
TEACHING THE APPLICATION OF THE RELATIONSHIP BETWEEN NATIONAL POLICY AND THE UNIQUE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES

¹Huang, Yu-Che, ²Tsai, His-Jui

¹Department of Industrial Design, Chaoyang University of Technology, Taiwan (R.O.C)

E-mail: che59965996@gmail.com

²Chaoyang University of Technology, Department of Industrial Design, Taiwan (R.O.C.)

E-mail: winnie851031yaya@gmail.com

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ABSTRACT

In recent years, cultural and creative industries have become actively promoted economic policies in various countries around the world to enhance economic activities and social activities. The energy of cultural and creative industries is sufficient to enhance a country's economic strength, create high economic added value in marketing, drive the employment of the population, the number of entrepreneurs and the total value of exports to increase every year, this study explores the process of urban governance in various countries, what kind of core positioning development, view its uniqueness and common pursuit of mankind, In accordance with the historical humanistic spirit of geography, it has been rediscovered, and through the sound system of policy implementation education and the leading policy of science and technology, the people's cultural quality and innovation in the future.

Keywords: cultural and creative industries, policy, cultural spirit, education, globalization

INTRODUCTION

In recent years, with the development of cultural and creative industries, the cross-border interaction and popularity of cultural globalization. Today's industrial development has met the basic needs of the public to promote to higher level self-pursuit, and gradually develop to meet the psychological level of consumers and spiritual needs of the development-oriented, and combined with the form of experience, so that people and travelers can have a memory link level of cultural innovation experience.

This study is conducted in the form of literature research, from which we can learn about the policies and cultivation of cultural and creative industries. The results of the study can learn the core thought of cultural development, the uniqueness of spiritual culture, regional, historical, cultural, and traditional values, the people of The people to cultivate the development of cultural and creative industries to achieve globalization, through this research to enhance the teaching application and students learning help.

REFLECTION OF CULTURAL AND CREATIVE INDUSTRY POLICY

Cultural and creative industries have become the main industry of economic development in the world, cultural and creative industries, the value of creative human capital is of great significance to the development of a country, it is through creative culture into a large-scale cultural market between cultural products and consumers, and grow rapidly at an alarming rate, becoming the world's largest competitive market. The development of creative industries can not only promote the economic recovery and redevelopment of the city, but

also strengthen the competitiveness of the arts community in the global market, attract the urban creative manpower, accelerate the interaction of the cultural and commercial sectors, enhance the cultural appreciation of residents and so on, and so on, can derive economic and non-economic prices. The rapid development of cultural and creative industries depends on cultural creativity, the input and output of human capital and the rise of cultural creative class. The most valuable asset of the cultural and creative industries lies in intelligent capital such as human resources, knowledge, brand, creativity and innovation processes, and these "smart capital" cultural services and cultural products innovation research and development and production and sales of emerging industries, can be integrated into the cultural creative industries. Cultural and creative industries are closely related to a country's quality of life, and quality of life often affects a country's image, so the importance of cultural and creative industries is not only economic significance, but also the value of cultural quality improvement. (Min-Zhi, 2009; Zhen-Huan, 2005).

1.1 Cultural Authenticity

Culture has its uniqueness and particularity, through the market trading mechanism, in the process of trading is also indirectly commoditized, may loss the essence of unique culture, so the meaning of "cultural authenticity" will also be transform of cultural commercialization, in the process of commercialization, authenticity, regionality, history, culture, collective memory, and the traditional values are slowly disappearing. Attach importance to "The preservation of cultural authenticity", cultural creative industry should be cultural goods and its carrying, expressed spiritual value as the core to build its value, if the cultural goods are not carried, characterized in the local culture, the value of the masses, emotion as the main body, then the cultural goods in essence can not complete the transformation of products to commodities art and lose its value. In response to the global economic competition system and division of labor system, with the "cultural commoditization" structure, the trend of global cultural tourism flow, and the spread of post-modern cultural consumption trend. (Min-Zhi, 2009).

