



上海交通大学
SHANGHAI JIAO TONG UNIVERSITY



CHINESE – SPANISH SEMINAR ON CULTURAL ECONOMICS RESEARCH “CULTURAL POLICIES AND THE ECONOMIC IMPACT OF CULTURE”

University of Valladolid / Shanghai Jiao Tong University

Valladolid, Spain, 11th July, 2017

中国-西班牙文化政策研讨会---文化的经济影响

巴亚多利德大学/上海交通大学

西班牙巴亚多利德，2017年7月11日

Development and Characteristics of Cultural Policies in China

中国文化政策的发展与特点

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Lead-in 引言

I.

1. Contemporary China is both a development and a transcendence of its tradition

当代中国既是传统中国的发展，又是对传统中国的一个超越

2. China's cultural and creative policies contain recognition and understanding of culture in China today.

今天中国的文化和创意政策包含着今天中国对文化的认识和理解。

3. localization of globalization continuously promote the reform and innovate Chinese cultural policy, and promote the modernization of China's cultural governance system and governance ability.

全球化的在地化不断地推进中国文化政策的变革与创新，推进中国文化治理体系和治理能力的现代化。



Cultural policy evolution and development 文化政策演变与发展

I.

1.1 Before the reform and opening up (planned economy period):
October 1949 – December 1978

改革开放之前（计划经济时期）：1949年10月——1978年12月

1.1.1 1949–1956: The First Transitional Period of Contemporary Chinese Cultural Policy – From the New Democratic Cultural Policy to the Socialist Cultural Policy 1949—1956

当代中国文化政策第一个转型期——从新民主主义文化政策转向社会主义文化政策

1.1.2 1957–1978: the Subject Construction Period of Contemporary Chinese Cultural Policy

1957—1978：当代中国文化政策主体性建构期



Cultural policy evolution and development 文化政策演变与发展

I.

1.2 After the reform and opening up (market economy period): 1979–present

改革开放之后（市场经济时期）：1979年至今

1.2.1 1979—2000: the Second Transition Period of Contemporary Chinese Cultural Policy—the Preparation Stage to establish the Market Economy System

1979——2000：当代中国文化政策第二个转型期——建立市场经济体制准备阶段

1.2.2 2001—present: cultural system reform and cultural policy innovation stage for the establishment of a market economy system

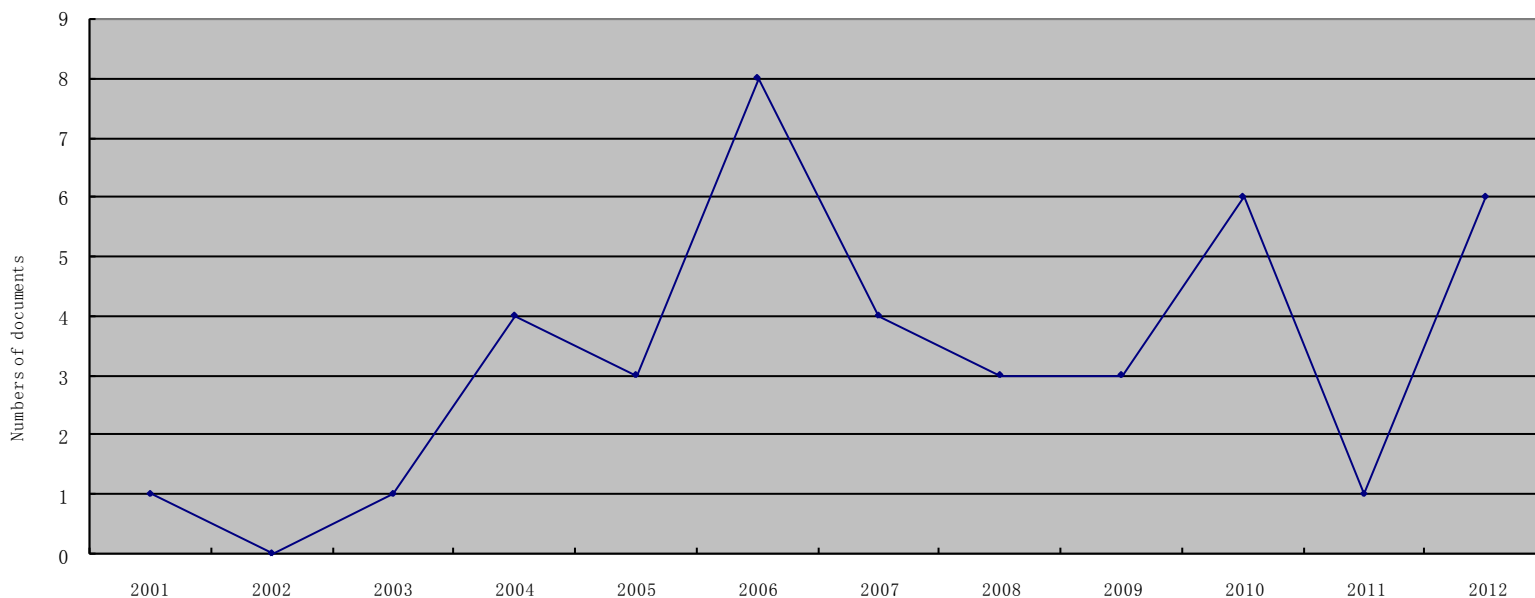
2001——至今：为建立市场经济体系而进行的文化体制改革与文化政策创新阶段



Cultural policy evolution and development 文化政策演变与发展

I.

2001-2012 Document Numbers of Cultural Industry Development Policies



Sources: All cultural industry development policies documents issued by the central government from 2001 to 2012

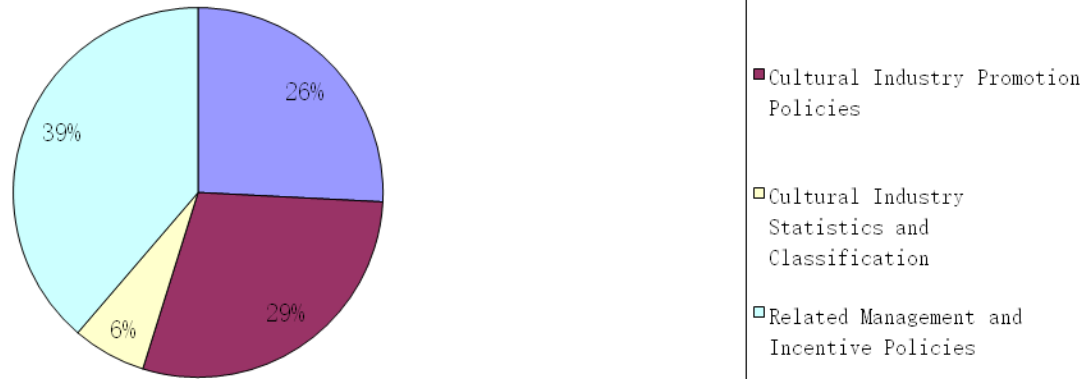
资料来源：整理自2001-2012年中央出台的所有文化产业发展政策文件



Cultural policy evolution and development 文化政策演变与发展

I.

