

A RESEARCH ON THE CONCEPT AND CLASSIFICATION OF CULTURAL INDUSTRIES¹

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Abstract: In recent years, cultural industries have been playing a more and more important role in the development of the world economy. The relevant information shows that the world's cultural industries can create a value reaching hundreds of billions of dollars every day, which is still increasing at a rate of over 5%. Nowadays, in many countries, cultural industries have become an important force in leading national industrial innovation and development. In China, more and more attention is paid to the development of cultural industries by governments at all levels. Cultural industries belong to a new trade, which is the product of mutual integration of economy, culture, science and technology, and has high integration, strong permeability and radiation force, providing good conditions for the development of emerging industries and related industries. Cultural industries can drive the development of related industries, promote regional economic development, and at the same time, can radiate to all aspects of society and have a positive effect in enhancing the cultural quality of the people. Through the research on the concept of cultural industries and classification, we hope it will give people a better understanding of cultural industries, let people pay more attention to cultural industries, so that cultural industries can better serve the public during their revitalization of the economy.

Keywords: culture; industries; concept ;classification

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The concept of the term "culture industry" was first proposed by Frankfurt School critics Theodor Adorno (1903-1969) and Max Horkheimer (1895 - 1973). Theodor Adorno is a German philosopher, sociologist, musical theorist, the main representative of the first generation of Frankfurt School and the founder of social critical theory. Max Horkheimer is Germany's first professor of social philosophy, founder of Frankfurt School, who kept working on the establishment of a critical theory of society in the thirties of the 20th century. He thought that Marxism was critical theory and put forward to restore the Marxist criticalness and conduct a multi-faceted research and criticism of modern capitalism in philosophy, sociology, economics, psychology and other aspects. In the book *the Enlightenment Dialectics (Dialektik der Aufklärung* in German, 1944), they think that popular culture is just like a factory, producing standardized cultural products - movies, radio programs, magazines, etc. to make the public community to accept them amenably. After they put culture into the research category associated with industry, it immediately aroused the interest of the academic circles and the close attention of governments all over the world, which constantly promoted the research on relevant cultural theory and practice. With the rapid development of the global economy and society, the cultural industry has also been expanded, which has spawned a wide variety of cultural products and services, thus promoting the economic development of different countries effectively.

I. The Culture Industry and Cultural Industries

1. The Culture Industry

" Culture Industry " refers to the production of cultural products in industrial ways. In a sense, personalization is obliterated by standardization. However, "cultural industries" addressed now is neutral, indicating the close relationship between current various cultural industries and growing development of market economy. According to the standpoint of Adorno and Horkheimer, culture was commercialized and bought and sold at will, so it almost completely lost the ability to play utopian critical means. In their views, culture was opposite to industry, but modern capitalist democracy reconciles both together, leading to the appearance of the term

"culture industry." With the continuous development of economy, by the end of the 1960s, culture, society and business had been intertwined more closely than ever. In France, some sociologists studying cultural industries were opposed to the singular term "Cultural Industry" adopted by Adorno and Horkheimer, who thought that it was confined to a "single area". Bernard Miège (1989: 912) thought that the introduction of industrialization and new technologies into cultural production did lead to the trend of commercialization, but it also brought about new exciting trends and innovations.

2. Cultural Industries

What are cultural industries? On this issue there is no absolute agreed answer now, for cultural industries have been developing and changing. They have a very rich connotation and their extension is extending unceasingly, which is closely related to the contemporary society, culture and economic life. Naturally, the concept of cultural industries easily leads to a widespread controversy. The term Culture Industry was raised at the beginning of the twentieth century. In 1944, this concept was first put forward by Adorno and Horkheimer in the article *The Culture Industry: Enlightenment as Mass Deception*, which was included as a chapter in the book *Dialectic of Enlightenment*. They thought that cultural industries should be as enlightenment to the public, but in fact, as a tool of deceiving the public.

It is a classification of the nature of the general "culture" of the industry or the product object. Cultural industries, as a special form of culture or economy, have influenced our grasp of the essence of the cultural industries, so in different countries, people have different understanding of cultural industries from different angles. From the perspective of the contemporary application of cultural industries, cultural industries have some properties of the general industry. According to the nature of offered products, "cultural industries" can be seen as industries that provide consumers with spiritual products or services. In terms of the nature of the economic process, the United Nations Educational, Scientific and Cultural Organization defines cultural industries as a

series of activities of the production, reproduction, storage and distribution of cultural products and services in accordance with industrial standards. According to this definition, cultural industries include those that produce tangible or intangible artistic and innovative products. Such industries have the potential to create wealth and increase revenue through the use of cultural assets and the production or development of traditional, modern or knowledge-based products and services. The commonness of cultural industries is to use innovativeness, cultural knowledge and intellectual property to launch products and services much with social and cultural significance. According to " *the Framework of Index System on Cultural and Related Industries*" formulated by China's National Bureau of Statistics, the Ministry of Culture, the State Administration of Radio, Film and Television, Press and Publication Administration Department, the concept of cultural industries is defined as " activities providing the public with cultural and amusement products and services, and aggregation associated with these activities. " So the scope of cultural industries and related industries may include: providing cultural products, cultural transmission services and products directly connected with cultural recreation and entertainment activities; activities of equipment production and sales and production and sales activities of related cultural products.

