

Analysis and Experience Reference of the Characteristics of Animation Industry Policies in the United States, Japan and South Korea

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Abstract: This paper analyzes the characteristics of international key animation countries - the United States, Japan and South Korea's animation industry policy, explores three different models of animation industry policy system, and analyzes the role of three types of animation industry policy system in combination with the development of animation industry in various countries, so as to summarize how China's animation industry policy should adapt to the national conditions to promote the industry. Industry gains advantages in international cultural trade.

1. Introduction

Compared with the so-called “hard power” of economy, such as science, technology, military and resources, soft power is recognized by the international community and subdued by other countries through the display of political, cultural and diplomatic strength. Its elements consist of three parts: cultural soft power, political soft power and diplomatic soft power. These capabilities are as important as the national economic strength, scientific and technological strength, military strength, resource strength and other hard strengths. They are also the concrete manifestation of the comprehensive national strength and the right to speak in the international community.

2. Hegemony, Export and Expansion of American Culture

For a long time, the commodity, cultural and ideological attributes of cultural products have led many countries in the world to have many differences on whether the trade of cultural products, including animation products, should be “liberalized” or “exceptional”. Different from Europe's view that culture is “public service” rather than “making money”, Canada's view of culture as “social resources” or “public interest”, and China's view of the ideological nature of cultural products, the United States believes that cultural goods, like other goods, are aimed at maximizing profits, and that all cultural goods in the world should be subject to the principle of trade liberalization. This different understanding of the attributes of cultural products among countries has led to a heated debate over whether it was “free trade” or “cultural exception” in the previous WTO negotiations. In the end, the United States has an edge in the debate.

So far, most of the objects and forms of cultural trade have been incorporated into the WTO free trade system. The general agreement on trade in services (GATS), the agreement on trade related aspects of intellectual property rights (TRIPS) and the agreement on trade related measures of investment (TRIMs) all contain rules concerning the liberalization of cultural trade.¹ But “cultural exception” is just a claim, which is not written into the official documents of WTO agreement, so it has no legal effect. For a long time, the United States has dominated and formulated the rules of international cultural trade, including animation, with unilateralism such as “free trade” and “article 301”. The habitual pursuit and maximization of the interests of the United States have enabled the animation production and trade of the United States to expand and export on a global scale as before under the government's attention and full support.

3. Cultivation of International Cultural Trade Advantage under the Background of Japanese Animation Industry Policy

The successful development of Japanese animation industry has indirectly proved what role the government should play in the market economy. Through the Japanese government's strategic positioning of “building a country based on culture”, the implementation of almost full coverage of the animation industry policy, and the successful transformation from an economic power to a cultural advanced country, it seems that: through a series of laws and regulations, policy planning, support, intervention and effective guidance of the government, a country can fully make up for the defects of market failure under the role of the government, and promote On the basis of the comparative advantages of the long and the short, promote the healthy and rapid development of the national economy.

3.1 General Rules for the Development of “Building a Country with Culture”

In the 1990s, the Japanese government listed animation industry as a national pillar industry to fully support and actively seek international development. In 1996, the Japanese government published and implemented the strategy of building the country with culture in the 21st century, which defined the cultural industry as a “new industry of active revitalization”, hoping to transform the national economic structure into a knowledge intensive one through the industrialization of culture. After that, all previous Japanese governments took the development of cultural industry as a basic national policy, and promoted the development of animation industry to the height of national strategy to fully support and vigorously develop. Therefore, animation industry has become the pillar industry of Japan's national economic development and the main carrier of Japan's cultural export.

The national development strategy of “building a country with culture” is promulgated in the form of law, which is solidified in the “general principles” part of the law, avoiding the possible fault and lack of continuity of development strategy due to regime change, and ensuring the sustainable, high-speed and international development of Japanese animation industry with national law.

