

Contributions of Colleges and Universities to the Urban Cultural Industry: A Case Study of Dalian Polytechnic University

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Abstract: Colleges and universities can generate the charm of a city, so the prosperity of cultural industry in the city is indispensable from universities, which usually serve as the main position of social cultural dissemination and innovation. Therefore, colleges and universities should play their roles in the development of local cultural industry, which is mainly manifested in leading development direction, providing support for science and technology and talents, and participating in the interaction of urban culture. Through analyzing the cultural resource integration cases of Dalian Polytechnic University, this article provides effective strategies for universities to serve the urban cultural industry. Besides, it is of important strategic significance to the development of urban culture and the improvement of national cultural soft power.

Keywords: cultural industry; cultural dissemination and innovation; soft power

1. Introduction

Culture is the root of society and the cultural industry is a human-oriented economy. It forms values and markets through the development, protection and re-creation of cultural resources [1]. It will also act as an industrial model to directly drive human civilization and progress. The level of social civilization, the level of public cultural service and the modern cultural industry system should be improved to achieve the goal of developing cultural undertakings and cultural industries and enhancing the country's cultural soft power.

However, it is far away from enough for the improvement of urban culture to rely on the contributions from municipal government or media propaganda. Local universities, who are deeply rooted from the urban cultures are supposed to play their roles [2]. Dalian Polytechnic University, as one of the most energetic universities, is responsible to respond actively to the municipal policies, so as to make great contributions to the development of Dalian's cultural industry.

2. The Status Quo of Dalian's Cultural Industry

The improvement of the overall competitiveness of cities has become the foundation of the development of China's national economy. The revitalization of many cities at home and abroad and the changes in the competitiveness of some cities in China prove that the cultural industry is an important part of urban development. In the future, the competitiveness of cities will increasingly depend on the development of cultural industries. Making full use of Dalian's superior urban resources and vigorously developing cultural industries will become a strategic choice that cannot be ignored for the further improvement of Dalian's urban competitiveness.

In recent years, Dalian's cultural industry has developed rapidly and it has gradually attracted the attention of the government. Now, it is in a period of prosperity and fast development. The Dalian the Municipal Government have made the expansion of Dalian's cultural industry one of the city's seven thematic reform tasks and clearly stated that the development of cultural industries should be accelerated in the six key areas of creative design, film and television entertainment, animation and games, media publishing, cultural tourism, and advertising exhibitions. At present, there are probably more than 16,000 units engaged in the cultural industry in Dalian, and the relevant staff has reached about 80,000 [3]. For now, Dalian has a large number of cultural entities, as well as various publishing houses, radio stations, movie theaters of various sizes, and various types of large-scale websites. Moreover, Dalian also has four national-level cultural industry demonstration bases and two film and television bases. To develop the cultural industry in Dalian, it is necessary to highlight the advantages of Dalian's location in Northeast Asia, strengthen the development of the cultural industry in the region, and promote the influence of Dalian's cultural industry through strategic propaganda, and further increase the value of the city's intangible assets.

However, under the wave of global integration and the influence of Internet big data, the distribution of cultural industries is highly concentrated, still dominated by games, animation, film and television works, simple handicrafts, decorations, etc. Secondly, the development is uneven. Specifically speaking, the development and

spread of outstanding traditional Chinese culture has been severely impacted, and the market share is small. Finally, the overall situation needs to be improved, such as insufficient development of cultural materials, lack of market vitality, and low core competitiveness.

The cultural industry is the source of local economic development. The upgrading of Dalian’s cultural industry needs to fully understand the composition of industrial culture. The upgrading and innovation of the cultural industry in Dalian needs to promote the in-depth development of the cultural industry, provide the necessary human resource for the development of the cultural industry, strengthen the role of technological development, and promote the industrial technological innovation of the cultural industry in Dalian. Fig.1 shows the basic elements of Dalian’s cultural industry and main fields for improving the cultural industries.