II. The Difference Between Culture Industry and Cultural Industries

1. Industry, Trade and Industries

In Chinese, industry, trade and industries mean a little different, but the corresponding word in English is usually just industry. Industry is the product of development of social divisions, having experienced the developmental stages of handicrafts, mechanized big industry and modern industry. In the ancient society, handicraft industry was only a sideline of agriculture. After a long historical process, the word industry refers to the work and process of the acquisition of industrial raw materials and putting them into production at the factory for ready products. Industry is an important part of the secondary industries, forming two categories of light industry and heavy industry. In 2014, China's gross industrial production amounted to \$ 4

trillion, more than that of the United States' as the world's top industrial country.

Trade refers to engaging in the production of the same nature in the national economy or other economic and social business units or individual organizational structure system. It generally refers to the production of similar products or having the same technological processes or to economic activity category providing the same kind of labor services, such as the trade in catering, garment, machinery, forestry, automobiles, finance, mobile Internet, etc.

The term "industries" refers to a system or a collection of certain economic activities with similar attributes. In the traditional theory of socialist economics, the term mainly refers to material production sectors of economy and society. In general, each sector specializes in the production and manufacture of certain products independently, and in a sense, each sector has become a relatively independent industrial sector, such as "agriculture", "industry", "transportation", etc. Thus, we can see the complexity of connotations and extensions of "industries" as a concept in economics.

2. From Culture Industry to Cultural Industries

Before 1990, China's scholars usually translated "Culture Industry" as "Wenhua Gongye" in Chinese. When Adorno and Horkheimer put forward the concept of Culture Industry, "Industry" was in the singular form, the name of which may be both focused on the academic concept with theoreticalness and abstractness, or it may, indeed, have something to do with their research category with which they combined culture and industry. They saw the mass culture as a plant, which produces standardized cultural products, so that the public can meekly accept them.

With the rapid development of society and economy, "Culture Industry" has turned into a comprehensive concept of inclusiveness. Therefore, it is generally in the plural form "Cultural Industries" when it comes to specific industries in English. Obviously, the singular form "Culture Industry" fully demonstrated the critical tendency of the Frankfurt School ---- production of cultural products in the way of producing industrial products, using standardization to obliterate

personalization. While the plural form of "Cultural Industries" is neutral, it means the same as "Cultural Trade" and abandons the critical meaning of the Frankfurt School, just being an economic description that explains the closer ties of various current cultural trades with market economy increasingly.

The development of science and technology drives basic analog technology into digital technology. In accordance with the historical development of cultural industries and technical changes on how the symbols and texts are "copied industrializedly", we can base them to divide periods. From Frankfurt School's critique of the Culture Industry to the 1980s in which the Europeans reused the concept of Cultural Industries, the basic reason is the transmutation of the concept because of digital information technology revolution. Culture Industry relied on modern telecommunications and broadcasting technologies appearing at the end of the 19th century, or called "analog technology", while Cultural Industries are dependent upon network technologies, or "digital information technology." In a certain extent, the production of cultural objects by information analog technology is at the expense of the principles of personalized cultural creation, while the digital technology can help us to carry out the production on a personalized basis. The former is called "large-scale replication", and the latter can be called "mass customization."

Thus, the digital technology revolution overcomes the shortcomings of Culture Industry criticized by the Frankfurt School, advancing Cultural Industries to a new stage. For example, in the microcosmic level of enterprises, organizational forms of production have got changed from the "Fordist" mass production mode during Culture Industry into networked knowledge-based enterprises, and from large-scale factory production mode into regional creative enterprises and the clustered development of creative talents. Another example is that, in the industrial chain level, there has been a change of "upstream" and "downstream"---- a large-scale digitization of the traditional cultural resources and cultural heritage has become a basic project on which

cultural industries around the world compete, and the development of productive and cultural services has become the most important power in the promotion of fusional development of cultural industries and the national economy. The concepts of "cultural economy", "creative economy", etc. are thus born. As a "digital culture", cultural industries are leading the human civilization to tomorrow.