3.2 The Development Strategy and Legal Framework of “Building a Country with Intellectual Property Rights”

In order to realize the Japanese government's development strategy of “building the country with intellectual property rights”, protect the interests of animation investors, copyright owners and consumers, and crack down on illegal reproduction and dissemination of pirated animation works, the Japanese government has promulgated a series of laws, regulations and policy provisions on intellectual property protection, and built a relatively perfect legal system and judicial precedent support mechanism for the protection of intellectual property rights in the animation industry We have set up a consortium legal person to protect intellectual property rights of Japanese animation and its derivatives. We have made it clear that animation characters, animation brand image and cartoon image are protected by copyright law as important parts of animation products. In the context of ensuring that the relevant rights holders of animation enjoy the qualification of commercialization rights, the Japanese government has improved the enthusiasm of original animation and the quality of animation products as a whole.

3.3 Establishment of Content Products Overseas Circulation Promotion Organization and Content Overseas Promotion Organization

In order to promote the “going out” of Japanese animation products, the Japanese government attaches great importance to the development mode of government and people. Led by the government, it cooperates with non-governmental organizations such as TV stations (broadcasting bureaus), program production companies and large-scale comprehensive commercial companies to jointly promote the overseas export of Japanese TV programs, especially animation products, and international cultural trade. The content Overseas Distribution Association (CODA) established in

2002 and the broadcast program Export Association of Japan (BEAJ) established in 2013 are typical examples of the efforts made by the Japanese government and non-governmental organizations to establish institutions and promote Japanese culture to the world. The former was established under the initiative of the Ministry of economy and industry and the Department of culture, aiming at promoting the active circulation of Japanese cultural products overseas, and aiming at the rampant piracy overseas, the anti piracy organization is committed to protecting the rights and interests of the authors; the latter is led by the Ministry of general affairs of Japan, in order to promote the content products containing Japanese culture that can be spread around the world through Japanese TV programs Established.

The content product promotion mode proposed by the government and cooperated by the people constitutes a close cooperation relationship between the government and the people, which not only promotes the development of Japanese cultural industry, but also stimulates the vitality and development of other industries related to it.

3.4 Positioning “Global Market” Strategy of Japanese Animation “Going out”

Since the 1990s, Japanese anime has become a real “cultural diplomatic ambassador”, and the Foreign Affairs Department of the Japanese government, the Ministry of foreign affairs, has been actively committed to the world promotion and dissemination of Japanese anime, promoting the anime diplomacy with Japanese characteristics. In 2008, “Doraemon” was selected as “Anime Ambassador” and held A inauguration ceremony in the Ministry of foreign affairs. “Japanese animation is a representative content product of cool Japan,” the 2009 Global Strategy Research Institute of content industry said in its research report. In addition, the Ministry of economy and industry will forecast the overseas sales target of animation every year and devote a certain amount of money to the export promotion support of such content products.

It is not only a new growth point of Japan's economy, but also an important means of Japan's cultural diplomacy for the animation industry to enter the overseas market. For this reason, the Japanese government has formulated the “emerging industry development strategy”, proposed the animation diplomacy concept with the goal of “charming Japan”, carried out the international exchange of animation industry, and expanded the international influence of Japanese animation industry.

4. The Cultivation of International Cultural Trade Advantage in the Context of South Korea's Animation Industry Policy

On the basis of comparative advantage, the three-stage theory of red pine wants wild geese flight theory emphasizes that the infant industry of late developing countries can shorten the development process of their own through the cycle of “import domestic production (gradually mature) - export”, and catch up with or even surpass the first developing countries. The Korean animation industry started with OEM started from the agricultural countries under the historical background of poverty. Through the unremitting efforts of the government in the formulation of laws and regulations, organization construction, market management, personnel training, international cultural trade, and overseas development based on the scientific and reasonable national development strategy and open thinking, it has developed rapidly and become one of the top three animation companies in the world. This is proved in some way.