Fig1-2 Distribution Pattern of China's Cultural Industry Policies from 2001-2012

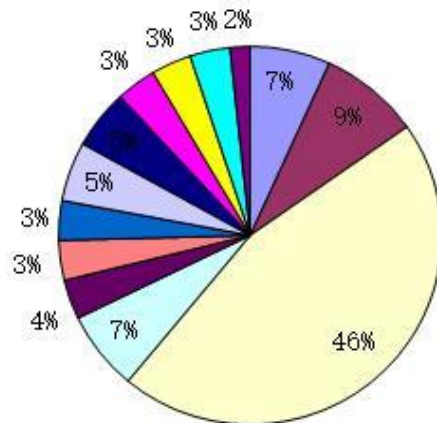


Distribution Pattern of China's Cultural Industry Policies from 2001-2012
2001——2012中国文化产业政策类型分布图



Cultural policy evolution and development 文化政策演变与发展

I.



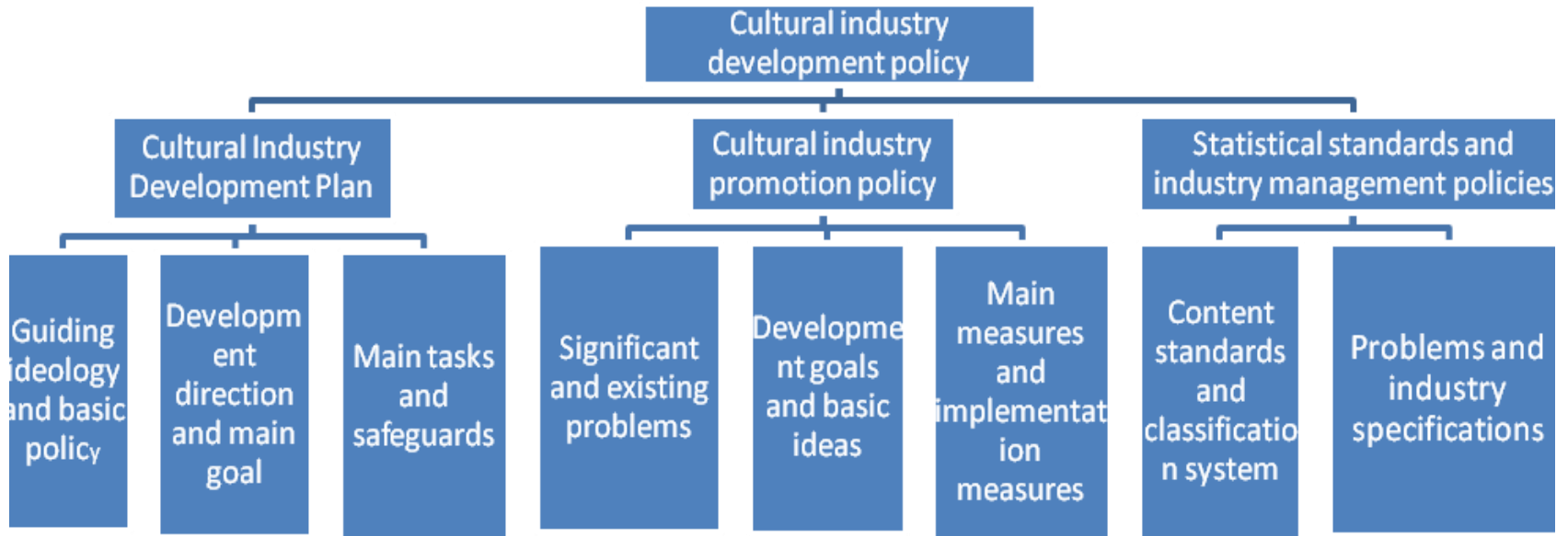
- the Party Central Committee
- The State Council
- Ministry of Culture
- Ministry of Finance
- National Bureau of Statistics
- State Administration of Taxation
- General Administration of Customs
- State Administration of Press, Publication, Radio, Film and Television
- Ministry of Commerce
- People's Bank of China
- Insurance Regulatory Commission
- Others

Cultural industry
development
policy
formulation and
promulgation
organizations
from 2001-2012
2001——2012文化
产业发展政策制定
颁布机构构成



Cultural policy evolution and development 文化政策演变与发展

I.



Policy structure of China's cultural industries development
中国文化产业政策内容结构体系



Overall cultural policy objectives and principles 总体文化政策目标与原则

II

2.1 Cultural policy model and main content 文化政策模式与主要内容

2.1.2 The scope of cultural policy 文化政策的范畴

At present, the cultural policy of the Chinese government is mainly focused on the following areas

当前中国政府的文化政策导向主要集中在以下几个领域：

——Deepen the reform of cultural system and highlight the policy of cultural innovation and development.

深化文化体制改革，突出文化创新发展政策



Overall cultural policy objectives and principles 总体文化政策目标与原则

II

——Encourage and support creative activities and promote the development of culture and arts.

深化文化体制改革，突出文化创新发展政策

——Develop the cultural industry vigorously and optimize the structure of the cultural productive forces.

大力发展文化产业，优化文化生产力结构

——Inherit and protect cultural heritage and promoting cultural diversity. 传承和保护文化遗产，促进文化多样性发展

——Expand the opening to the outside world and deepen international cultural exchanges and cooperation.

扩大对外开放，深化国际文化交流合作



Overall cultural policy objectives and principles 总体文化政策目标与原则

II

——Strengthen and improving the protection of copyright and safeguard the citizens' cultural rights and interests.