1.2 The Volks Sharing Culture

Symbolic economy for regional activation. The defects of cultural goods themselves and technology, market, environment and other constraints together constitute an obstacle to the development of cultural industries, so, in addition to technology, market, environment and other factors to improve the objective conditions of industrial operation, It is also necessary to fundamentally change the production concept of cultural goods, with cultural authenticity, mass value, emotional profound expression to enhance its beauty and uniqueness, and then enhance its ability to meet the cultural needs of consumers, and promote the overall development of cultural and creative industries core ability. Cultural goods, like other commodities, must use the operation of the global economic system to strengthen the flow of their goods, but at the same time must preserve their cultural characteristics, can expand their cultural commercial value (Wei-Fan, 2014; Jun-Yu, 2013).

RESEARCH METHODS

Through case study methods, this study analyzes and summarizes the development patterns of creative industries in different countries, and finds out the differences and its main factors.

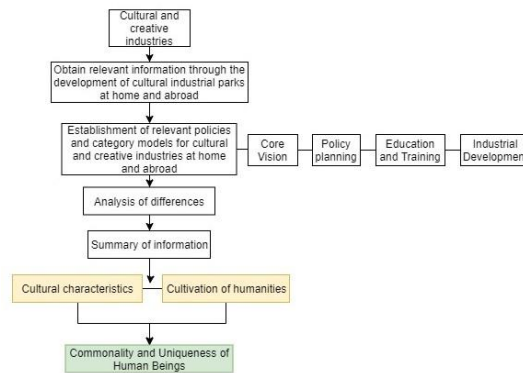


Figure 1 : Research methodology flowchart

2 THE RESULTS OF THE STUDY

Through the analysis of the cultural industry development policy of various countries, this study summarizes the development of the yellow block as the core development policy, the white block as the development policy, the blue block as the policy training of the education system, and the development of the creative industry which has evolved for the light pink block with the cultural spiritual characteristics of the people of different cultures in different countries.

2.1 Core Development Policy of British Cultural and Creative Industries

The yellow block shown in the research methodology flowchart, is the UK's initial core objective of creating wealth, developing cultural goods, and actively promoting industries of individual creativity, skills and talents, through the generation and use of intellectual property rights, with the potential to create wealth and employment opportunities. The Blue Block is an educational policy planned through education and training, with five hours of cultural activities aimed at children and young people, through visits to art galleries and museums, participation in theatre performances, reading writing, visual creation and crafts, and learning about the learning applications of film production and digital media with technology, laying the foundation for cultural inclusion. The Government has encouraged young people to invest in creative industries to subsidize them, set up academic centres, promote exchanges and resource sharing, and achieve a complete implementation of development, as shown in Figure 2.

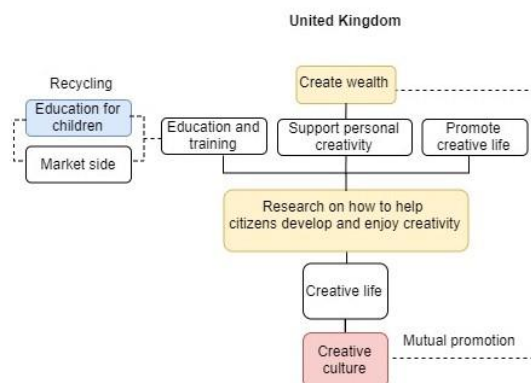


Figure 2 : Analysis of British Cultural and Creative Industry Policy Service Model

2.2 Core Development Policy of American Cultural and Creative Industries

The US cultural and creative industries are now the first power, the intellectual property protection mechanism of the country so that it rapidly grow and resist foreign threats. In a transnational manner as its main business model as shown in the yellow block, the export of products can make it high profits at the same time can export the United States culture and values, and widely recruit international talent, not limited to the use of domestic talent, and thus make international exchanges and commonality to enhance the compatibility of the international market continues to expand. The cultivation of the values of the American people is also one of the key factors that drive the overall development of its creative industries, originally originated in the original state of an immigrant country, ancestors from all over the world, because differences between differences also because of the prevalence of differences, the formation of independent individuals and different heterogeneous cultures have a high degree of tolerance, acceptance. The journey of individualism evolves into business thinking, which in turn affects other aspects of social development, as shown in Figure 3.