4.1 Sound System of Laws and Regulations

Similar to Japan, the South Korean government has also established the strategic policy of “building the country through culture”, put forward the development slogan of “Korean culture globalization”, made clear the economic position of the priority development of cultural industry, and established and optimized the legal and regulatory system for the development of related industries. Whether the policy goal of “cultural development and national development synchronization” was put forward in 1986, the ten-year plan for cultural development was issued in 1990, the 10-year

long-term plan for Korean cultural industry and the new cultural policy of the national government were issued in 1998, or the five-year plan for cartoon revitalization, the medium and long-term plan for cartoon industry development (2003-2007), in 2006, a series of laws, regulations and planning documents for animation industry were issued, such as the medium term growth strategy of animation industry. A number of documents were formulated, revised, supplemented and optimized to build a policy environment for the healthy development of Korean Animation Industry Based on the laws and regulations system and guided by the medium and long-term planning and growth strategy.

4.2 Set Up Special Management Organizations and Non-Governmental Organizations

Since 1994, the South Korean government has set up a number of official or non-governmental management agencies for the development of cultural undertakings to provide professional guidance and management for the Korean cultural industry, including animation. For example, "Cultural Industry Bureau" is in charge of cultural industry, "cultural content revitalization Institute" is responsible for supporting its development, "cultural industry support structure agreement" is used to strengthen the information exchange of various departments, avoid business duplication, "game technology development center" is in charge of industrial technology development, etc., which supports and promotes the development of Korean cultural industry with national strength.

With the support of the Korean government, organizations such as animation center, cartoon image information center, Cartoon Museum, cartoon Producers Association, cartoon Artists Association have been established one after another. It provides timely and effective guidance, management and support from information collection, research and development, talent training, capital operation, marketing, international market development, cultural exchanges with different countries, introduction of foreign high-end talents, and internationalization of cultural industry including animation industry, which plays an important role in the cultivation of international cultural trade advantages of South Korea.

4.3 New Media Animation and Online Games as the Development Characteristics

In Korean animation industry, new media animation and online games show great development potential. In order to strongly support the development of new media animation and online games, the South Korean government has set up a special agency in charge of online games and movies, "Korean media rating committee". In regulating the online game market, the government has been seeking a balance between game control, industrial development, contribution to GDP, and the game's entertainment and education functions through mandatory rules such as player real name system, content responsibility system and enterprise responsibility system.

With the continuous rise and vigorous development of e-sports industry, the competitive layout of capital in various countries and the release of policy dividend, and the increase of the government's support for the original and core technology of animation games, South Korea is forming a new industrial ecosystem with E-sports as an important component, becoming a wind vane for a number of new media animation and network animation developing countries.

4.4 Expand Overseas Market and Accelerate Korean Animation to Enter International Market

In order to speed up the pace of South Korea's domestic animation entering the international market, the South Korean government has stepped up the distribution of overseas agencies and offices and improved the domestic and foreign exchange network. Strengthen overseas market publicity, promotion, exhibition and other international cultural trade marketing activities; encourage animation enterprises to go abroad to participate in international animation festivals, expositions, seminars and other expansion of foreign exchange; carry out international cooperation, establish export incentive system and special bonus; strengthen the contact and cooperation between domestic animation enterprises and foreign animation enterprises, encourage the study of international cutting-edge high-tech; under construction The government provides convenience and support for the establishment of circulation system, language translation, advertising, legal consultation, investment promotion and other aspects; develops the service platform of digital content export information

system to provide information support for overseas animation market; improves and strengthens the international marketing policies of animation industry, and expands the market share of International animation and a series of measures to promote South Korea while expanding domestic demand Animation products enter the international market.

5. Summary

Through the summary and comparison of the animation development policies of the United States, Japan and South Korea, we can clearly see that the important factors for the rapid growth of the animation industry and the formation of a huge industrial scale -- in addition to the unique animation development basis, competitive advantage and development model of the United States, China can learn more from the leading role of the government and the national cultural industry strategy The laws, regulations and policy support measures for animation development as well as the development goals and development models of animation industry in line with the national conditions. On the basis of the original laws and regulations, the government takes full account of the characteristics of the development of the animation industry, formulates policy leverage control layout, establishes special management agencies, service organizations, industry associations and other official or non-governmental organizations to fulfill their responsibilities, and then through financial support and financial support, establishes special animation industry development fund, gives preferential policies in tax and other aspects, pays attention to the cultivation of animation talents, and encourages the local people Animation to the world and other measures are worth learning.

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