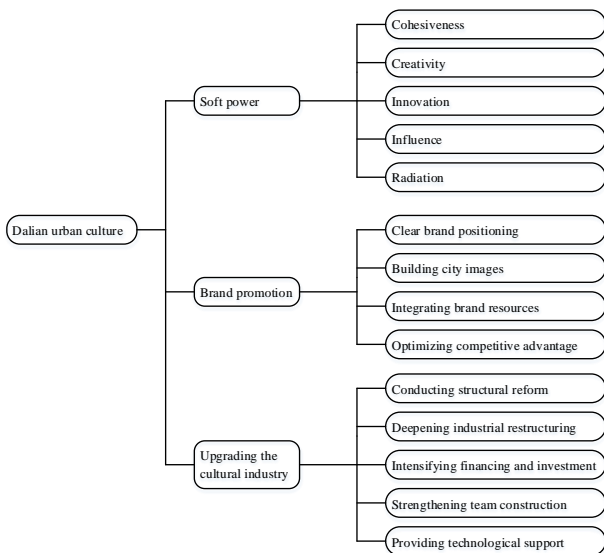


Figure 1. Major components of Dalian urban culture promotion

3. Main Strategies to Develop Urban Cultural Industries

Culture is the core of a city’s competitive soft power. The development of the cultural industry is an important way to improve the quality of urban development and enhance the overall strength of the cities. At present, major cities in China should accelerate the upgrading of the cultural industry structure, promote the integration of cultural capital, expand the cultural market, develop unique cultural cities, and accelerate cultural system reforms to develop cultural industries and strengthen the soft power of urban competitive development.

Culture is the soul of a city. When culture, economy, and politics are highly integrated with each other, the position of culture in urban development has become more prominent. Strengthening urban cultural construction has a profound impact on the development of the city and the entire society. Meanwhile, cities can provide cultural resources, material support and a broad market for the cultural industry, and the city’s innovative mechanism can inject vitality into its development. In

turn, the prosperity of the cultural industry can provide more and more powerful support for the economic and social development of the city. The overall planning of the city, creating a good market environment, and focusing on the special role of human capital and intangible assets can provide the foundation for the healthy development of the cultural industry.

Urban cultural and creative industries are increasingly becoming an important part of China’s national economy and a pillar of the tertiary industry. At present, many cities in China are developing cultural and creative industries, which are of great practical significance for promoting the upgrading and transformation of urban industries and promoting the sustainable development of cities. China’s urban cultural and creative industries have become a pillar industry of the metropolitan economy and a new driving force for transformation and development. In the future, the development of urban cultural and creative industries needs to be further strengthened. The cultivation of creative talents will be the primary intellectual support for the development of urban cultural and creative industries. The construction of urban cultural and creative industry clusters will be strengthened to provide financial guarantee for the development of urban cultural and creative industries and promote the establishment of the international cultural and creative cities alliance.

The cultural construction of local colleges and universities is closely related to the promotion of urban cultural character, and it plays an important role in improving the quality of citizens, improving the cultural taste of urban enterprises, and prospering the urban cultural industry. The integration and development of local universities and the cultural construction of the city where they are located is an important factor in enhancing the soft power of cities and universities. The integration of local universities and the urban cultural construction should fully consider the characteristics of the city, and strengthen the in-depth integration of the university and the city’s culture through measures such as joint cultural cooperation research, strengthening the guarantee of policies and regulations, and constructing a systemic talent training mechanism.

Overall, colleges and universities are the representatives of advanced culture in a city and the most innovative group. Local universities are great resources for a city’s cultural prosperity and development. The prosperity of university cultural construction will surely promote the rapid improvement of urban culture, and the development of urban culture will definitely promote the progress and improvement of university culture.

4. The Role of Universities in the Prosperity and Development of Urban Cultural Industries

Excellent Chinese cultural elements urgently need to revive from “paper” to “life” and continue to be passed on from the older generation. As a collection and distribution center of “culture” and “knowledge”, colleges and universities are leading the cultural development of the country, and they are bound to

promote the prosperity and development of urban culture and improve the country's cultural soft power.

