video recordings. The social status of artists and other workers is being raised, and the system for issues such as the attribution of unattributed works is being improved. In the Plan for the Promotion of the Creation, Protection, and Use of Intellectual Property, it is proposed to strengthen the protection of intellectual property rights, to enact a bill to promote expedited patent examination, to develop and utilize prior art search organizations, and to carry out structural reform of patent applications and examination (Wang, Lai, Li, Yang, Ma & Wu, 2004).

Japan has implemented a mechanism for collaboration between the government and the public at home, joined international intellectual property organizations to learn and improve awareness and ability to protect intellectual property rights, and used various methods such as schools and seminars to cultivate copyright awareness. In addition, the judicial protection of copyright and the protection of rights remedies have been enhanced and the High Court of Intellectual Property has been established.

Cultural Industry Support Policy

Support for cultural industries. The Council for the Promotion of Arts and Culture and the Arts Promotion Fund were established to provide financial support for the activities of targeted organizations and to promote the spread of these activities. The Arts and Culture Promotion Fund Promotion Committee, established in 1998, and the Arts and Culture Promotion Fund, established in 1990, were established with funds from both the government and the private sector (Rao, 2020). The fund is mainly used for the creation and popularization of modern theater and traditional arts, as well as international art exchange and digital film production. A review board was set up to supervise the Agency for Cultural Affairs and other institutions to ensure the proper use of funds, while Japan's donation policy encourages donations to organizations.

Support the production of artistic works. We have strengthened strong cooperation with universities and art museums to jointly promote the creation of culture and art; increased the number of theater performances; supported the public performance of traditional performing arts; supported the development of the film industry; held art festivals in conjunction with local theaters; held various

events and established various awards. Japan has strengthened the protection of local cultural heritage and the environment; investigated and documented a large number of folk cultures; promoted awareness of cultural heritage protection, improved restoration methods, and improved protection systems; used digital media technology to promote the importance of cultural heritage; and established a complete system of cultural heritage protection.

Use modern technology to pass on culture and arts. The Content Industry Revitalization Policy points to the development of networks, support for the use of new technologies, the promotion of culture and arts and their related industries through information technology, and the use of digital media technology to preserve cultural heritage by breaking through geographical limitations.

Each region establishes museums, art museums, and cultural palaces with local characteristics to conduct exhibitions of cultural relics and art. For this purpose, the Japanese Agency for Cultural Affairs has established independent public corporations to enhance operational efficiency, independence, and flexibility in cultural research and other areas through the establishment of independent corporations, such as the National Museum of Art, Osaka City Museum of Art, Abeno Harukas Museum of Art, and many other art museums. There are also a number of public facilities and buildings in Japan, such as the Art Institute and the National Museum of Modern Architecture. People who have contributed to the development of cultural industries are given material awards, certificates and publicity to encourage people to actively participate in cultural industry activities and strive to contribute more to cultural industries.

Cultural Industry Talent Training Policy

Japan attaches great importance to professionals in the cultural industry and has clear provisions for their training.

Directional cultivation of human resources. The Outline of Intellectual Property Strategy states that human resource management should be strengthened and the intellectual property management system should be improved; intellectual talents should be cultivated by strengthening intellectual property education in law schools; professional talents such as agents should be cultivated; technical talents with business acumen should be conveyed, and artistic talents, other artistic and cultural talents, and artistic and cultural managers should be cultivated.

Clarify training objectives. The 2004 Content Industry Revitalization Policy states that universities should target special talents for training; improve the infrastructure of capital, talent, and technology; and categorize content industry production as knowledge intensive, requiring strong creativity from creators (Chen, 2008).

Clarify the training methods. We should also promote exchange and cooperation among local groups, such as museums and theaters, to hold joint cultural exchanges and events; issue certificates of skills, grant qualifications to qualified technical personnel, and recognize their technical abilities; strengthen the function of university education and conduct research in specialized disciplines; and enhance the social status of artists and optimize the working environment. The social status of artists and the optimization of the working environment.

