

The Current Situation of China's Domestic Animation Industry and the Countermeasures

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Abstract: In recent years, the animation industry of our country began to rapidly develop and even become one of the important driving forces in promoting cultural industry development. But it should not what the community pays attention to. This requires us to explore why and explore the potential. We hope that through the analysis of the present situation of our country's animation industry will point out that the lack of its existence, such as: too much work which has not been an effective collaboration of animation industry chain, extreme lack of high-end animation design and r&d personnel, low industry marketing level; puts forward to "anime" with Chinese characteristics as a new development of China's animation industry new ideas. To set up effective animation industry chain, making the reasonable professional talent training and introduction of proactive planning will enhance the level of the animation industry marketing and rapidly promote countermeasures and suggestions to promote animation products. Hoping that these Suggestions and ideas to improve the level of our country's animation industry development.

Keywords: "Anime with Chinese character"; The cultural industry; Current situation of the development; Countermeasures and Suggestions

1. Introduction

The rapid rise of the animation industry in China is remarkable in the world. At present to the world of cartoon and animation related products developed by the view, the total market share has reached more than \$900 billion US dollars, and there has been a growing momentum of development, has formed a certain scale of the important pillar industry.

Reviewing the development of animation industry in our country, from the initial development of hand-drawn comics to watching anime with multimedia equipment, nowadays our country's animation industry really has made considerable progress and great changes. Animation industry from the original to the United States, Japan, Korea and other core of the old country as the core of the game, to now China's active development in the animation industry, have contributed to the animation industry. China has promoted the further internationalization of animation industry division of labor, it will inevitably cause greatly to the animation industry chain of each link. Therefore, for China, the development of domestic animation industry is very important, only its development reached a very high level, to match with our world power status.

In terms of China's own market space, the animation industry market space is very large. However, the present

state of development of Chinese animation industry is not such as thought so, but it's still a lot to explore. Although now for the animation products, the current consumption of China is very large, but it did not form a classic, did not create a wide range of popular in the world of popular animation. In fact, China is no shortage of animation products, the original resources, practitioners are also complete. But why China's animation products have always won the import of similar products? The indisputable fact tells us that it is imperative to improve the international competitiveness of China's animation industry. This article for how to be more rapid and more accurate development of China's animation industry, through research and come to an effective conclusion, to offer advice and suggestions for our country.

2. The Development of Domestic Animation Industry in China

China's animation industry development path of the study cannot be said to be very perfect, but also considerable size. Comprehensive research in all aspects of history and information shows that China's animation industry is the emerging industry in the era of the country, and a global focus on validity. Throughout the world, since 2000, the US animation industry began to steadily into the growth and development of the fast lane, and gradually formed like "Disney" and "DreamWorks" such a large animation

industry development kingdom. In contrast, although our Chinese animation industry began to emerge from 2010, we also had the basis for the initial development of the 1960s. At the same time, compared to the development of Japanese anime will find that China's animation industry and the level of those large animation compared to the level, there are some gaps. China's vast number of scholars and researchers agreed that the animation industry is the new world cultural economy in the development of the largest potential of one of the new industries, but also for the future of China and the "one way" policy, to win the world influence, the development of animation industry Meaning even greater. Because the development of the animation industry can help and accelerate China's overall economic growth, but also to speed up and promote China's industrial restructuring.

Though promising, the most obvious problem in China's animation industry is the lack of exploration of themes and ideas. Chinese people should humbly learn from Japanese anime, because Japanese anime is good at adapting myths or legends to modern and contemporary animations, and from life to present the vivid real life on the screen. In this regard, China's animation theme is still too singular. In addition to animation design and other issues, the animation industry on China's biggest problem is: the development of commercial process is too slow, that is, culture Industry promotion is also insufficient, which is not only conducive to the development of an industry, and even clamp the entire industry development.

The whole industry chain is mainly based on the creative basis for the creation of animation and then the creation of things produced. The last step is marketing, wherein the production of animation products will be sold out. Of course, not only sell the animation itself, but also include the animation of the peripheral products or copyright and other things so that animation will become the first on the industry to have these three links, and the three major links. The most important is the first creative process. In other words, the most important in animation is being creative. If there is no creativity, the sales won't be good. The cultural industry enables cultural activities to create economic income. With the rapid development of the new industry in animation, it produces a stronger drive for other animation and animation-related companies, such as the game industry, to do well. Many recent popular games were made anime, and a lot of classic animation has also been made into a game. Coupled with the emergence of 3D technology to promote the development of the animation industry. Looking at the overall situation, how to develop the animation industry approach should be consistent with the development of national cultural soft power purposes. Because it can not only make the animation industry and the overall progress of the national culture, but also can make the development of the animation industry there more suitable. In other words,

this can make the development of the animation industry itself to promote the development of national culture.

