The Relationship between the Development of Cultural Trade and the Promotion of Cultural Soft Power

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Abstract. Promoting cultural trade is an important way to show the cultural soft power of sovereign state and an important way to improve the competitiveness of the cultural industry in the sovereign state. The cultural trade reflects the cultural attraction, enhances the cultural cohesion, deepens the cultural penetration, and enhances the cultural assimilation. There are some problems in the cultural trade of our country, such as the scale of the cultural trade is too small, the construction of cultural trade platform is not perfect to weaken the cultural cohesion, the special cultural brands are few, the single mode of cultural trade weakened cultural assimilation force, the cultural trade geographical direction is too concentrated. We cannot ignore the role of cultural trade development on promoting the cultural soft power.

Cultural Trade Reflects the Attraction of Culture

The cultural soft power comes from the national cultural attraction. While the national policy is reasonable and lawful, and the national politics is democratic, the country will continue to enhance the soft power of the culture. If a country wants to become a country with a strong cultural soft power, its national cultural value system must have a strong appeal. Joseph Nai believes that in the United States, cultural soft power is reflected in the variety of cultural tolerance, the social responsibility, and the honesty and trust between people. This is also the attraction of the nation. In the United States there are developed non-profit organizations and voluntary organizations, these are the signs of the soft power of American culture. The development of the voluntary organizations and the volunteers is an important embodiment of the national and the social responsibility. [1]

The United States is recognized as a powerful country with the strong economy and culture. The cultural attraction of the soft power in the United States is mainly reflected in the attraction of American foreign cultural trade. In 2011, the total import and export trade of American culture is 155 billion 362 million dollars, this figure ranked first in the world. The import and export volume of American cultural products is 5.37 times of the total import and export of British cultural products, 3.55 times of the total export and import of German cultural products, and 8.43 times of the total export and import of Korean cultural products. Compared with the United States, Chinese cultural products import and export volume has a big gap with the United States. In 2011, Chinese cultural trade import and export volume is 19 billion 290 million dollars. In this year, the United States cultural trade import and export volume is 8.05 times of the total import and export trade of China. In 2011, the total exports of United States cultural products is 1201.47 billion dollars, it is 6.59 times of the British cultural exports, 5.64 times of the German cultural exports, 29.68 times of Korea's total cultural export, 31.30 times of the total export of Chinese cultural products. From these data, we can see that American cultural products have a strong appeal in the world market. [2]

In the United States, compared with the film industry, no industry has a broad international market. The attraction of the Hollywood film to the international film market is the embodiment of the soft power of American culture. In 1920s, the Hollywood film has been widely welcomed in the overseas.
In the Hollywood movie, the charming movie star, the moving music and the rich story plot, has been striving for a large number of overseas audiences for the Hollywood movie. At the same time, it has attracted a large number of outstanding European directors and stars to join Hollywood. In 1930s, 33.3% of American film industry’s revenues came from overseas, but in 1960s, 50% of the American film industry's profits came from overseas. Although the number of American production of the film is only 10% of the world's total, it accounts for 50% of the world's screen time and profit margins. When Hollywood movies are exported to other countries, it also outputs the American culture and values of the movie. As the United States occupies the world movie market step by step, the American culture and values are widely spread in the world. For the United States government, the Hollywood film has become a very influential soft power to promote American culture and values in the world.

[3]

Nowadays, as a major part of popular culture, film consumption is not only the mainstream of American cultural consumption, but also the mainstream of cultural consumption in the world. As a pioneer of cultural communication, the American culture and American spirit, which is carried by the Hollywood film, has attracted a large number of foreign public interest. At the same time, the film has become the main way to spread American values and life style, which has greatly enhanced the appeal of American culture, and has become an important part of American cultural soft power.

Therefore, as the carrier of the national culture, the cultural trade reflects the attraction of the national culture. The greater the national cultural trade, the greater the cultural attraction is. In particular, the greater the export volume, the higher the degree of recognition of the country's culture in the world market, and the more conducive to the improvement of the country's cultural soft power.

**Cultural Trade Promotes the Cultural Cohesion**

The cultural trade embodies the national cultural cohesion, which is an important aspect of the soft power of the national culture. Driven by globalization, the links between countries are becoming more and more closely. International pressure on the liberalization of trade and investment is also increasing. At present, the international community is increasingly concerned about whether economic globalization will lead to the phenomenon of global cultural homogenization, especially the United States of America's culture. In the North American Free Trade Area, the assimilation of American culture to Canadian culture is a source of the trade conflict between the United States and Canada. The Canadian cultural concept changes from “cultural exception” to “cultural diversity”. The aim is to create a new and better Canadian with the use of cultural policy in the choice of cultural consumption in Canada, to strengthen the Canadian national identity and to strengthen the cohesion of Canada. However, after the implementation of cultural protection policy in the past few decades, Canada is more divided than ever before, and Quebec's independence tendency is more serious. On the one hand, under the support of cultural policy, cultural industry in Canada does have a quickly development, and have the strength to compete in the international cultural market. At the same time, Canada attracted a large number of American cultural industry capital to invest in Canada. But, on the other hand, the Canadian cultural policy in the process of implementation, it is not encouraging "Canadian content" production, but "international content" or "American" production in Canada.