加强和完善著作权保护，维护公民文化权益

——Construct the security system of the public cultural service and improve the cultural infrastructure construction.

建设公共文化服务保障体系，提高和完善文化基础设施建设

——Increase the cultural and financial budget and improve the tax preferential policies. 增加文化财政预算，完善税收优惠政策

——Promote the development of daily life culture and improve the index of the cultural life. 促进日常生活文化发展，提高文化生活指数



Overall cultural policy objectives and principles 总体文化政策目标与原则

II

2.2 Current cultural policy objectives

目前的文化政策目标

——Establish a socialist market economic system

建立社会主义市场经济体制。

——Build a socialist powerful cultural country.

建设社会主义文化强国。

——Promote the modernization of national cultural governance system and governance ability.

推进国家文化治理体系和治理能力现代化。



Overall cultural policy objectives and principles 总体文化政策目标与原则

II

2.3 Principles of cultural policy 文化政策原则

- Adhere to the leadership of the Chinese Communist Party and socialist system ; 坚持中国共产党领导和社会主义制度;
- Adhere to the socialist core values; 坚持社会主义核心价值观;
- Develop public cultural undertakings and protect people's basic cultural rights and interests 发展公益性文化事业, 保障人民基本文化权益
- Adhere to the cultural innovative development, scientific development, harmonious development and green development; ; 坚持人民主体地位, 文化为人民服务、为社会主义服务和实行百花齐放、百家争鸣的方针;



Overall cultural policy objectives and principles 总体文化政策目标与原则

II

——Adhere to the cultural innovative development, scientific development, harmonious development and green development;
坚持文化创新发展、科学发展、和谐发展和绿色发展

——Develop cultural industries, and promote the cultural industry to become a pillar industry of national economy; 发展文化产业，推动文化产业成为国民经济支柱性产业

——Adhere to deepen reform, and expand opening up to the outside world, and build institutional mechanisms which is conducive to cultural prosperity and development; 坚持深化改革，扩大对外开放，构建有利于文化繁荣发展的体制机制



Overall cultural policy objectives and principles 总体文化政策目标与原则

II

——Construct a large cultural talent team, and provide a strong talent support for the prosperity of culture;
建设宏大文化人才队伍，为文化发展繁荣提供有力人才支撑

——Adhere to law-based governance, establish and improve cultural and legal systems.

坚持依法治国，建立和完善文化法律体系和制度



Cultural policy formulation and current major policy orientation文化政策制定和当前主要政策取向

III

3.1 Cultural policy formulation文化政策制定

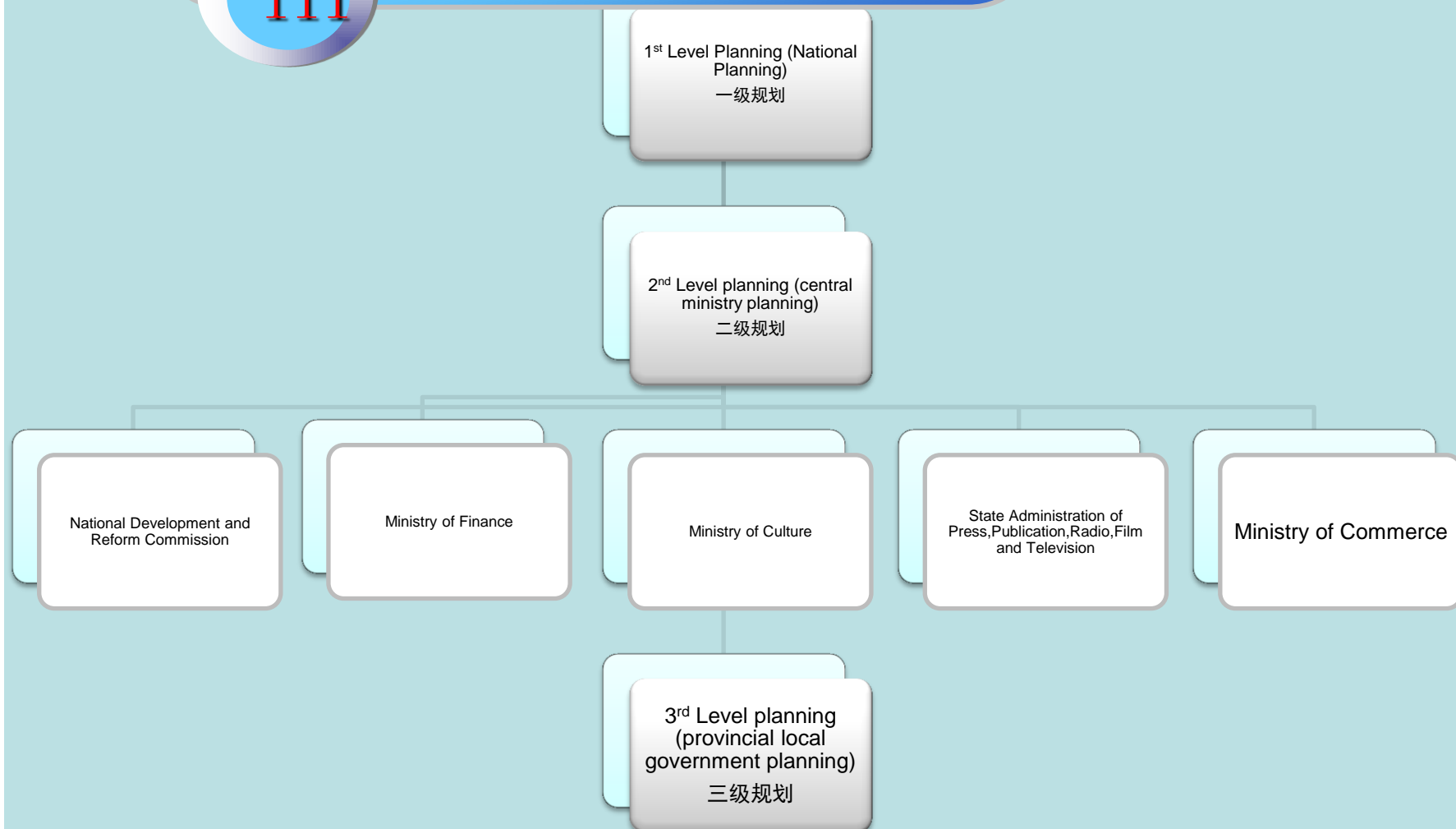
3.1.1 Establish a top-level design mechanism for national cultural system reform and formulate national cultural and creative policy objectives. 建立国家文化体制改革顶层设计机制，制定国家文化和创意政策目标

