

# THE DEVELOPMENT OF CHANG CHUN'S CULTURAL INDUSTRY FROM THE PERSPECTIVE OF RURAL REVITALIZATION

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## Abstract

The development of Changchun's cultural industry from the perspective of rural revitalization in Jilin Province is closely intertwined with the region's cultural traditions, religious practices, and beliefs. Rural revitalization efforts emphasize not only economic growth but also the preservation and promotion of local culture, which includes traditional religious practices, folk customs, and deeply held beliefs that are central to rural identity. Jilin Province, with its rich cultural heritage, is home to diverse ethnic groups, including the Manchu, Korean, and Han people, each with its own unique religious and cultural traditions. These beliefs are often reflected in local festivals, rituals, music, and art, which are essential components of the cultural industry. As the cultural industry in Changchun develops, it plays a crucial role in preserving and promoting these cultural and religious traditions, turning them into valuable assets for both local communities and the broader economy. For example, religious festivals, traditional performances, and folk crafts can be promoted through cultural tourism, drawing visitors to rural areas and contributing to the rural economy. This not only helps preserve local traditions but also provides opportunities for cultural exchange and understanding. Furthermore, rural revitalization strategies that incorporate local beliefs and religious practices into cultural development efforts can strengthen community cohesion and identity, as these elements are often deeply connected to the social fabric of rural life. This article presented (1) the development of Changchun's cultural industry from the

perspective of rural revitalization in jilin province (2) Changchun success and failure of the development of cultural industry (3) Cultural industry cooperation is the cooperation between different industries, and (4) Enterprises are the main body of cultural industry cooperation.

**Keywords:** Development; Chang Chun Cultural Industry; Rural Revitalization

## Introduction

Where there are goods bought and sold, there must be a market. The market balances the supply and demand of commodities and promotes the production and consumption of commodities, which is an indispensable element of economic society. Only with the market can goods be exchanged, with economic benefits and value; only with the market can sell the products manufactured and circulated in the society; only with the market buyers and sellers can ensure a normal and smooth economic order. The market provides commodity information for producers and buyers, while financing funds in society.

The market refers to the place where goods buy and sell, is a fixed place, such as farmers' markets, supermarkets, is in a narrow sense; the broad market refers to the relationship between the supply of goods or services and the affordability demand in a certain area, such as market mechanism. With the wide spread of information, the market pattern has changed, the market is no longer a single actual existence of sales, but also may be a virtual business, the Internet to e-commerce on the Internet, such as online shopping most often used Taobao, Dangdang, Jingdong mall, etc., is to provide goods exchange of virtual market. There are many different categories according to different subjects, such as producer market and consumer market, futures market and spot market, etc. The market can also be divided into various professional markets, such as real estate market, labor market, cultural market, etc.

Market mechanism is the effective guarantee of commodity buying and selling. It regulates the supply and demand of commodity, and the competition between commodity prices and commodities, maintains the stability of all parties, and then promotes the rapid development of economy. An open, orderly

and perfect market is not only conducive to the development of producers and sellers, but also convenient for the orderly and stability of social and economic development. Regional economic development is inseparable from the effective effect of the market (Bi, 2011).

As the name suggests, the cultural market is a professional market with culture and related products and services as the trading object. The explanation given in Cihai is that cultural market refers to the trading place of spiritual products and cultural services, including all kinds of books, newspapers, audio and video products, paintings, calligraphy and artworks, cultural relics and antiques allowed by the state to enter the market, and the market for cultural services (such as theaters, concert halls, etc.). The narrow cultural market can be understood as the place for cultural products and services; the broad cultural market refers to the development, operation and mechanism of culture. Ouyang Youquan believes that the cultural market is an activity that meets certain cultural needs with certain cultural products or cultural services.

No matter what kind of explanation, the components of cultural market include cultural products or cultural services. The formation of cultural market needs cultural products or services that can meet people's consumption needs, production and demand, and there should be a certain market mechanism to ensure the smooth progress of transactions. According to the different degrees of competition and monopoly of cultural market subjects in a certain commodity market, the structure types of cultural market can be divided into completely competitive, monopolistic competitive, oligopoly and completely monopolistic market structure (Lv, 2006).

