

Research on Investment and Financing Mechanism of Cultural Industry in Jiangxi Province from the Perspective of “Two Types of Society”

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Abstract: With the rapid development of cultural industry in Jiangxi Province, the problems of investment and financing mechanisms in the process of building a “two-oriented society” have gradually become prominent. From the perspective of “two-oriented society”, through the combination of questionnaire survey, comparative analysis and the combination of norms and practice, through the summary of the relevant concepts of the investment and financing mechanism of the cultural industry, combined with various factors, A more comprehensive analysis of the problems encountered in the development process, in order to continuously improve the quality of cultural enterprises, build more comprehensive laws and regulations, expand investment and financing channels, and build a good investment and financing environment investment and financing mechanism countermeasures.

1. Introduction

The cultural industry in Jiangxi Province has developed rapidly in recent years, and it has gradually gained certain theoretical research and practical attention. However, the existing research needs to be improved and perfected, and it is necessary to continuously strengthen the cultural industry in Jiangxi Province. In-depth research, especially on the research of investment and financing mechanisms, should pay special attention, and increase relevant questionnaires to explore new research perspectives and research methods. These play a key role in maintaining the sustainable development of the cultural industry in Jiangxi Province.

The “two-oriented society” is a new type of perspective and model that can effectively promote the sustainable development of the cultural level of cultural industries in Jiangxi Province. Based on the collection of questionnaires and other related methods from the perspective of “two-oriented society”, this paper has a combination of important theoretical and practical significance through systematic research. In the perspective of “two-oriented society”, combined with the relevant research theories of questionnaire survey, the paper analyzes the investment and financing mechanism of cultural industry in Jiangxi Province, and then conducts a more comprehensive analysis of the problems, causes and countermeasures, and conducts in-depth discussions.

2. Relevant concepts of investment and financing mechanisms in the cultural industry

The industrial investment and financing mechanism refers to the revision, development and improvement of some measures and means that have institutional characteristics in the specific institutional background, according to the practice of investment and financing activities. The significance of the investment and financing mechanism of the cultural industry is to continuously promote the rapid development of the cultural industry, through the direct investment of the government or through a series of policy systems and investment and financing strategies that guide the development of social capital in the direction of the cultural industry. This is the collective term for the rules and means of operation of investment and financing activities in the cultural industry. It is also an important method for the optimal allocation of cultural resources. It mainly includes the financing methods of the cultural industry funds, investment and financing models. In general, the investment and financing mechanism of the cultural industry mainly includes two aspects: the

formation mechanism of the cultural industry and the policy support mechanism. The excellent investment and financing mechanism is mainly to maintain the development of the cultural industry, and the general investment and financing model mainly includes the traditional investment and financing model and the market-oriented investment and financing model.

The government's investment is mainly based on local governments, or state-owned enterprises with legal person status on behalf of the government to engage in investment and financing activities. The main sources of funding for the government's investment and financing model include government financial contributions and government debt financing. Market-oriented investment and financing mainly means that the main purpose of the enterprise is to obtain profit, and the enterprise project and credit are used as the basis, and then the commercial financing methods such as commercial loans and bond issuance are used to carry out fund-raising and financial activities. All non-state-owned company-owned enterprises in China are the mainstay of market-oriented investment and financing.

3. Problems in the investment and financing mechanism of cultural industry in Jiangxi Province from the perspective of “two-oriented society”

3.1 The market mechanism is not perfect enough

Through actual research, we learned that in the current investment and financing of cultural industries in Jiangxi Province, it is not the enterprise but the government that plays a leading role. Since the current marketization mechanism is still not perfect and is still in the process of construction, the government is currently investing in the cultural industry. It is still included in the development process, but it needs to be clear that the government plays a leading role and is not a guiding role. For the current investment and financing mechanism of cultural industry in Jiangxi Province, it is necessary to continuously improve the market mechanism and market system in the process of investment and financing. The main reason is that the market cannot fully play its full role, and the market system of Jiangxi Province still needs to be improved. At present, the government's series of policies and investment and financing measures to guide social capital to the cultural industry are still not perfect, and there is still a lack of mechanisms for the construction of investment and financing entities, so that the government has not taught the combination of social private capital, financial capital and foreign capital. Participation, resulting in the current lack of diversification of investment and financing entities. The emergence of these problems has a great impact on the rational development of cultural industries in Jiangxi Province, and does not conform to the goals constructed under the concept of “two-oriented society”.