3.1.2 Put the cultural industry development into the overall planning of national economic and social development, and compile cultural industry development planning to guide the development of cultural industries. 把文化产业发展纳入国民经济和社会发展整体规划之中，编制文化产业发展规划，指导文化产业发展



Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III





Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

3.2 Current major cultural policies and values 当前主要文化政策和价值取向

3.2.1 Decentralization, promote the development of local and social and cultural industries

简政放权，推动地方和社会文化产业发展

3.2.2 Promote the development of characteristic cultural industries in local and ethnic minority areas.

推进地方和少数民族地区特色文化产业发展。



Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

3.2.3 Continue to relax the market access, and develop non-public cultural enterprises. 不断放松市场准入，发展非公有制文化企业。

3.2.4 Open the capital market orderly, expand financing channels, develop cultural industry funds, to promote financial support for cultural industry development. 有序开放资本市场，拓展融资渠道，发展文化产业基金，推进金融支持文化产业发展

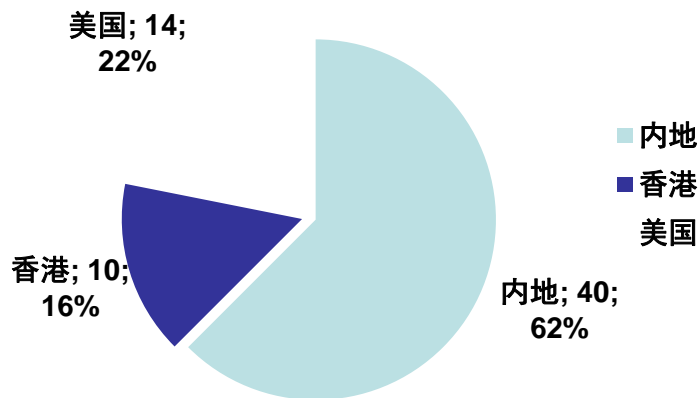
3.2.5 Support the development of small and medium-sized cultural enterprises, and promote the socialization of cultural industry investment.

支持中小文化企业发展，推进文化产业投资主体社会化。



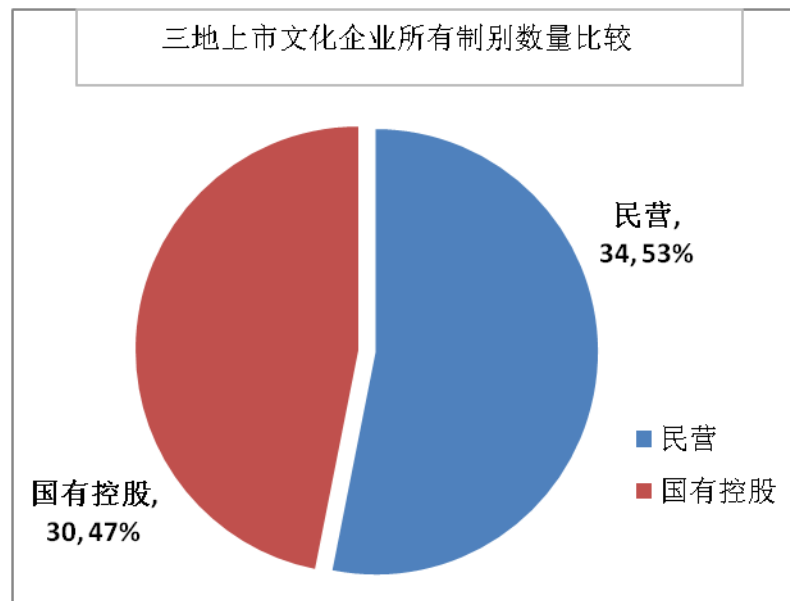
Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III



The account of the number of listed cultural enterprises in three places

三地上市文化企业数量占比



The account of the number of different ownership listed cultural enterprises in three places