If the cultural market is divided according to the specific objects involved, it can also be divided into art market, art auction market, book, audio and video market, etc. Art market is also known as the art market, which refers to the Chinese art market, such as calligraphy and painting, porcelain, jade, coins and other transactions, involving the sale, production and exchange of art works. The operation of the art market has a certain impact on the gallery industry and art galleries. Although China's art market started late and has some problems, it has enjoyed a good development momentum in recent years and has attracted the attention of many art investors.

The art auction market is similar to the art market. The auction house trades the works of art, such as calligraphy, painting and antiques, in the form of auction. The art auction market is closely related to the art market, providing a lot of resources for the development of the art market. The calligraphy and paintings of many famous artists are circulated through the art auction market, but also through the art auction market to sell high value, attracting the attention of the world. In recent years, Chinese artists and entrepreneurs have emerged in the international art auction market, buying some works of art that originally belonged to China, especially cultural relics, in the form of auction to make them return to the motherland. No matter what form of cultural market, it plays a role in promoting the development of cultural industry.

## **The Development of Chang Chun's Cultural Industry from the Perspective of Rural Revitalization in Jilin Province**

**Changchun success and failure of the development of cultural industry:** Its quality and level, not only subject to the whole social environment, such as the level of social productivity, government policy guidance and cooperation culture atmosphere, and subject to the cultural industry cooperation stakeholder attitude, grasp the resources and the influence of complementarity between cooperation organizations. In the face of many problems in China's cultural industry cooperation, under the current level of social development and economic conditions, it is unrealistic and impossible to solve many problems in the cultural industry cooperation all at once. We can only rely on the concerted efforts of the cooperative subjects and actively seek effective measures to solve them one by one.

The cultural industry cooperation activities are mainly composed of the government, universities, enterprises and scientific research institutes, and their cooperative subjects play a unique role in the cultural industry cooperation respectively. Cultural industry cooperation at home and abroad practice has proved that cultural industry cooperation smoothly, and obtain actual effect, not only thanks to the parties have the concept of win-win cooperation, positive sincerity, active behavior, and thanks to the government has effective measures, can according to the needs of social development and cultural industry cooperation, from the policy system, organization guarantee, management

system constantly improvement and innovation, promote cultural industry cooperation into a virtuous cycle development track. Concept is the forerunner of action. The parties to establish the innovative concept of win-win cooperation and treat the cultural industry cooperation with positive and sincere attitude and active behavior is the priority measure to improve the effectiveness of China's cultural industry cooperation.

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Under the new social situation, we should change the traditional closed pattern of school-running and talent training mode, take the road of cooperative education, adopt diversified cooperation modes, and actively cooperate with enterprises or employers to cultivate innovative talents for the society. According to the regional economic structure change and social development of the demand for talents, adjust the discipline structure, and industry, industry and department of choose and employ persons to research curriculum plan, combining with production practice, social development needs of talent training plan and curriculum system, for social training foundation, strong innovation ability, comprehensive development of personality. Overcome the utilitarian thought, actively serve enterprises and communities, take the mutually beneficial development road. In colleges and universities, should pay attention to cultural industry cooperation and innovation activities of publicity and education, through the workshops, the exhibition and media channels, let the staff understand and know cultural industry cooperation, at the same time, in the top of the school design, should reflect the "cultural industry cooperation" educational ideas, in talent training plan, teaching practice and teaching management through the concept of cultural industry cooperation, and use the

school coordination innovation platform, gather society, enterprises and research institutes advantage resources for innovative talents and science and technology cooperation, the cultural industry cooperation quality and level (Zhang & Zhao, 2008).