Different from other industries, cultural products, both newspapers and books based on the information of products, or movies, television, music, and other entertainment based products, not only affect the consumer's view of the world, but also affect consumers of self fashioning. Therefore, cultural products not only have commercial value, but also spread and construct the cultural value. It plays an important role in the production and reproduction of culture and the promotion of social cohesion. [4]
Cultural Trade Deepening Cultural Penetration

Cultural soft power will be influenced by political power and economic competitiveness, and there is some uncertainty. To enhance national cultural soft power needs strong political strength, economic strength and military strength as its backing. Only the country's hard power is strong, the country's soft power is likely to really play its influence and attractiveness. In general, cultural soft power and hard power are complementary. The stronger the country's hard power, the more it can play its role in cultural soft power. But there is a limit to the mutual support between soft power and hard power. Its hard power and soft power does not have a strong direct relationship. When the overuse of its hard power of a country, the hard power will lead to social unrest and political instability, also will weaken the influence of cultural soft power and penetration. At the beginning of twenty-first century, the decline of American cultural soft power is a good evidence of the abuse of hard power and lead to serious consequences. At the same time, soft power and hard power are equally important. To be appropriate to the use of hard power and soft power, this can seek a balance between hard power and soft power, the second role we can play better, the balanced development is called "smart power", and give full play to the role of "smart power" will have a positive role to the development of the country.

Cultural trade is the main means of cultural infiltration. In the early twentieth Century, the United States broadcast program has begun to penetrate the Canadian. At that time, the main radio stations in Montreal and Toronto and other places, only about 20% were produced by the Canadians, and most of the rest came from the United States. Due to the origin of Canada and the United States, Canada's audience is very fond of the United States Broadcasting program. Therefore, in the early days of the Canadian Broadcasting Station, the United States began to infiltrate the idea and culture of the United States to Canada. [5] It was not until 1936 that the Canadian Broadcasting Corporation was established to break the American culture through the radio program of Canadian culture. Under the complicated background of political multi-polarization and economic globalization, cultural exchanges between countries and regions are increasing, but also with the rapid development of international cultural trade. For a long time, the western countries have been in the economic and political monopoly. For political and economic purposes, these countries gradually implement the “cultural colonization” policy. They use the cultural trade means, and gradually realize the interaction between different countries and cultures. In the new historical period, through the cultural penetration, these countries continued and strengthened their cultural hegemony. From another perspective, through the cultural trade, national culture and national spirit can effectively spread to other countries. With the deepening of cultural penetration and cultural penetration has been enhanced, cultural soft power has also been a corresponding increase.

Cultural Trade Enhancing Cultural Assimilation

Cultural soft power is a kind of power of cultural assimilation and identification. The assimilation of culture is strong, the soft power is strong, the assimilation power is weak, the soft power is weak, and there is no assimilation of culture, there is no soft power problem.

“Kung Fu Panda” was called the Chinese people familiar stranger. Panda is a special kind of life in our country; there are no pandas in other countries in the world. Therefore, the panda is also seen as a representative of Chinese culture, but the launch of the film Kung Fu Panda, is the new era to rebuild the Chinese image of the west. The understanding of Chinese traditional culture in the film “Kung Fu Panda” is not to be denied. But we should also see that American culture is flexible in the film. The core of American culture shows the audience naturally or half unconsciously. This makes the “Kung Fu Panda” became familiar stranger to the Chinese people. Although many elements of “Kung Fu Panda” originated from the China culture, it is attached to the surface. From the inner core, the cultural elements contained in “Kung Fu Panda” are from the United States. Although the American culture contains many different nationalities and heterogeneous elements, is a hodgepodge of culture. But Hollywood movies constantly nationalization between native culture and foreign culture, neither hide local taste of American movies, and in the understanding of alien culture will be the assimilation.
This cultural assimilation is different from the traditional Chinese image in the west, but it is more difficult to perceive cultural communication process. The cultural assimilation is neither painstakingly beautified, nor malicious smear, but in the description of the positive image of China at the same time, the implantation of the American cultural thinking. It is based on the study of Chinese traditional culture, and the assimilation process of Chinese culture. In the film industry, cultural assimilation is an inevitable phenomenon. The Commercial interests driven and American was unable to resist the Americans favor of Chinese culture, which makes in the economic globalization today, the United States had to with a new attitude to meet Chinese culture and Chinese cultural identity. This identity is not the essence of identity, but in the fuzzy China the exotic culture, constantly inclusive, with native cultural digest of exotic culture, and to realize the close of local culture.

As an important support in the cultural trade, the film trade, which represents and spreads the national culture which is easy to be contacted and accepted. Any country does not assume the obligation to spread the culture of his country. Using his country's traditional cultural elements, injected their own cultural values and cultural spirit, by wrapping the core culture promoted. In the global popular culture today, is a new model, is also a kind of effective way. Contained in the American film is still Western values, the core essence is still Western culture, carry forward is still spirit advocated by the west, Westerners use culture with Chinese characteristics as a screen for the successful cultural assimilation.

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**References**