At present, "cultural industries" have become key terms used frequently by international organizations and governments in their cultural policies. Because different countries and regions must have their own different developmental stages and objectives, the cultural industries related to policy terms will naturally breed a variety of different expressive concepts, such as the "Sunrise Industry", "Creative Industry", "Content Industry", "Entertainment Industry", or even "Cultural Economy", "Creative Economy" and so on. These knowledge-based and labor-intensive industries can create jobs and wealth, and by fostering creativity and innovation, they make the society maintain cultural diversity and improve economic efficiency. Although the concepts of "cultural industries" and "creative industries" are sometimes almost interchangeable, both combined with the creation, production, and providing goods and services with a cultural nature and usually protected by intellectual property, the concept of "cultural industries" stresses that the inspiration of these industries comes from the cultural heritage, traditional knowledge and creative artistic elements, while the concept of "creative industries" focuses on individuals and their creativity, innovation, skills and talent in developing the intellectual property.

The concept of "cultural industries", although closely related thereto, is slightly different from the concept of "intellectual property" based on the strict classification. It is closely related to the concept of information-driven economy, including technological innovation, the development of softwares and databases, telecommunications services and other production activities of hardware and electronic equipment. However, if a new round of development in the cultural industries in the tide of globalization is regarded as a historical phenomenon, the expressed

concepts mentioned above are completely different in essence from the Culture Industry criticized during the Frankfurt School. "At present, in China, the use of the word "industries" often places more emphasis on its operations or the scale of operation.

III. Classification of Cultural Industries

1. Scope of Cultural Industries

From the above discussion, we can see that the range of cultural and related industries is continuously enriched with the development of society, economy, science and technology. From the current perspective, they should include the following aspects:

1.1 Culture is, as the core content, to meet the needs of the people's spirit directly, with the productive activities connected with cultural products in creation, manufacture, distribution, display, etc. (including goods and services);

1.2 Necessary auxiliary productive activities for the production of cultural products;

1.3 Productive activities of cultural products (including manufacturing and sales) as physical cultural carrier or production (using, transmission, display);

1.4 Productive activities of special equipment for the production of cultural goods (including manufacturing and sales).

2. Classification Principles of Cultural Industries

The classification principles of cultural industries are determined based primarily on China's "Industry Classification in National Economy", the needs of management and combined with the reference to international classification.

2.1 Based on "Industry Classification in National Economy". According to the characteristics of culture and productive activities of related units, relevant categories in the industry classification are regrouped, as the classification derived from "Industry Classification in National Economy".

2.2 Taking into account the management needs of sectors and operability. According to the

actual development of China's cultural reform and, in consideration of the characteristics of cultural production activities, the management needs of sectors are taken into account; based on the existing statistical system and method for full consideration of classification operability.

2.3 Dovetailed with the standards of international classification. The classification draws on the method of UNESCO's classification "Framework for Cultural Statistics 2009", and can be linked in definition and coverage with it.

3. The Classification of Cultural Products

At present, China's cultural market is thriving and there are lots of cultural varieties, thus involving a wide range.

3.1 Press and Publication Services

This category includes news services, publishing services and distribution services, such as journalism, book publishing, newspaper publishing, periodical publishing, publishing of audio-visual products, electronic publications and some other publishing industries. Distribution services are related to wholesales of books, newspapers, audio and video products, electronic publications, and retails of books, newspapers, audio-visual products and electronic publications.

3.2 Services for Radio, TV and Movies

Radio and TV services relate to radio and television. Services for film and video recording include the program production of films and television, the program distribution of films and television, film screenings and audio recording.

3.3 Services for Culture and Arts

3.3.1 Services in literary and artistic creation and performance are related to literary and artistic creation and performance, and venues for artistic performing.

3.3.2 Libraries and archives serve libraries and archives.

3.3.3 Services in cultural heritage protection are related to museums, martyrs cemetery, memorial, heritage and intangible cultural heritage protection.

3.3.4 Mass cultural services are focused on mass cultural activities.

3.3.5 Cultural Studies and community services are focused on the research of social humanites, professional groups, such as services for social academic organizations and cultural groups.

3.3.6 Training services in culture and arts go to artistic training, fine arts, dance, music counseling, etc.

3.3.7 Other artistic and cultural services refer to other artistic and cultural industries.

3.4. Cultural Information Transmission Services

Cultural information transmission services include services in Internet information, cultural services of value-added telecommunications or telecommunications cultures; radio and television transmission services are related to cable television transmission, radio and television transmission and satellite transmission.

3.5. Cultural Creativity and Designing Services

Services which cultural creativity and designing relate to go to advertising, cultural software, such as software development, multimedia, animation and game software development, digital animation, game design production, etc. Cultural services in architectural design include housing construction engineering, interior design, landscape design and specialized designs.

3.6. Cultural Recreation Services

3.6.1 Scenic tour services, including park management, management of scenic areas, wildlife conservation, zoos, oceanariums, aquariums and management services of protection of

wild plants and botanical gardens.