3.2 Investment and financing mechanism lacks innovation

According to a survey of investment and financing mechanisms of cultural industries in Jiangxi Province, 49% of them believe that the investment and financing mechanism is the main problem in the development of cultural industries in Jiangxi Province. And 38% believe that the investment and financing mechanism has the greatest impact on the development of the cultural industry. At the same time, 27% of people think that the single form of investment and financing is the main problem of the current investment and financing mechanism, while 24% think that the main problem is insufficient support for investment and financing policies, and 18% think its main problem The investment and financing mechanism is relatively backward, and lack of innovation is its main problem. Then 15% of people think that the chaos in the investment and financing market is its main problem. Through the results of these data, we can understand that there are many problems in the investment and financing mechanism of cultural industries in Jiangxi Province, which is inconsistent with the “two-type society.”

Table 1 Analysis of main problems in the development of cultural industry in Jiangxi Province

Major issues in the development of cultural industries	The proportion(%)
Investment and financing forms are relatively simple	27
Insufficient investment and financing policy support	24
Investment and financing mechanisms are relatively backward and lack innovation	18
Investment and financing market chaos	15

3.3 Lack of government-related support mechanisms

At present, the Jiangxi provincial government is not strong in helping the cultural industry, and it lacks corresponding policies to effectively promote the development of cultural industries in Jiangxi Province. For the existing government support mechanism, people have not fully utilized it and have not played it out. This is the role of the existing policy, and there is no more scientific and reasonable investment and financing related supporting measures. For example, we have learned that the cultural property rights transaction and the intangible assets assessment system in Jiangxi Province are not very sound, mainly due to the lack of corresponding evaluation, guarantee and risk compensation systems, which has resulted in the connection of cultural resources with financial capital and social capital. difficult. There are relatively few types of cultural and financial products in Jiangxi Province, and they do not meet the financing standards of the cultural industry. At present, there are relatively few copyright trading markets and art trading markets in Jiangxi Province, and both markets are still in the early stages of development and cannot really play their role. Moreover, some of the assets of state-owned cultural enterprises in Jiangxi Province are still unable to exert their true economic benefits. Asleep in China's economic level, China's state-owned enterprises need to strengthen their efforts to build a more comprehensive management, transfer, and transaction. The system, and continue to promote the relevant government in China to increase the introduction of policies to promote the development of cultural industries is very important.

4. Countermeasures for Investment and Financing Mechanism of Cultural Industry in Jiangxi Province from the Perspective of “Two Types of Society”

4.1 Enhance the self-cultivation of cultural enterprises

Through the knowledge points raised by cultural enterprises, we can understand the current level of our own ability, and at the same time we can understand our own physical quality, so as to effectively improve the overall technical level and also achieve the purpose of promoting the process of cultural digitization. By combining cultural media technologies such as radio and television, news publishers, and improving them into applications that promote innovation in the cultural industry, by transforming cultural information into a numerical process, the cultural industry can be maintained on the fast-growing new technology platform. Better market competitiveness. By continuously improving the overall quality of cultural products and services in the investment and financing of cultural industries, it can effectively broaden the market prospects, and can also effectively enhance the market competitiveness of the cultural industry, and lay a foundation for building a larger and better industrial-scale cultural products and services. Foundation, thus more reasonable to meet the requirements of the public. Through the development of corresponding management system innovation for cultural enterprises, the overall management level and competitiveness of the enterprise can be effectively improved. For the cultural industry that has been constructed, it is necessary to constantly ask it to meet the requirements based on the standards of “two-oriented society”, and even to re-construct a new cultural industry, and to change the concept of “two-oriented society” as much as possible, so as to continuously change the investment. The direction of the financing policy. Regarding the unbalanced development of investment and financing in the cultural industry, we should ensure that the existing advantageous culture and industry in Jiangxi Province can continue to develop in the investment and financing