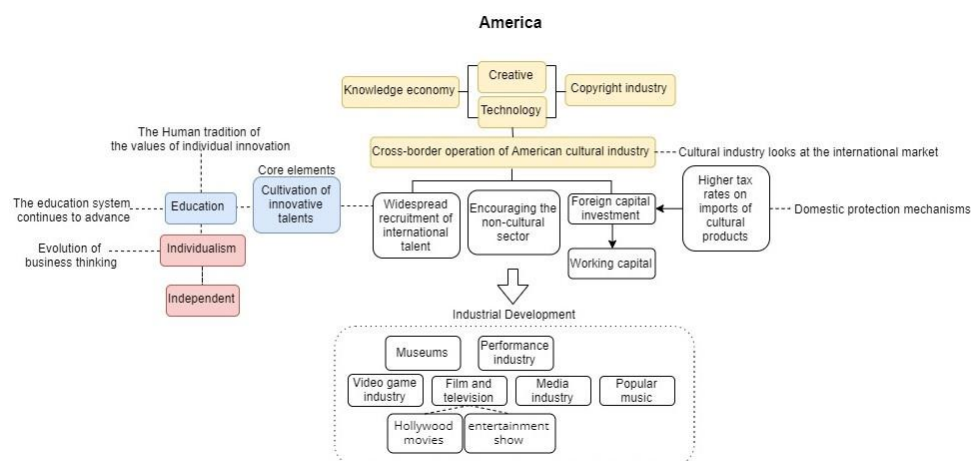


Figure 3 : Analysis of American Cultural and Creative Industry Policy Service Model

2.3 Core Development Policy of France Cultural and Creative Industries

France promotes French culture through public input, state support and multi-party cooperation, through export-oriented exchanges, and through increased exposure in international markets, support for the countries of the South and support for developing countries and language training. French luxury goods as one of the main export products, pay attention to fine technology, marketing the world, for the fashion industry's international model, Its history goes back to France from 1643 to 1715 in the son of the sun - Louis XIV, the influence of the art model to date, during the establishment of a complete art education, oil painting sculpture, literature, theater, academy of science, ballet, etc. , shaped the origin of the French art model, become the people's cultural pride. Enrich the spiritual world of the people., as shown in Figure 4.

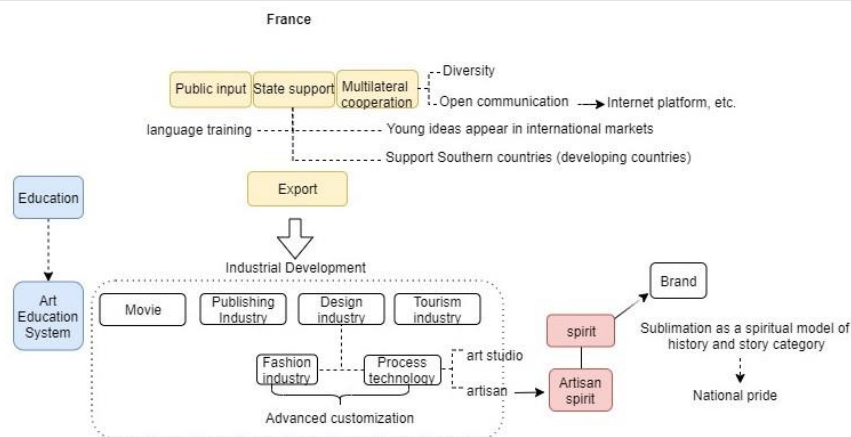


Figure 2 : Analysis of France Cultural and Creative Industry Policy Service Model

2.4 Core Development Policy of Sweden Cultural and Creative Industries

Sweden takes innovation leadership and flexible soft power as the national brand-oriented policy, and culture evolves the cultural and spiritual culture of the red block, which gathers people through education, complete innovation system and national transparency, and promotes government, enterprise, People's interaction and exchanges between each other to establish basic trust and practice to form a positive cycle of development, as shown in Figure 5.