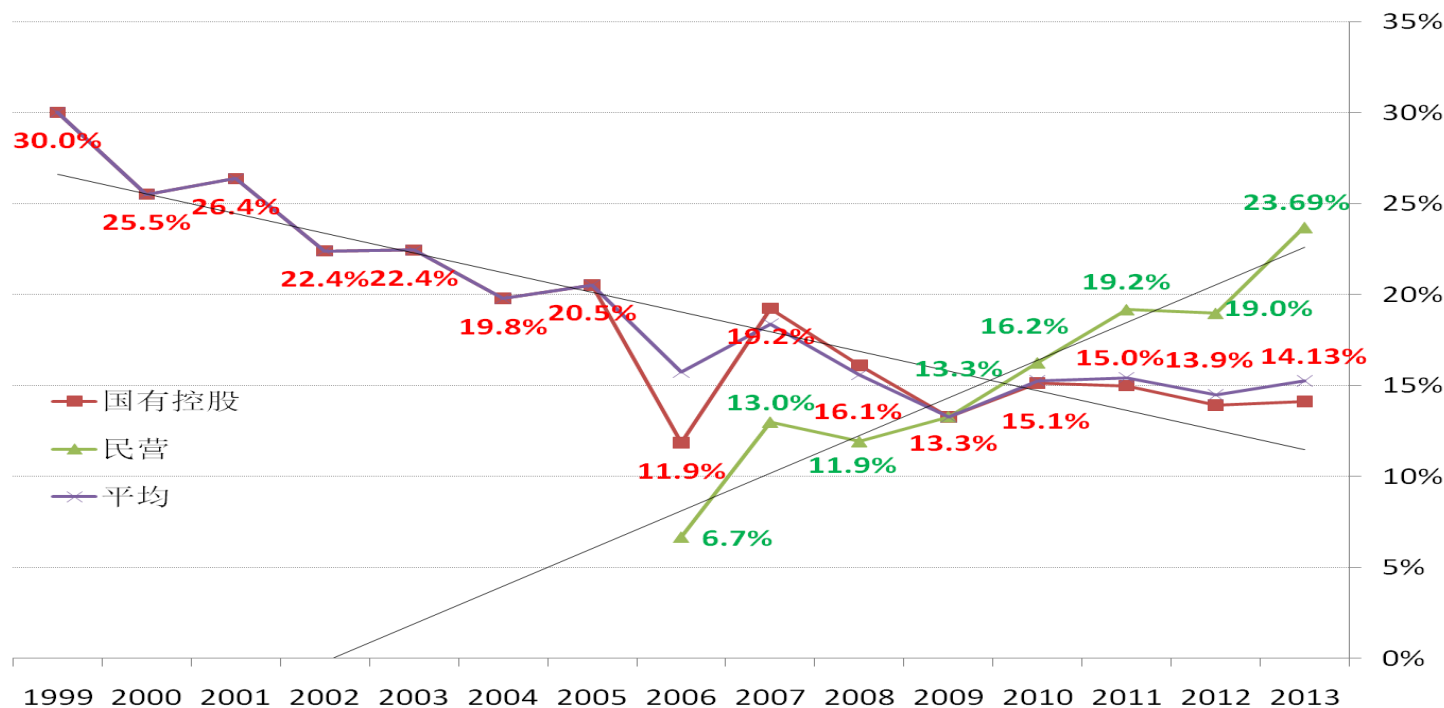
三地上市文化企业不同所有制企业数量占比



Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

1999-2013 Changes of Average Net Interest Rate of Private and State-owned Enterprises 1999-2013年民营、国有控股企业平均净利率变化图





Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

3.3 Recent cultural policies and direction of development 最近的文化政策和发展方向

3.3.1 Integration of culture and technology
文化与科技相融合

3.3.2 Network and cross-media convergence
网络与跨媒体融合



Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

- A. To innovate the digital culture and creative technology and equipment, and implement the digital culture and creative technology and equipment innovation to enhance the project.
创新数字文化创意技术和装备，实施数字文化创意技术装备创新提升工程。
- B. To implement the development projects of digital content innovation, and enrich the digital culture and creative content and form. 实施数字内容创新发展工程，丰富数字文化创意内容和形式。



Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

3.4 Other relevant cultural policies 其他相关文化政策

3.4.1 Hold cultural industry exposition, and build cultural products trading platform, and constantly cultivate the cultural industry development market system.

举办文化产业博览会，搭建文化产品交易平台，不断培育文化产业发展市场体系。

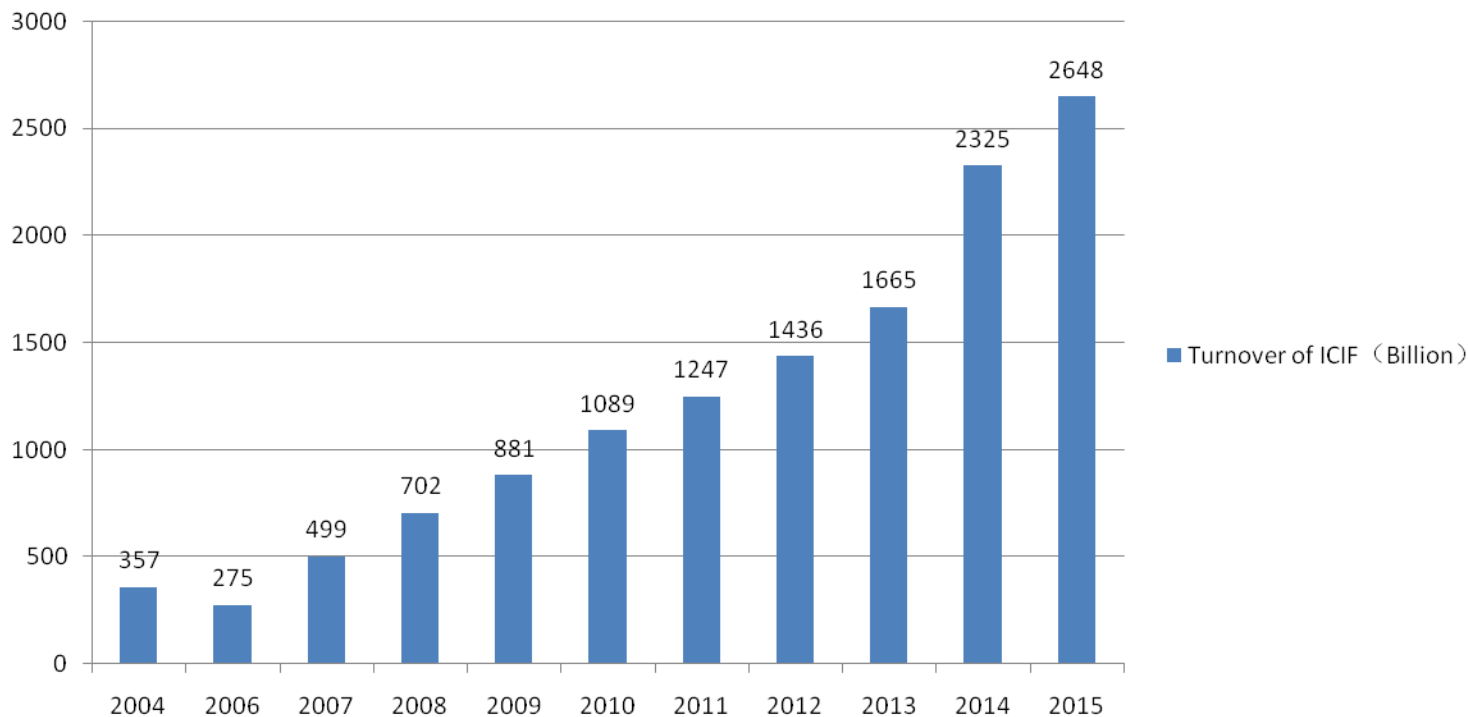


Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

历届文博会成交额

Turnover of ICIF (Billion)