The animation of our country, although rising quickly, really started late. Since the 1980's, many animation companies from Shenzhen to foreign animation companies do OEM began to get involved in this area. After 2000, due to the profits from foreign animation company low demands, these enterprises were forced to start and gradually develop to become the main original animation production company. It created a chain of Chinese animation industry precedent.

3. The Development of Domestic Animation Industry in China

3.1. Lack of quality work and small market ownership

Although China's animation works in recent years has made considerable progress, but in the country called the boutique is still too little, from the people's appreciation of the request is too far, or even the lack of high recognition of the original cartoon image. The reason, or because our current animation company's overall production capacity caused by low. Many of our animation companies are mostly self-financing private enterprises, one thousand years can produce thousands of sets of short-range animation companies are numbered, most are in the initial stage, frequent staff flow, adapt to market capacity is weak, and even not Less animation company is still in a semi-loss state, depends on the government's long-term support to survive, so it is not conducive to the development of animation companies, even if the survival of the size of its size determines that it can only produce the kind of low Poor animation. And coupled with the animation industry, the prospects for less investor are not optimistic about the reasons, but also affected the development of domestic animation. Because the animation industry are generally relatively high investment, the risk is still large and the return cycle is relatively long, so if no national policy in a timely manner to support, its development quality is difficult to improve. In this situation, most of the animation business was forced from the most secure point cut into their own animation product audience positioning in the young children groups. This limited audience positioning makes the market crowded, and corporate profits are doomed not very high. Product audience positioning narrow, homogeneous serious impact, but also to further tighten the market.

3.2. To form a complete and effective cartoon industry chain

Our country's animation industry leading status is due to the lack of leading enterprises. Most of the animation enterprise is only in the middle of the industrial, which mainly exist in the product outsourcing and book pub-

lishing. It cannot further excavate more profits. Animation works that belong to innovative ideas and design steps are weak. Even the vacancy, this is bound to lead to enterprise's poor economic benefit. If the animation industry isn't doing well, it won't be so good, so it's important to have some of the surrounding merchandise. But, our country can draw lessons from the experience of other countries in the aspect of animation industry development, and thus come to the root of the success of its drive. In general, success is a large reason why other countries to build a comprehensive animation and related industrial chain. "His mountain, can offend jade", China's animation industry to think out a way to success, must also be on the country's animation industry chain planning and adjustment, to carry on the reasonable layout and promote the coordinated development.

3.3. Lack of high-end animation talent

The shortage of high-end talent is also becoming a bottleneck in the development of the animation industry in our country. To make a good comic book, there must be a good team, and a good team needs a variety of people. Now the animation industry can only teach students the simple operation of the animation software, the lack of development and training of students creative, production, marketing, management and performance, and many other complex ability courses, which will inevitably lead to the content and the job requirements are out of touch with the reality. This "pyramid" talent structure has seriously limited the healthy development of China's animation industry. More importantly, due to poor treatment often lead to job-hopping phenomenon, many people have to go to those places where better treatment, but also to some extent caused by our national animation industry, the relative lack of talent status quo.

3.4. The industry's marketing level is low

Although the animation itself is very important, but after all, it is necessary to make an industry, as an industry that must have the interests of this part of the content. Want to yield to sell things to sell, but China is now the animation industry sales of water is also more general, and other countries there are some gaps. China's animation culture industry in technological innovation and use compared with the developed countries and regions there is a big gap, such as Japan in the Rio Olympic Games closing ceremony on the use of such a platform, combined with AR technology on the Japanese classic cartoon image publicity. More and more countries are beginning to carry out more frequent exhibitions and activities related to animation, through these exhibitions and the use of local advantages to develop their own animation and cultural products, to spread.

4. The Development of the Animation Industry in China

4.1. As a new highlight in the development of the animation industry in China, "cartoon of Chinese characteristics"

From the simple pursuit of production to the pursuit of brand, quality change, "Chinese characteristics animation" is experiencing the pain of transformation. China's previous production of animation is the main purpose of serving the public entertainment, profitability of the purpose is not obvious. And now is different from the past, now the main purpose is to build the animation industry and profit, so now we have to produce "Chinese characteristics animation" is to meet our above said the current situation of the Chinese market animation. I think because of the above-mentioned status quo, China's animation industry is currently a high investment but long cycle of the big problem. So my view is: "Chinese characteristics animation" to creative development instead of high-tech investment, to better marketing to solve the return cycle is too long. In addition, the "Chinese characteristics of animation," another layer of meaning is that we produced the animation products should have a unique culture in China. China up and down five thousand years, in which there is no lack of good culture, its reform and innovation, as the new theme of animation is our current goal. Animation industry in China is a sunrise industry, but at the same time also faces many challenges. Animation practitioners on the animation consumer groups positioning too narrow, resulting in a narrow range of Chinese animation sales, which is limiting the development of China's animation one of the important reasons.