4.1 Leading the Direction of Urban Cultural Industry Development

Colleges and universities are important sources of higher-level culture, concentration of urban culture, and places of production of innovative culture and capabilities [4]. They can take advantage of their strong cohesion and advanced cultural concepts to guide and influence the public and give full play to their social role of "leadership". Public opinions could be formed more easily when universities lead the cultural themes of social marketing, and the transformation of thinking could be accepted more easily as well. For example, Dalian Polytechnic University, relying on its characteristic specialty of "Fashion Design", has been devoted to "Dalian Fashion Expo" for many years, jointly building and sharing the "Dalian Fashion Museum", which helps to attract the attention and recognition of Dalian's fashion cultural industry. There is no doubt that "fashion" has become one of the most distinctive business cards in Dalian's cultural industry.

4.2 Providing Sufficient Talents and Technological Support

Colleges and universities are the cradle of high-level talent cultivation and advanced technological innovation. They are constantly sending high-quality talents to the society, who can think independently, have a sense of social responsibility, have the humanistic spirit and scientific literacy, and have the ability to innovate and be pragmatic. Excellent experts and scholars in many fields are also gathered here, providing advanced ideas and concepts for cultural development through scientific research, teaching, writings and social activities, as well as specific guidance and services in science and technology.

Dalian's urban culture has distinctive features of marine culture and is developing rapidly. School of Food Science of Dalian Polytechnic University, for example, is one of the hi-tech centers in the field of marine food. There is not only the integrated talent training system of undergraduate-master-doctoral-postdoctoral, but also one academician of the Chinese Academy of Engineering, and one subject-matter expert in the field of marine technology in the National High-Tech Research Program (863 Program). Only members in this team has completed nearly 200 items of scientific research achievements transformation, creating economic benefits of more than 10 billion CNY.

4.3 Participating in Mutually Beneficial Interaction of Urban Culture

A university campus is a special social area, and its campus culture is often high-taste, strong, and influential, which will bring a strong cultural atmosphere to other community residents. On the other hand, the old saying "There are many folk master" is definitely not groundless, and its impact of "reverse cultural feeding" on college

students cannot be ignored either. Therefore, it is necessary to establish an interaction mechanism between universities and society to enhance mutual benefit [5]. For example, Dalian Polytechnic University makes existing resources open to the public, such as DPU History Museum, Dalian Fashion Museum, Graduation Exhibitions, forums and keynote lectures, etc. This is a positive response to government policies. In addition, many celebrities and specialists are also invited to campus to give lectures or present new ideas. With unified planning and management from both the government and universities, this two-way opening-up (including "going-out" and "inviting-in") when conducted or arranged reasonably will give full play to the radiating role of universities. There have been a great number of characteristic cultural activities held in DPU, such as 85 lectures in the *Bohui Forum*, which lasted from 2017 to the present, continue to convey the positive social energy of advocating advanced culture and pursuing noble sentiments.

5. Conclusion

In summary, colleges and universities can organically combine the characteristics of the city to export advanced cultural concepts and lead the development of cultural industries. Colleges and universities can also provide first-class technology and talents for the cultural industry, and cultivate excellent cultural builders and high-quality citizens [6]. The persistent scientific spirit, innovative consciousness and elegant entertainment in campus can also provide effective interaction with the cultural industry. Therefore, colleges and universities should actively cooperate with government regulations and systems in an all-round and multi-angle manner, and play their due role in the prosperity and development of the cultural industry, so as to gradually enhance the country's cultural soft power. Dalian is densely populated with colleges and universities. There is ample reserve of various types of talents, and the potential for cultural research and demand is huge. Therefore, as long as these characteristics and advantages of Dalian are organically combined, the market rules in the development of cultural industries respected, and the people-oriented cultural attributes in economic development also displayed, it is sure that universities will get the whole ball rolling. With university teachers and students as the strong backing of urban cultural development, the radiation efficiency of the cultural industry will be greatly improved.

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