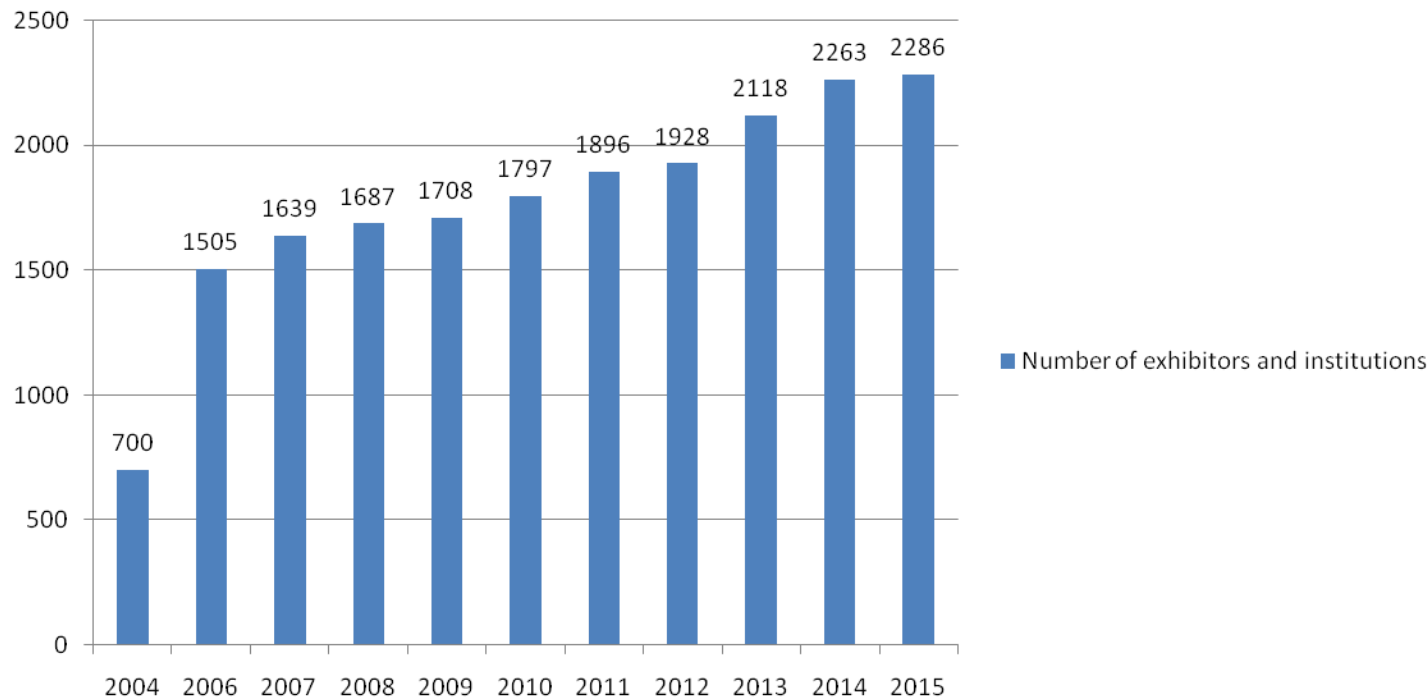


Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

历届文博会参加机构数

Number of exhibitors and institutions





Cultural policy formulation and current major policy orientation文化政策制定和当前主要政策取向

III

3.4.2 Pursue the public responsibility principles of the cultural industry development and adhere to the development of cultural industries in China's value orientation, and maintain the intellectual property rights.

奉行文化产业发展的公共责任原则，坚持文化产业发展的中国价值观导向，维护知识产权。

3.4.3 Cultivate and build cultural and creative industrial parks, and promote cultural and creative cross-border development policy

培育和建设文化创意产业园区，推进文化创意跨界发展政策

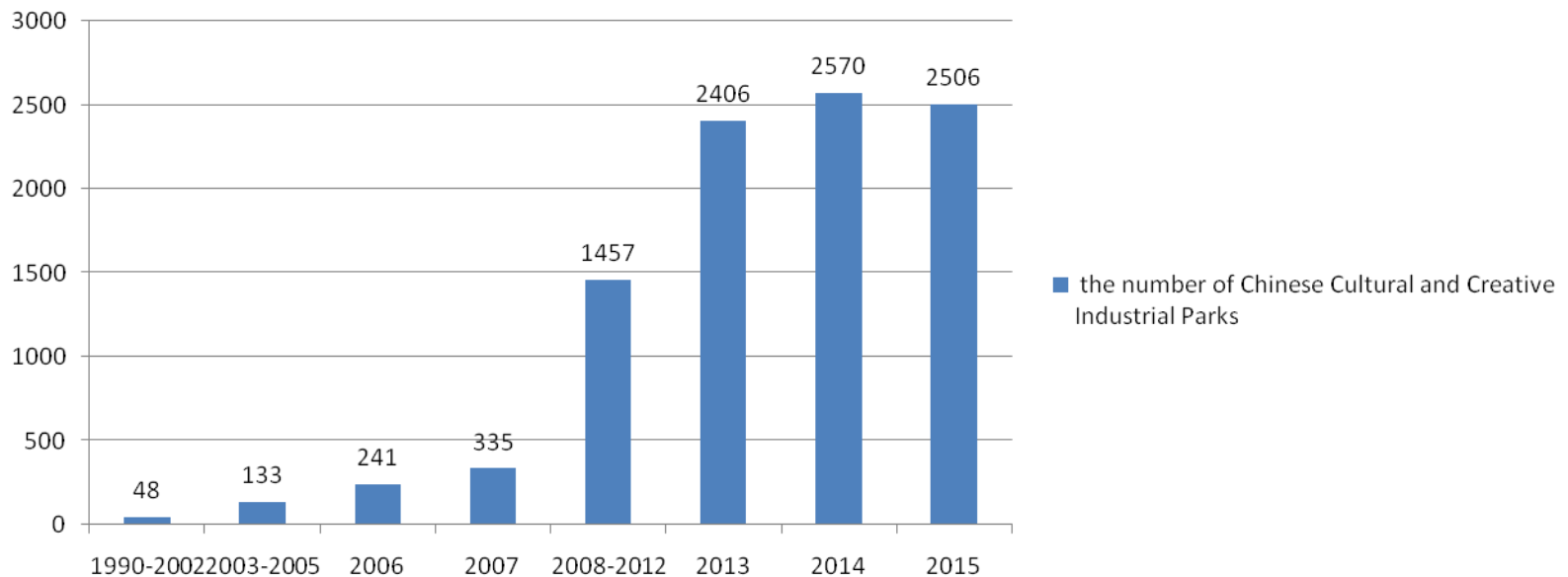


Cultural policy formulation and current major policy orientation 文化政策制定和当前主要政策取向

III

Number of Chinese Cultural and Creative Industrial Parks from 1990 - 2015
1990-2015年中国文化创意园区数量

the number of Chinese Cultural and Creative Industrial Parks





Cultural policy formulation and current major policy orientation文化政策制定和当前主要政策取向

III

2010-2015 the number of Chinese Cultural and Creative Industrial Parks中国文化创意园区数量

Type	2010	2011	2012	2013	2014	2015
Industrial type	331	453	518	532	534	535
Hybrid type	740	992	1378	1575	1733	1661
Art type	40	61	77	79	80	82
Leisure type	58	80	100	107	110	110
Local characteristics type	65	85	106	113	113	118
Total	1234	1671	2179	2406	2570	2506