policies and related supporting facilities, and also need to give correspondingly to the relatively slow development of the industry. Helping, in order to protect the status of the provincial center of Nanchang, it is also necessary to take into account the development of the surrounding county and city cultural industry, thus driving the overall sustainable development of Jiangxi Province.

4.2 Establish and improve cultural industry laws and regulations

The degree of perfection of the market will directly have a greater impact on the investment and financing of the cultural industry. At present, the most important thing is to vigorously promote the development of the market, improve the capital market, and continuously build a more perfect market mechanism, thereby gradually improving the position of the cultural industry resources allocation and development in the market, and making the market play a decisive role. It plays an important role in enhancing the status of Jiangxi Province in China. By properly constructing relevant strategies and measures, we will provide appropriate laws and regulations for the development of cultural industry clusters. The establishment of reasonable rules and regulations can effectively broaden the combination of private capital and state-owned industries, and ensure that different investment and financing entities have the same legal status, which is also essential to ensure equal competition among different investment entities. By constructing more scientific and reasonable intellectual property protection standards, it plays an important role in enhancing the scientific and technological sense and competitiveness of cultural products, and severely cracks down on the untrustworthy behaviors in the cultural industry and the bad behaviors that do not follow market standards. By building more comprehensive laws and regulations and building an ecological and civilized environment, it can effectively enhance the market's charm, and thus acquire more capital to invest and finance the cultural industry in Jiangxi Province and realize the sustainable development of the cultural industry.

4.3 Improve investment and financing mechanisms

In order to achieve the rapid development of the cultural industry, it requires a large scale of funds, and it cannot be achieved by relying solely on government investment. It also needs to be integrated into the cultural industry by combining external capitals such as individuals, enterprises, private and foreign countries. In this regard, it is necessary to broaden financing channels, introduce market mechanisms, and improve investment and financing mechanisms to achieve sustainable development of the cultural industry. Through continuous improvement of cultural market access and launch mechanisms, we will maintain fair competition in the market, continuously promote the development of state-owned enterprises in China, and gradually accelerate the reform of the corporate system and the shareholding system. By continuously reducing access conditions, improving the investment system, and gradually forming a multi-channel, diversified cultural investment mechanism, the channel for obtaining funds has become wider.

By stimulating and promoting cultural enterprises to gradually finance the capital market, Jiangxi Province has actively cooperated with banks to obtain loan interest subsidies and has financing guarantees to make financial capital and cultural resources better connected. It is not difficult to find that Jiangxi Province has formulated more scientific and reasonable regulations for improving the cultural industry financing system. If this mechanism can be implemented, it can effectively promote the rapid development of cultural industries in Jiangxi Province, and at the same time effectively expand financing channels. Through the continuous construction of a more comprehensive investment and financing mechanism for the cultural industry in Jiangxi Province, the goal of promoting the sustainable development of the cultural industry in Jiangxi Province will be achieved.

5. Summary

This paper analyzes the theory of investment and financing mechanism of cultural industry, and obtains the imperfect market mechanism of investment and financing mechanism of cultural industry in Jiangxi Province from the perspective of “two-oriented society”, lack of innovation in

investment and financing mechanism, lack of government-related support mechanism, and then propose The countermeasures for the investment and financing mechanism of the cultural industry in Jiangxi Province from the perspective of the “two-oriented society” that enhances the cultural enterprise's own quality, establishes and perfects the cultural industry laws and regulations, and improves the investment and financing mechanism, plays an important role in promoting the sustainable development of the cultural industry in Jiangxi Province.

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