Policy Measures for Information Summarization of Cultural Industries

Japan has implemented legal protection for information collection and disclosure in the cultural industry, and has specific measures and policies to protect and disclose it. First of all, the information of the materials is further optimized. Secondly, we have established a museum to organize, store and protect the information to prevent the loss of information and the destruction of cultural relics, and to provide a good platform for the next generation to inherit and learn, and for all people to display. Third, we conduct research on domestic culture, such as research on various local languages. Finally, we provide various kinds of support to local groups, such as local cultural and art groups and volunteers, provide cultural information to promote the development of groups, and encourage mutual exchange and cooperation among groups.

Measures to Cultivate Consumer Market

Japan attaches great importance to the cultivation of the cultural consumption market and supports the market through legal policies to cultivate the consumption demand of the residents and satisfy the consumption desire of the people. First, the Japanese government holds a large number of events and exhibitions, such as public theater performances, cultural and art festivals, museums, and art gallery exhibitions, and provides volunteers and financial support for these activities, thus increasing the opportunities for the people to enjoy art works, stimulating the people's desire to consume, and promoting the consumption of the cultural market. Second, through digital media, we can increase communication among people, let young people experience humanities, deepen their understanding of the characteristics of domestic cultural heritage, and experience traditional arts, which will not only enhance national emotions, enrich their lives, and increase entertainment, but also increase the number of events held and promote cultural industries. Third, popularize art activities and combine them with the public's food, clothing and housing; increase the popularity of artworks such as records and movies; develop activities for special groups, such as the disabled and the elderly; and increase cultural and art activities in school education to improve the overall ability of high school students. Fourth, cultivate the consumption capacity of the general public. Written symbols are part of culture and can directly influence the strength of consumers' consumption ability. For this reason, Japan attaches great importance to Japanese language education and

requires language training for families and local communities to improve children's language skills; television programs and broadcasts are required to use standardized language to resist the intrusion of foreign languages into the country.

Policy Measures for the Development of Regional Cultural Industries

Promote the development of regional culture through the formulation of specific policies, laws and regulations. Actively carrying out local cultural activities, supporting cultural and artistic public performances as well as festivals with national characteristics; preserving regional cultural architecture; encouraging nationals to participate in cultural activities, traditional cultural activities, non-profit activities, and modern cultural and artistic activities; providing financial subsidies for cultural creation and use; strengthening regional cultural exchanges, organizing cultural activities with local characteristics, and fostering a number of groups with local characteristics. To strengthen ties and cooperation between schools and social institutions and enterprises to jointly promote educational development; to strengthen rural-urban communication and promote rural-urban cultural exchange.

In addition, the government takes the lead in organizing national cultural festivals, and local cultural organizations are the main bodies that implement various group activities. For example, the cultural festivals in Japan include various cultural festivals such as the Sansha Festival, Sagami River Carp Flag Festival, Sagami Kite Festival, and Aoi Festival (*Japanese Cultural Festival*, 2021). In this way, people's sense of belonging is deepened, people's emotions are enhanced, and a better spiritual life is constructed.

Mechanism for the Establishment of Cultural Industry Policy in Japan

Value Mechanism of Synergy between Cultural Industries and Cultural Undertakings

According to Ikuro Hiromitsu of Japan, the cultural industries of the Japanese government are culture-related industries, and those that can be realized through industrial operations are industrialized culture. Japan does not distinguish excessively between cultural business and cultural industry, but includes everything related to culture and supports it through policies such as the Basic Policy for the Promotion of Culture and the Arts. But in fact, in Japan, cultural undertakings and industries are actually in the same system, and all culture-related market mechanisms that can be implemented through industrialization have autonomous behaviors.

The "Basic Policy for the Promotion of Culture and the Arts" is a policy that reflects the Japanese government's efforts to promote cultural development by supporting public art buildings and im-

proving public cultural facilities by emphasizing cultural activities; by allowing local art groups and non-profit organizations to provide creative experiences for children and the elderly; by allowing local groups to use local charms to carry out cultural programs related to the Tokyo Olympics; and by promoting local charms in conjunction with the image of Japan's earthquake response. We will also promote cultural and artistic attractions by combining local charms with the image of Japan's earthquake response.