Dimension of China's Cultural and Creative Policy 中国文化政策的国际化维度

IV

4.1 International Cultural Cooperation 国际文化交流

According to incomplete statistics, from 2010 to 2014, there are 76 countries and organizations dealing cultural exchange policies with China, the contents of which involve culture, tourism, art, education, cultural activities, sports, science, news, publishing, cultural heritage, religion, youth, radio and television, movies, books, museums, archives and other fields. 据不完全统计, 2010—2014年与中国有涉及文化交流政策的国家地区及组织共76个, 对外文化交流内容涉及文化、旅游、艺术、教育、文化活动、体育、科学、新闻、出版、文化遗产、宗教、青年、广播电视、电影、图书、博物馆、档案等广泛领域。



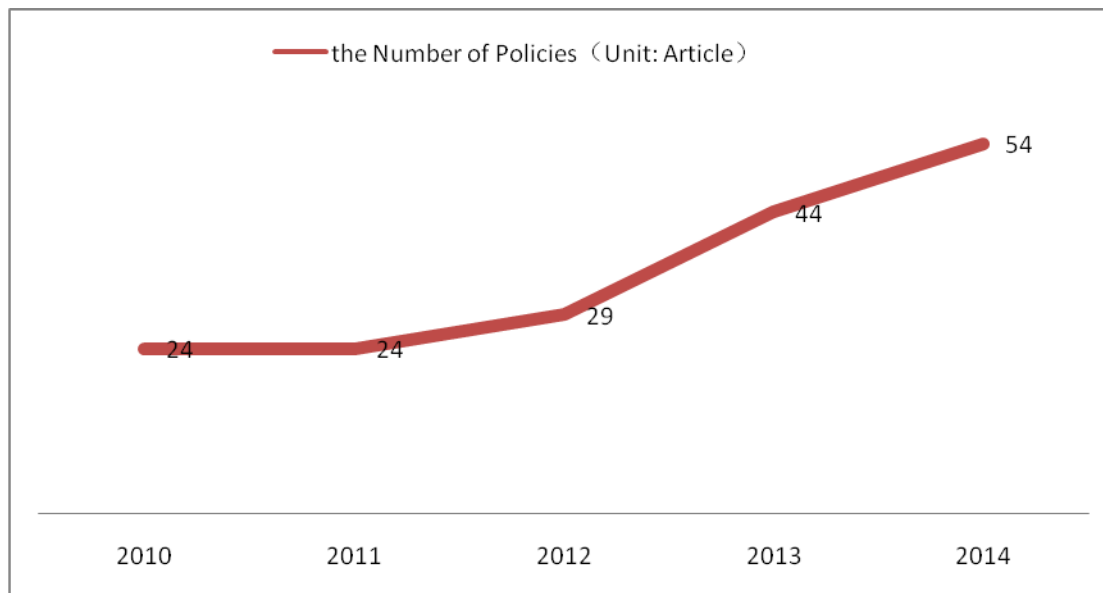
Dimension of China's Cultural and Creative Policy 中国文化政策的国际化维度

IV

4.1 International Cultural Cooperation 国际文化合作交流

Comparison of the Number of Foreign Cultural Exchange Policies of China (2010-2014)

2010-2014年涉及电影领域的我国对外文化政策数量对比



Resource: The official website of the Ministry of Foreign Affairs of the People's Republic of China, *Xinhua Monthly*



Dimension of China's Cultural and Creative Policy 中国文化政策的国际化维度

IV

4.2 International Cultural Trade and Investment 国际文化贸易与投资

4.2.1 Policy principle and basic path 政策原则与基本路径

1) From limited field within limited range into a full range of open
由有限领域和有限范围内的开放，转变为全方位的开放

;

2) From the pilot-based policy of open, into the legal framework of the foreseeable open, that is, according to the commitment of the timetable to open

由以试点为特征的政策性开放，转变为法律框架下的可预见性开放，即按承诺的时间表开放



Dimension of China' s Cultural and Creative Policy 中国文化政策的国际化维度

IV

3) From unilateral self open, into two-way reciprocal open among China and the World Trade Organization members

由单方面的为主的自我开放，转变为中国与世界贸易组织成员之间双向互惠开放；

4) From the open under WTO frame into wider free trade open (Shanghai Free Trade Zone, Tianjin Free Trade Zone, Shenzhen Free Trade Zone, etc.)

由WTO框架下的开放，转变为更大范围领域里的自由贸易区开放（上海自由贸易区、天津自由贸易区、深圳自由贸易区等。）



Dimension of China's Cultural and Creative Policy 中国文化政策的国际化维度

IV

4.2.2 Cultural trade investment 文化贸易投资

In 2005, Chinese government promulgated the "Opinions of the State Council on the Introduction of Foreign Investment in Cultural Field", and started a new cultural policy of international cultural trade.