In the construction of national innovation-oriented system, enterprises should be the main body of science and technology innovation. However, due to the lack of scientific and technological innovation talents in many Chinese enterprises, the ability and level of scientific and technological innovation are not high. In order to become the main body of scientific and technological innovation and development, enterprises should not only attach importance to technology research and development, establish and improve the technology research center or institutions, enhance the independent innovation ability, promote the technological innovation, but also have the consciousness of cooperative innovation, and strengthen the cooperation with universities and research institutes. Because universities and research institutes are places for scientific and technological innovation, with the advantages of human resources and scientific and technological resources, through the cooperation of education with universities and research institutes, the quality of talents and the level of scientific and technological innovation. Through cooperation with university research projects, solve the major technical problems, new product development and key equipment development and joint construction of key laboratories, engineering research center and R & D centers, breakthrough of generic technologies, and drive the development of a number of enterprises. Through establishing a technological innovation system combining cultural industry with scientific research institutes, improve the innovation ability of enterprises and drive the development of high-tech enterprises. At the same time, enterprises should give full play to the guiding role of the main body of science and technological innovation, and use various research centers and coordinated innovation platforms to jointly cultivate innovative talents with colleges and universities. In colleges and universities, participate in the formulation of talent training programs, integrate into the education and teaching process of colleges and universities, guide and promote the education and teaching reform of colleges and universities, guide colleges and universities to carry out research and development work, and actively provide talent training and science and technology development bases and funds for cooperative schools to ensure the smooth development of cooperation. Since participating in the training of

colleges and universities, select the construction of cooperative research center and innovation platform, can obtain quality research resources and improve the technological innovation ability, which is beneficial for enterprises, enterprises should establish the sense of cooperative innovation, actively participate in cooperation, and play a leading role in cooperation (Zhou, 2010).

## **Cultural Industry Cooperation is the Cooperation Between Different Industries**

Different departments and different subjects. Due to the different management systems, its development is mutually independent and self-contained. To this end, to coordinate the development, common profit, naturally cannot leave the leadership and coordination of the government. The experience of the United States, Europe, Japan and other developed countries has proved that the government plays an important role in the development of cultural industry cooperation, which is reflected in promoting the development of cultural industry cooperation through various measures such as legislation and scientific and technological plans. China is a developing country, and the quality and level of cultural industry cooperation are not high. Therefore, the guiding and supporting role of the government is particularly important. As the policy maker and the owner of resources, the government should guide and promote the cooperation between universities, research institutes and enterprises, and promote the integrated innovation of cultural industry cooperation by formulating the development plans, providing the financial support and making the effective allocation of resources. This is not only a responsibility, but also an inevitable requirement of cultural industry cooperation (Zhang et al., 2000).

The successful practice of cultural industry cooperation in developed countries has proved that the government's policy orientation, relevant laws and regulations and the level of developed productive forces are the important external conditions to ensure the effective implementation of cultural industry cooperation. Cultural industry cooperation requires both a strong internal driving force and the guarantee of external conditions. To create a good environment and atmosphere for cultural industry cooperation, to establish and improve the laws and regulations of China's cultural industry cooperation in China, and to build a platform for school-enterprise cooperation are important conditions to

promote the smooth development of China's cultural industry cooperation. Since the 1980s, in order to promote scientific research work and the transformation of achievements, the Chinese government and functional departments have issued some policies and regulations, such as the Law of the People's Republic of China on Promoting the Transformation of Scientific and Technological Achievements, Several Opinions on Promoting the Transformation of Scientific Research Achievements, and the Company Law. The promulgation of these laws and regulations plays an important guiding role in promoting the improvement of scientific research level and the transformation of achievements. However, these laws and regulations are more about the macro management of the transformation of scientific research achievements, while the specific policies and regulations on the cooperation between universities and enterprises are not specific and clear, leading to the weak guidance and constraint in the practical operation of cooperation. The key to the effective development of cultural industry cooperation in western developed countries is that they have a sound and strong guiding education legislation system. Having clear provisions will help the cooperation parties to clarify their roles and status in the cultural industry cooperation, perform the functions of each party, regulate their cooperation behaviors and safeguard their respective interests. This is the first time in recent years that the Chinese government has clearly proposed to formulate relevant policies and regulations to promote school-enterprise cooperation and cultural industry cooperation, which plays an important guiding role in promoting the construction of laws and regulations of cultural industry cooperation in China.