Dynamic Mechanism of Government-market Synergy

The fourth edition of the Basic Policy for the Promotion of Culture and the Arts in 2015 stipulates that Japan should provide opportunities for all people in Japan through local public organizations and non-profit organizations, and spread Japanese culture and arts to the world through events such as the Tokyo Olympics, which showcase Japan's charms to the world. The "Intellectual Property Outline" stipulates that the government should plan to promote the development of cultural industries and implement reforms to promote the intellectual property system. In order to improve the efficiency of Japan, the Cultural Council was established in the Ministry of Education, Culture, Sports, Science and Technology, and the Cultural Heritage Council, the National Cultural Heritage Council, and the Ministry of Cultural Heritage Council were established to give opinions on issues and phenomena related to government departments, and to conduct deliberations in accordance with the Copyright Law and the Law on the Protection of Cultural Property.

The Basic Policy for the Promotion of Culture and the Arts mentions that citizens should improve their understanding and support of culture and the arts, actively participate in local cultural activities, take the initiative to learn about culture and the arts, and consciously cooperate with local organizations and school communities.

In Japan, culture and the market are not separate, and the Basic Policy for the Promotion of Culture and the Arts stipulates that citizens and organizations should be aware of their own responsibilities and consciously promote culture and the arts together with society. It further emphasizes that individuals, companies and organizations should clarify their responsibilities and communicate with each other to contribute to the development of cultural industries. The National Medium-Term Plan for Culture and the Arts states that it is important to promote support activities and donations from the private sector (companies, organizations, individuals, etc.) for cultural and artistic activities. Therefore, the administration (national and local public organizations) will aggregate various advanced examples from the private sector and promote policy implementation. In addition, Japan will promote cultural and artistic activities through cooperation between the administration and the private sector (*National Medium-Term Plan*, 2021). Thus, the government plays a large role in promoting the development of cultural industries in Japan - providing resources for cultural industries

through policies and laws, combined with the market to build opportunities for joint promotion.

Institutional, Economic and Administrative Synergistic Instrument Mechanism

Japan combines institutions, economics, and politics. The Basic Policy for the Promotion of Culture and the Arts states that financial, tax, and fiscal support should be strengthened to provide more funds for the promotion of the arts, and the 2004 Content Industry Promotion Policy proposes measures for diversification and joint development by multiple parties. In terms of practice, localities are allowed to present their distinctive cultures and actively integrate them with the system. In terms of cultural industry development, economic support is actively provided and material rewards are given to groups or individuals who contribute. 107.5 billion yen is available for cultural industries in Japan in 2021, an 8% year-on-year increase compared to 2020, mainly for theatre arts, media arts, training artistic talents, preserving cultural relics, and building infrastructure (*Lingyan 3rd Year Culture Department Budget*, 2021).

Inspiration for China's Cultural Industry

By formulating and improving the mechanism of cultural industry, cultural undertakings and industries will be integrated into one and developed together. We will formulate corresponding policies in the light of China's actual situation, and integrate the government, market, and private individuals organically and coordinate with each other to jointly promote the development of cultural industry.

Protecting the Development of Cultural Industry with Laws

The development of cultural industry requires both law and policy to work together. The development of cultural industry is inseparable from the protection of law and the support of policy, and only when the two work together can the healthy development of cultural industry be ensured. Policy implementers and policy makers should deepen the concept of legal system and use legal means to lead the scientific formulation and implementation of cultural industries. Strengthen the construction of relevant legal procedures to enhance policy stability. Japan's legal experience shows that strengthening the legal system can give people a good social environment, people's freedom of thought, freedom of expression, freedom of design, intellectual property rights, copyright is well protected, the government will not interfere with culture and art, which allows people to create freely and can better stimulate the innovative ability of artists to promote the development of cultural industries.