2005年中国政府颁布了《国务院关于文化领域引进外资的若干意见》，开始了在文化领域里开展国际文化贸易的新文化政策。



Dimension of China's Cultural and Creative Policy 中国文化政策的国际化维度

IV

4.2.2 Cultural trade investment

文化贸易投资

1) Gradually open from the field of circulation to the investment field. 逐步从流通领域向投资领域开放。

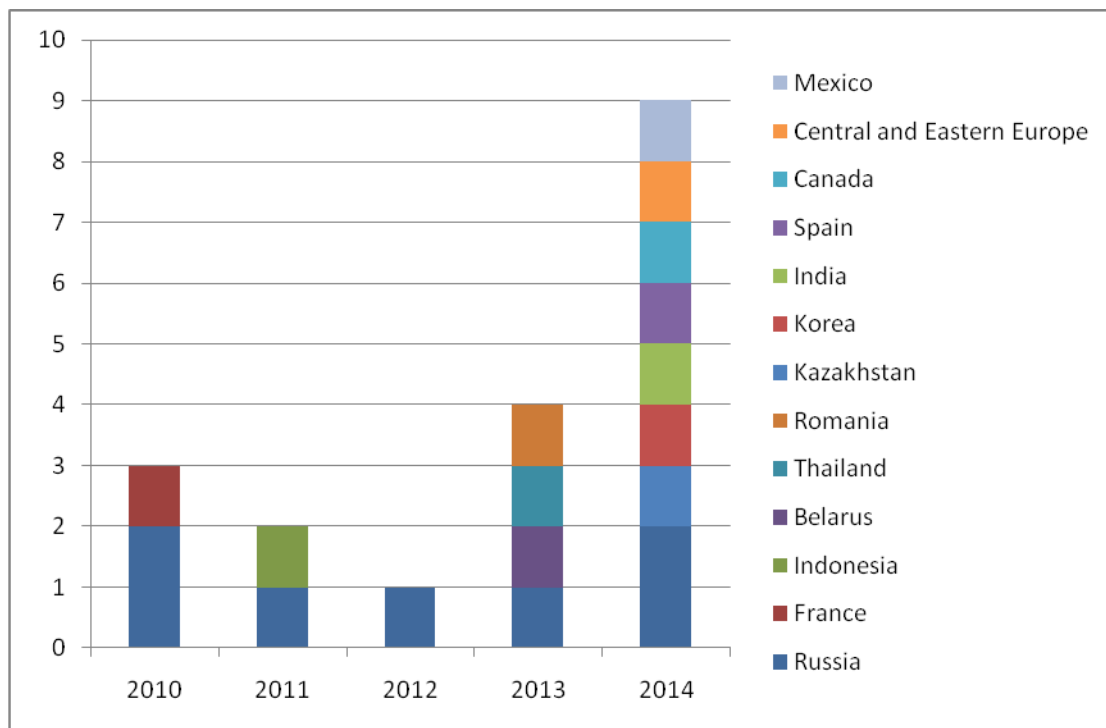
——The State allows the establishment of Sino-foreign joint ventures, Chinese-foreign contractual joint ventures, foreign-funded enterprises engaged in the business of books, newspapers, periodicals and electronic publications 国家允许设立从事图书、报纸、期刊、电子出版物发行业务的中外合资经营企业、中外合作经营企业、外资企业。

——Copyright cooperation, copyright transfer and so on 版权合作、版权转让出版等等；



Dimension of China's Cultural and Creative Policy 中国文化的国际化维度

IV



A Comparative Study on
the Number of China's
Foreign Cultural
Policies in the Field
of Film from 2010-2014
**2010-2014年涉及电
影领域的我国对外文
化政策数量对比**



Dimension of China's Cultural and Creative Policy 中国文化政策的国际化维度

IV

2) Change from the field of cultural consumption to the field of cultural production gradually 逐步从文化消费领域向文化生产领域开放

In August 2013, Chinese government formally approved the establishment of China (Shanghai) free trade pilot area, through the authorization of National People's Congress in the free trade area foreign side could invest culture and entertainment independently. State Council, Opinions on Accelerating the Development of Foreign Cultural Trade (2014).

2013年8月，中国政府正式批准设立中国（上海）自由贸易试验区，经由全国人大授权在自贸区内实行文化娱乐外商独资政策。国务院《关于加快发展对外文化贸易的意见》（2014）



Cultural Heritage Policy 文化遗产政策

V

5.1 Cultural heritage conservation 文化遗产保护

The first cultural law promulgated by the Chinese government is “the Law on the Protection of Cultural Relics of the People’s Republic of China” (1992). The financial subsidy income from the cultural relics protection agency increased from nearly 545 million Yuan in 2006 to 4.901 billion Yuan in 2013, and increased nearly 9 times. The number of visitors at the same stage increased from 64.11 million in 2006 to 107 million in 2013, and increase nearly 1.7 times.

中国政府颁布的第一部文化法律就是《中华人民共和国文物保护法》（1992）。文物保护管理机构的财政补助收入由2006年的5.45亿元增加到2013年的49.01亿元，增长了近9倍。同一阶段的参观人数也由2006年的6411万人次增加到2013年的1.07亿人次，增长近1.7倍。



Cultural Heritage Policy 文化遗产政策

V

5.2 Intangible cultural heritage conservation 非物质文化遗产保护

“The Law of the People’s Republic of China on the Protection of Intangible Cultural Heritage” (2011) is another important cultural law promulgated Till 2016, a total of 1372 projects in China were included in the national intangible cultural heritage list, and 31 projects were included in the list of UNESCO’s Human Intangible Cultural Heritage.

《中华人民共和国非物质文化遗产保护法》（2011）是中国政府在文化遗产领域里颁布的又一部重要文化法律。截至2016年，中国共有1372个项目被列入国家非物质文化遗产名录，31个项目被列入联合国教科文组织人类非物质文化遗产名录。



Discussion and conclusion 探讨与结论

VI

----- While promoting the rapid development of China' s cultural and creative industries, problems have also risen. Chinese government has discovered these problems and has implemented the supply side structural reform policies in the economic sphere.

在中国文化政策在促进和推动中国文化产业获得了快速发展的同时，也暴露出了一系列问题。中国政府已经发现了这些问题，并且已经在经济领域里推行和实施供给侧结构性改革政策。



Discussion and conclusion 探讨与结论

VI

----- The “Belt and Road Initiative” and the concept to build “a community of shared future for mankind” has also been addressed by international community broadly and has also been written in the UN Security Council and the Human Rights Council, and at the same time, China’s cultural and creative policy has been facing new requirements.

“一带一路”倡议和“构建人类命运共同体”的理念，在得到国际社会的广泛和积极响应、并且也被写入联合国安理会和人权理事会有关决议的同时，也将对中国文化和创意政策提出了新的要求。



Discussion and conclusion 探讨与结论

VI

----- There is no doubt that if China has made a breakthrough in this area, then, as China's huge economic development in the field has benefited the world universally, China's cultural policy for globalization, will benefit the whole human civilization world.

诚如中国在经济领域里的巨大发展已经使世界普遍收益一样，中国面向全球化的文化政策创新，将使整个人类文明世界收益。



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Thank You !
谢谢 !