3.6.2 Amusement and recreation services, relating to activities of dance hall entertainment, electronic entertainment hall, Internet bars, other indoor recreation, amusement parks and other entertainment businesses.

3.6.3 Photographic and photofinishing services.

3.7. The Production of Artwork and Handicrafts

3.7.1 Manufacturing of artwork and handicrafts, such as sculpture, metal artwork, lacquer handcraft, flower painting handcraft, woven handcraft of natural vegetable fibers, Artex embroidery handcraft, carpets, tapestries, jewelery, related items and the manufacturing of other arts and crafts.

3.7.2 Manufacturing of the products for gardens and woods, display arts and other ceramic products.

3.7.3 Sales of arts and crafts, relating to the wholesale of jewelry, crafts and collectibles, the retail of bijouterie, arts and crafts and collectibles.

4. Classification and Production of Related Products of Culture

Many products and services are closely related to the culture, and therefore should be included in the scope of cultural industries.

4.1 IPR services, copyright and cultural software services.

4.2 Printing and copying services, such as the printing of books, newspapers and packaging and decoration and others, services related to binding and reproduction of recording media.

4.3 Cultural brokerage services, such as brokers for culture and entertainment, brokerage for other cultural arts.

4.4 Agency and auction services of cultural trade, such as trade agents, auctions, artistic products, artifacts, antiques, calligraphy and painting auction services.

4.5 Cultural rental services, such as equipment rental of entertainment and sports, video equipment, photographic equipment and entertainment equipment, rental of books and audio-visual products.

4.6 Conference and exhibition services.

4.7 Auxiliary production of other cultural trades, such as other unlisted business services, corporate etiquette and modeling services, event organization services, ticketing services, etc.

4.8 Production of cultural products

4.8.1 Stationery manufacturing of office supplies, manufacturing of pens, ink, prepared Chinese ink, manufacture of Chinese musical instruments, western musical instruments, electronic musical instruments and other musical instruments and parts.

4.8.2 Manufacture of toys.

4.8.3 Manufacturing of recreation equipment and entertainment products, such as equipment manufacturing of open-air playgrounds, entertainment products and indoor recreation equipment and other entertainment products.

4.8.4 Manufacturing of audiovisual equipment, such as hi-fi equipment, equipment for film and video recording and play.

4.8.5 Manufacturing of fireworks and firecrackers.

4.8.6 Manufacturing of cultural paper, such as machine-made paper, paperboard and handmade paper.

4.8.7 Ink pigment used for culture and manufacture of similar related products.

4.8.8 Manufacturing of cultural chemicals.

4.8.9 Manufacturing of other cultural goods, such as lighting, decorative lights and stage lights and other electronic devices such as electronic Instant-Dict, electronic notebooks, electronic dictionaries and so on.

4.8.10 Sales of stationery ,instruments, photographic equipment, such as stationery wholesale, stationery retail, retail of musical instruments and photographic equipment.

4.8.11 Sales of household appliances used in culture, such as the wholesale of cultural household

appliances and the retail of home audio-visual equipment.

4.8.12 Other wholesales or retails of cultural goods.

4.9 Production of special cultural equipment

4.9.1 Manufacturing of special printing equipment.

4.9.2 Manufacturing of special equipment for radio, TV and movies, such as the production of radio and television programs and transmission equipment, radio and television reception apparatus and equipment manufacturing, applied television equipment and other radio and television equipment manufacturing, film machinery manufacturing .

4.9.3 Manufacture of other special cultural equipment, such as slide and projection equipment, Cameras and equipment, photocopying and offset printing equipment.

4.9.4 Wholesale of special radio , TV and movie equipment, including the wholesale of communications, radio and television equipment.

4.9.5 Wholesale of stage lighting equipment and electrical equipment.

IV Conclusion

From Culture Industry to Cultural Industries, we have witnessed the rapid development and prosperity of cultural goods and contents of services, which are from small to large , and their varieties are from few to more. In today's world, new digital technology has been applied to the relevant areas of cultural industries, and have gradually adapted to the domestic, regional and international regulatory policies. These factors have radically altered the background of services , investment and cultural goods flowing through different countries, so that the cultural industries have experienced the process of localization, intensification and internationalization, some of which even lead to a number of large enterprise groups, forming one new economic growth point after another. At present, cultural industries have been raised to the height of national strategies of many countries. The part that cultural industries play in the economic restructuring and their developmental trend show us whoever grasps the culture in the new century, whoever will grasp the future. Nowadays, cultural industries have brought unprecedented opportunities for our local

economic development. Only by one step ahead in the concept of consciousness, can we occupy the commanding heights of development, thus taking the developmental initiative in the increasingly fierce interregional competition.

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