4.2. Establish an effective cartoon industry chain

Summed up our previous years of experience and lessons, did not establish an effective industrial chain to hinder the animation industry is an important factor in the faster development, and then we will change in this regard. Animation products generally have three main ways to profit. One is selling the animation product itself copyright; the second is its related audio and video products and books for sale; the third is to take the animation industry around the other industry's common research and development, such as printed cartoon image of the toy clothing and stationery And so are in the development of goods, we can re-use, re-development. So, the more the circulation of the work, the higher the degree of popularity, so the greater the value of its brand, the more the surrounding products, the more profits to create. In order to establish a complete and effective animation industry chain in our country, the following aspects of the problem must be properly resolved: First, we must play a national air base of the first-mover advantage, cultivate and strengthen the leading role of leading enterprises, and

then radiation The city's animation base and enterprises to promote the development of derivative products enterprises, and ultimately the formation of "R & D, production, production, publicity and sales" integration of the industrial chain; Second, with the film and television media, vacation tourism, fitness sports and book publishing And other departments to cooperate, to create the industry chain accounted for the main body of the animation industry base, the formation and expansion of the animation industry chain.

4.3. Develop the introduction and training plan for talents

The development of animation industry and ultimately the cultivation and introduction of talent, but the current situation of the animation industry, the lack of high-end animation creative talent, cannot meet the current needs of the new development is an indisputable fact, so the development of industry personnel training and introduction program is particularly Without delay. Animation industry in the present era, electronic information and the Internet cannot lag behind. Therefore, the animation industry to positive and healthy development, is bound to establish their own business platform. We can imagine that in the introduction of new products at the same time, the content and products can be directly into the animation audience, into consumption, which will become the characteristics of Chinese animation industry chain in the core part. In this way, our animation industry is not only with the art, film and television, science and technology, media, publishing, marketing has a very close contact, but also with many other industries have reciprocity areas. In today's new era, the full characteristics of the knowledge economy so that it has all the forward-looking advantage.

The development of the animation industry requires a variety of areas of talent, especially similar to the planning, management, creativity, marketing and other areas of high-level talent. In this regard, we should recommend the following countries and governments to help complete the following plans: to vigorously train the R & D strength of the innovators, improve the mechanism of personnel training, advocate animation related businesses and institutions of higher practice further cooperation, Style "training, so as to more fully and effectively solve the students lack of practice and practical ability to weak the unfavorable situation. In short, we are now the lack of talent, so we should take more ways to cultivate and attract talent. If we cannot solve the problem immediately by cultivating talent or through the flow of talent between the domestic regions, we can first adopt the method of introducing talents from abroad. To this end, the relevant functional departments should actively and steadily improve the introduction of talent policy to attract high-level talent to the animation industry to fame, for our

country's animation industry to prepare for the future work.

4.4. Promote the rapid promotion of animation products in the field of marketing

Enhance the level of marketing to promote the promotion of animation products to strengthen the research to grasp the international market demand, which is the mobile Internet era, enterprises and consumers access to zero distance contact with the inevitable result. With the international platform to enhance product promotion, but also we must pass through the road. A Japanese cartoon in the creation of the time has been clear who the audience is. And then according to the different groups of economic strength and needs to develop a different sales plan, so sure will be able to have better returns. At present, for the Chinese animation age, weak and weak situation, our animation business must actively respond to market demand, and actively research products. In the development of market positioning is indeed the case, each animation business should target the market, do more market research. And then according to the target market research situation, to meet the needs of the target population to produce innovative animation products. Animation market can build a huge and smooth distribution channels, whether publishers or consumers can enjoy the convenience of its common. The animation channel includes TV, TV, network, mobile phone and so on. In order to broaden the sales channels, for some in the animation industry is not advanced in other countries, we will also sell their cartoon cheap or even free of charge. In addition, we carry out management of merger and management of large and small enterprises in the industry, and create new platform business together to develop together with international market. For the whole age of original TV animation works, its traditional culture as the foundation, aimed at promoting the Chinese traditional culture.

China's animation industry needs to have their own characteristics, we must have Chinese elements, we must take root in Chinese culture. Whether the successful use of Chinese elements, but also affirmed the market value of Chinese culture, let us reflect on the development of Chinese animation where to go, rather than follow the example of foreign, as in our traditional culture treasure hunt. Our animation industry in the national culture in the root, to maintain vitality will have innovation, in the traditional culture into the modern vitality, only more artistic charm. Animation industry should be the cultural heritage, not just commercial, entertainment of the goods. Central and local governments should also begin to tilt the animation industry, in policy and funding to provide support. Excellent animation works can enhance the aesthetic quality and cultural accomplishment, so the Chinese animation should be the depth of Chinese culture excavation and re-creation. Our traditional culture is a

huge treasure house, for the animation production provides a wealth of resources. Imagine the future, we Chinese animation will be out of Asia, to the world!

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