Develop the Consumption Market of Cultural Industry to Enhance Consumption Ability

China's current cultural industry development is not comprehensive, and it is easy to neglect the development of consumer market and the cultivation of consumer ability. Based on Japan's development practice, China should develop comprehensively from multiple perspectives and combine creation, application, preservation, and consumption in its policies. The opening of the market helps the healthy development of the cultural industry, and enhancing the openness of the market helps promote the progress of the cultural industry. We should strengthen the communication and exchange between various categories and fields of cultural industry, encourage the development of new products, strive to achieve international convergence and integrate into the international cultural market, and at the same time, we should not ignore the domestic cultural industry consumer market. At present, for China's domestic market should improve the consumption environment and enhance the level of consumer groups. At present, there are a large number of pirated copies of domestic cultural industry consumption, and not enough attention is paid to the payment of cultural products. Further optimization should be made in piracy remediation and consumption standard planning, so as to improve the cultural consumption environment and make the cultural creators get their due remuneration and make the cultural products get their due protection. Compared with developed countries, the production of cultural products in China is still at a disadvantage, and although a large number of high-quality cultural products are exported, the remuneration received is lower than that of foreign products of the same level. Policy should be increased to support the development path of cultural industries, expand overseas export markets, and promote the use of Chinese language in the world.

Dilute the Boundary between Cultural Undertakings and Cultural Industries

Due to the overly clear distinction between the two systems of cultural undertakings and cultural industries, the policies pursued in our country are mainly directed at cultural undertakings, making them independent. This reveals that we should drive the development of cultural industries along with the development of cultural undertakings. The policy of funding and supporting cultural groups is vigorously pursued so that the cultural industry can be well developed. In the process of practice, cultural undertakings and cultural industries must not be separated; they are complementary to each other, and the split will only restrict the development of both (*Let cultural undertakings and cultural industries fly in tandem*, 2021). Establish the incentive mechanism of cultural undertakings and cultural industries, and establish the training mechanism with the development of cultural undertakings to drive the development of cultural industries. We should develop the two synergistically without making such a clear distinction.

Develop and Improve Cultural Industry Policies

The formulation and implementation of policies are very important, and a perfect policy operation

mechanism should be established so that the policies can achieve the expected results. We should raise the importance of cultural industry and firmly establish the concept of market mechanism; familiarize ourselves with the development rules of cultural industry under the market economy; increase the degree of participation and change the situation of "formulation but not implementation"; change the single management by administrative means and implement the joint management mode by multiple means. Cultural industry policies need to be integrated and coordinated with other industries such as the service industry in terms of implementation and formulation. The government should increase support for public participation and encourage schools, local organizations, and museums and art galleries to organize events such as cultural performances and cultural heritage exhibitions. While increasing the participation of the public, it also raises the public's awareness of culture and art, forming a benign development in which the service system and the cultural industry promote each other. The policy should encourage the integration of cultural industry and other industries together, which is conducive to the optimization of the overall environment and structure of cultural industry, so that the development path of cultural industry is broadened to form a large system of culture. When forming a whole with other industrial policies, it is conducive to the coordination and stability between policies. In the implementation, there will not be uneven changes in policies and too rapid replacement, thus leading to the incoordination between policies.

Summary

China's cultural industry is developing rapidly, but there is still a considerable gap with developed countries. Therefore we should formulate policies from all aspects, taking into account the political, economic, cultural and market areas, adhere to the people-centered development ideas and the direction of advanced cultural development, to show the world the Chinese story to promote the Chinese spirit. Adhere to independent innovation, strengthen independent core technology research and development to cultivate new development momentum and promote consumption. Strengthen international exchanges, take the road of open internationalization, strengthen policy improvement for disadvantaged links and other areas, and bring into play the functions of government at all levels to coordinate and support. Enhance the participation of popular cultural activities, promote traditional culture, and enhance national pride and identity in the hearts of youth and children.

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