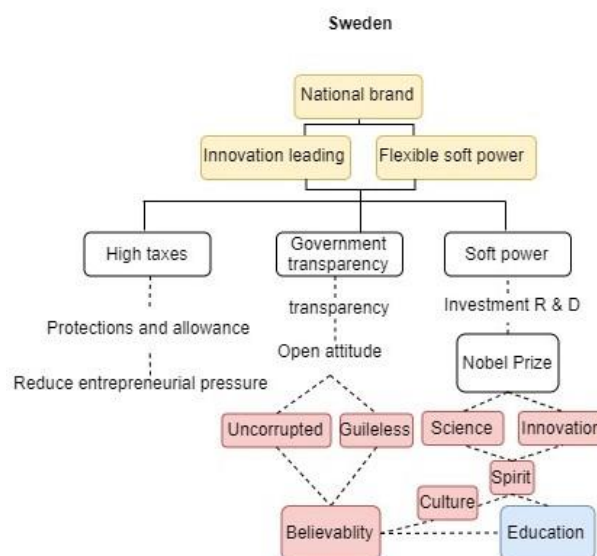


Figure 5 : Analysis of Sweden Cultural and Creative Industry Policy Service Model

2.5 Core Development Policy of Finland Cultural and Creative Industries

Finland, with its yellow block advantage, promotes the development of the five major areas of white block circular economy on the basis of policy development, and takes education as the basic concept of circular economy, making it a more perfect system of refined circulation, taking into account the mutual and peaceful development between the environment and the economy. Focus on the implementation of education, to rank

classification to achieve equality of the state of harmony and mutual trust, strong people's common development among each other, as shown in Figure 6.

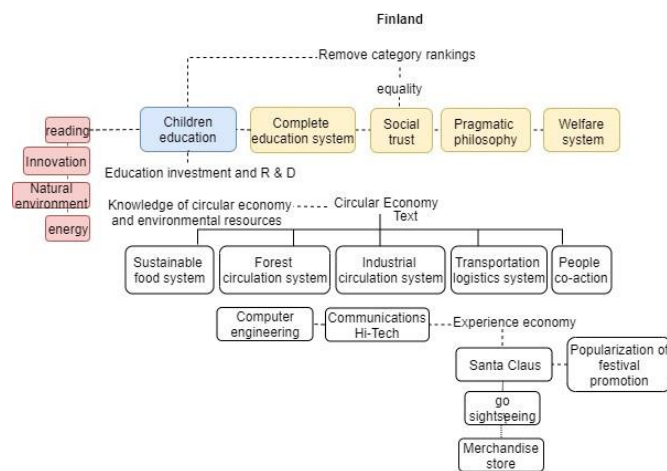


Figure 6 : Analysis of Finland Cultural and Creative Industry Policy Service Model

2.6 Core Development Policy of South Korea Cultural and Creative Industries

South Korea uses the collective beneficial result, as yellow block, social investment and citizens to co-finance, through the film and television industry and entertainment groups to create a scale of competitive cultural industry, idol development of global roving, develop a large-scale global selection, centralized training, marketing global, perfect training system to marketing end, Peripheral commodity development also brings great benefits to the surrounding market for the elliptical block of sightseeing, food, cosmetics, plastic surgery, etc. , to enhance the national image to promote economic development and people's centripetal force, as shown in Figure 7.

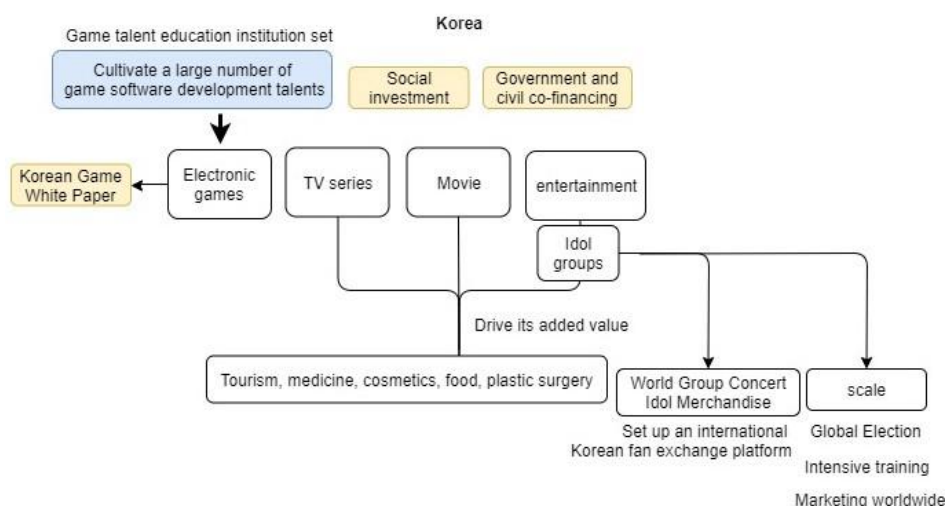


Figure 7 : Analysis of South Korea Cultural and Creative Industry Policy Service Model

