

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.1 Conclusion**

Why do we say to strengthen output film culture industry, movie as a kind of cultural products, compared with other cultural products, highest level, a single product input, high output, most influential in the world? Such as cultural products, such as the United States through the film to the world output of their economy, the cultural idea, created many famous cultural brand, leading the pin of many industrial products, such as McDonald's, Coca Cola, star bucks, Nike, and many other brands. The film, while creating box office profits, has greatly promoted the branding of American products and created huge economic profits. American films also have great political influence, and export their way of life, ideas, language and values to the world, and expand the influence of the United States to the world in this way. Although the movie box office value is not big, but it can lead to the development of many industries, bring economic benefits at the same time, also can carry forward the national culture, enormous political influence, so governments have vigorously support the development of movie industry. Therefore, the following conclusions are drawn from the research of this paper: 1. Strengthen global film distribution channels, and enhance the international competitiveness of Chinese films. 2. The government will improve the international competitiveness of Chinese films by establishing and improving laws and regulations, relaxing censorship and establishing a film classification system. 3. The full development of film derivatives can improve the international competitiveness of Chinese films. (Wang,2007)

#### **5.2 Limitations of research**

From the point of today's global film market, Hollywood has the absolute advantage, compared to the United States, film products will the film talent, production level, implant, the influence of the brand value and so on many aspects, this article is not very detailed.

The core of international competitiveness lies in value creation. Specific to the film industry, in the wave of globalization, information, technology and culture in the development of movie industry become the core driving force, the science and technology and cultural factors affect the value growth in the industry value chain. The research on the international competitiveness of film industry is influenced by social, economic, cultural and regional factors. At the same time, due to the dual nature of the film industry itself, the competitiveness of the film industry involves a variety of disciplinary theories

and research paradigms. In addition, the intensification of globalization process, the increasing development of science and technology, the conflict between different cultures and the integration of the situation, all add to the complexity of the research on the international competitiveness of the film industry.

### **5.3 Research Suggestions**

Future research will present the following trends:

1. Research on the international competitiveness of films based on different cultural types. Since the migration under the global background, the world gradually formed on the basis of the same culture in different culture area, it offers a new perspective for the study of the media and cultural industries. Current film industry international competitiveness research is based on the national level or continental level, because the film is essentially a kind of cultural and historical heritage and values the spread of ideology, so from the different culture type area situation carries on the discussion of the film industry development and international competition, will become one of the path for future research.

2. Research on international competitiveness of film industry combined with subjective and objective indicators. The difficulty of the evaluation of the international competitiveness of film industry lies in how to embody the economic and social cultural attributes of the film industry in the most accurate and intuitive way in the index system. Since cultural and social attributes are difficult to be measured and evaluated, objective indicators can not convey cultural implications accurately, but it is difficult to maintain the objectivity of evaluation by introducing too many subjective indicators. Therefore, the research on the evaluation of film industry competitiveness based on subjective and objective indicators will be the focus of future research.

3. Research on the international competitiveness of film industry based on dynamic perspective. This paper is based on the research of international competitiveness of film industry based on cross-sectional data, so it is impossible to discuss the change of national competitiveness level based on dynamic perspective. Time series analysis is a kind of dynamic data processing of statistical method, has been more widely applied to other industry international competitiveness research, using the research method can effectively predict the future competitive situation, and the dynamic analysis of the research will become the future competitive trend.

The Internet also offers the Chinese government a channel to promote a pro-people

image. The People's Daily — the mouthpiece of CCP — has since September 2008 sanctioned an official fan club webpage for top leaders in the central government. This webpage is partly a response to a series of online informal fan clubs of key Chinese leaders that have spontaneously emerged, and partly due to the Chinese leaders' desire to use the Internet as a platform to get close to the people. (Liang&Hong,2012)