## **Enterprises are the Main Body of Cultural Industry Cooperation**

Government departments should draw lessons from the cooperation experience of developed countries, and give policy support to enterprises' participation in cooperation by increasing scientific and technological allocation or tax reduction, establishing cultural industry cooperation fund, high-tech risk fund and loan guarantee. At present, China's relevant enterprises to participate in the cultural industry cooperation has issued some preferential policies, but most of them just stay on the slogan, the specific operating rules and procedures have not been issued. According to the successful experience of the cultural industry cooperation in foreign developed countries, it is an effective measure to

establish a special funding plan and use the national science and technology plan to promote the cooperation in the cultural industry. China's science and technology authorities should establish a national science and technology plan for cultural industry cooperation as soon as possible. In the science and technology plan, it should not only clarify the principal position and responsibilities of enterprises, but also stipulate the amount of funds enjoyed by enterprises and the intellectual property rights of research and development achievements. We will increase support for cultural industry cooperation in various plans. For example, various plans will allocate no less than 50% of the funds for science and technology projects every year to support projects led by enterprises and combined by cultural industries. Enterprises are encouraged to cooperate with universities and research institutes to undertake planned tasks through bidding and entrusted research and development. At the same time, local governments at all levels should increase the proportion of scientific research investment in fiscal expenditure, gradually increase the proportion to GDP, and stipulate that a certain proportion of the budgetary funds invested in science and technology should be used for cultural industry cooperation.

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It is suggested to add "cultural industry cooperation" projects to the provincial financial science and technology special fund projects to improve the special nature and stability of the cultural industry cooperation and innovation fund investment. Adequate funds are an important guarantee for the sustainable development of cultural industry cooperation. In the developed countries, the cultural industry cooperation has set up a special cooperation fund. Such as the "Science Fund", the United States and Japan, "Education and Industry or Business Joint Award Fund" and " the United States and Japan and other countries. The establishment of these cooperation funds ensures the demand for funds in the process of cultural industry cooperation. Some provinces and cities in our country began to set up cultural industry cooperation fund plan, such as Guangdong province since 2006 by the provincial finance of not less than 100 million yuan a year, set up the cultural industry of Guangdong province province ministry cooperation special funds, mainly used for cultural industry cooperation of independent innovation projects, transformation of scientific and technological achievements and industrialization, cultural industry innovation system construction, innovative personnel training, intellectual property protection and academic exchange activities, etc. Shanghai Qingpu District has established a district cultural industry cooperation and development fund, maintaining a fund of 10 million yuan all the year round, and focusing on funding universities and research institutes to cooperate with enterprises in the district in research and innovation on key technologies of leading industries in the district. Set up a special fund of cultural industry cooperation, open up stable funding channels, increase funding support for cultural industry cooperation, truly implement the tax breaks and financial support policy, to guide enterprises to actively participate in cultural industry cooperation, arouse the enthusiasm of

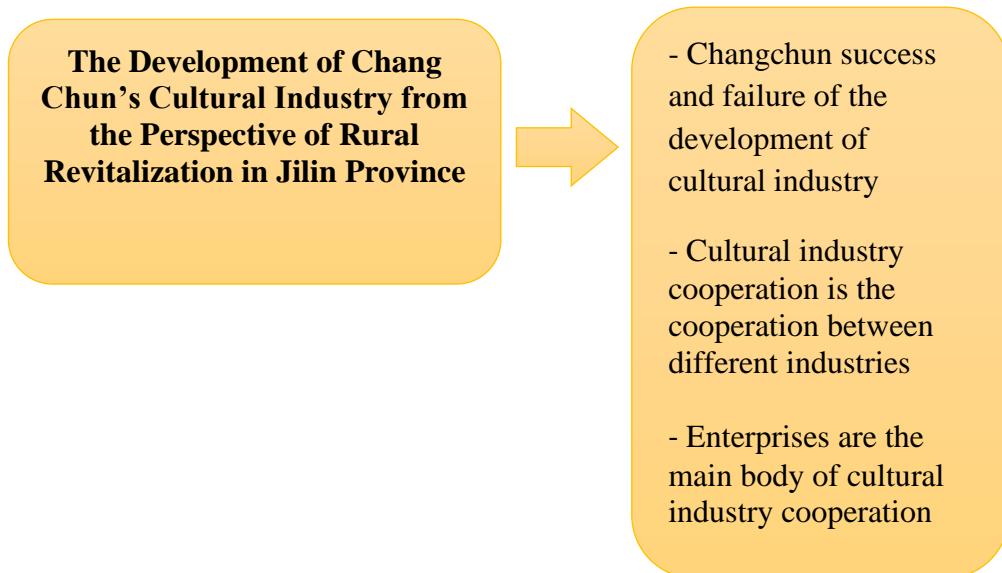
universities to participate in cooperation, is very necessary, is also the cultural industry cooperation problems to be solved.