2.7 Core Development Policy of Austria Cultural and Creative Industries

Austria's cultural innovation, the establishment of private industry sectors, the national public sector to encourage the development of intangible assets, and then schools and art institutions to do a strong link, the implementation of art education, deepen the people's artistic cultivation. Austria enjoys a deep artistic culture, architecture, art, design. And history the Queen Maria Theresa who love of music - "The mother-in-law of Europe". It has led the development of music, and has contributed to the life and creation of famous musicians in this country, leaving behind beautiful masterpieces. Created today's rich artistic activities, so that people and visitors to participate in the common, as shown in Figure 8.

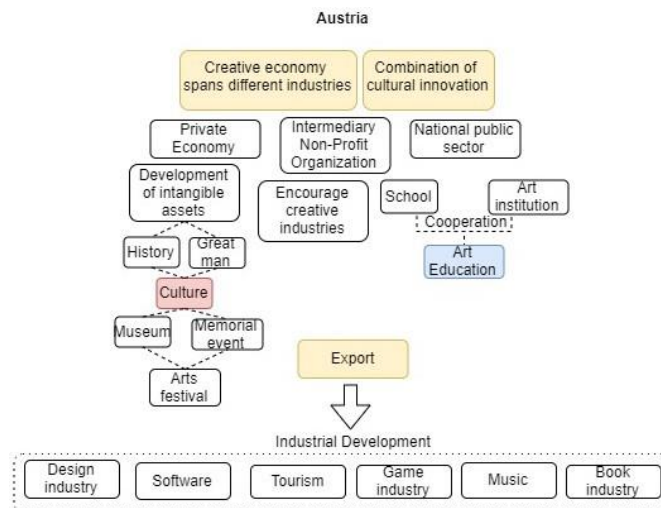


Figure 8 : Analysis of Austria Cultural and Creative Industry Policy Service Model

2.8 Core Development Policy of Taiwan Cultural and Creative Industries

With culture as its core, Taiwan put forward "industrial culture and cultural industrialization" to transform the historical production process of industry into culture, while cultural industrialization is the use of culture as the main feature of the development of industry. Through the guidance of art scholars, government support, folk participation in various forms to promote cultural creativity, set up creative industrial parks, the addition of market exhibitions and other arts and cultural activities, to provide food and beverage shopping gathering creative activities, as shown in Figure 9.



Figure 9 : Analysis of Taiwan Cultural and Creative Industry Policy Service Model

ANALYSIS CONCLUSION

The results show that the development of cultural and creative industries in various countries is influenced by their cultural spirit and characteristics, and its characteristic industries and unique systems are produced, and a perfect circular mechanism is formed through fundamental education and training. With unique development through the industrial scale and marketing production chain into the world. In the child stage, the development of mutual assistance in many fields of education, to the track of practical development. The development and promotion of science and technology cooperation industry leads the continuous innovation of the industry, but also imports education and learning. Through the welfare system, Finland invests in research and development in children's education, and establishes basic concepts for the future development of creative industries in adolescents, children and in the context of their policies and policies to teach knowledge of circular economy and environmental resources. The development of talent in the UK is more from children's education to the market complete planning and design, through a sound system to lay the foundation. From many domestic and foreign analysis, in today's experience economy development of national cultural creation for globalization-oriented, outward expansion of the market to achieve economies of scale, and now our country is more limited to the existing cultural elements, while the country is also because of the term cultural creativity and confusion is limited, should be named for creativity, With creativity as the head to drive the continuous evolution of culture, along with the change. Combined with the popularization of art, humanities, science and technology and economic knowledge teaching application into the advocacy and then production and learning cooperation to achieve the implementation of innovation.

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