Information asymmetry, technology demand and technology supply cannot be timely and effectively connected, are important problems in the cooperation of today's cultural industry, and also an important factor hindering the effective cooperation between universities, enterprises and research institutes. It is an important way to promote the smooth development of cultural industry cooperation to improve the cultural industry cooperation organization, build the information exchange platform between universities, enterprises and research institutes, and close the relationship between all parties. First, establish and improve the intermediary agencies of China's cultural industry cooperation. Under the condition of market economy, in order to truly realize the cultural industry cooperation, we must give full play to the important role of various types of intermediary organization and service institutions, especially the market-oriented intermediary service institutions. It is suggested that the government set up a special fund for the construction of intermediary agencies, and encourage the intermediary service agencies to provide quality services for the cultural industry cooperation and the transformation of high-tech achievements. Intermediary organizations that have made significant contributions to the promotion of cultural industry cooperation and the transformation of science and technology shall be given government rewards after recognition (Ouyang, 2011).

The second is to establish a database of cooperative information. Local governments at all levels, science and technology administrative departments of provinces and cities, cultural industry cooperation institutions of universities and universities and large enterprises should establish and improve the information database of cultural industry cooperation as soon as possible. The information database includes various information about cooperation units, cooperation content, cooperation form, cooperation effect and benefit and students, scientific and technological personnel. "Through the construction of the organization platform and information database, the cooperative parties can timely understand each other's information and needs, so as to choose the cooperation object and cooperation content, and establish a new cooperative relationship. Third, actively carry out various exchange activities and close the relationship between the cooperating parties. We should give full play to the role of scientific

associations, regularly carry out various academic exchange activities, and strengthen the contact between universities, enterprises and research institutes through the professional committee and the cultural industry cooperation committee. Through various cooperative activities and academic exchange meetings, contact feelings, enhance friendship. Mutual support, complementary advantages, integrity cooperation, constantly transform China's scientific and educational resources advantages into social and economic development advantages, and promote the rapid development of China's economy and society.

## New Knowledges Remark



**Figure 1:** Diagram show the New Remark of Development of Chang Chun's Cultural Industry from the Perspective of Rural Revitalization in Jilin Province.

## Conclusions

In conclusion, the rapid advancement of globalization and information technology presents both remarkable opportunities and significant challenges for the development of Changchun's cultural industry. As a vital component of the modern economic system, this industry not only drives economic growth but also plays a crucial role in enhancing national cultural literacy and fostering international cultural exchanges. Through a comprehensive analysis of detailed

data collected via questionnaires, interviews, and literature reviews, this study highlights the intricate dynamics of transformation and quality innovation within the industry. Technological innovation, market demand, and policy support emerge as the three primary driving forces behind this transformation, with technological innovation standing out as the core driver. It enhances production efficiency, boosts product quality, and enables the exploration of new market segments and business models. Meanwhile, market demand acts as a key determinant of cultural product direction, shaping industry trends, while policy support through financial incentives and subsidies mitigates risks and reduces innovation costs for enterprises. Notably, the study finds that leading enterprises are better positioned to implement quality innovation due to their stronger resource bases, whereas small and medium-sized enterprises face more significant challenges. The regression analysis further reveals a significant positive correlation between industry transformation and quality innovation, demonstrating their interdependent and mutually reinforcing relationship. To promote sustainable growth, the study recommends strengthening technological innovation and R&D investment, adapting to evolving market demands, and enhancing policy frameworks to support continued transformation and quality improvements. These findings offer valuable insights for both enterprises and policymakers, underscoring the need for a balanced and coordinated approach to driving the future development of Changchun's cultural industry.

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