

Speeding up the Construction of Cultural Soft Power in Hubei Province

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Abstract: To promote Hubei regional cultural soft power construction level, from the status of Hubei Province cultural soft power construction, the core value system, the natural resources and traffic conditions, cultural industries and the social public cultural service system were analyzed. The practical problems of cultural soft power development in Hubei area were found, and the solutions were given. The study found that the problems existing in Hubei cultural soft power development was the cultural soft power insufficient attention, lack of coordination, poor brand driven, and insufficiency in touch with the market. The supports needed for Hubei to enhance the soft power are attaching importance to the development of cultural soft power, overall planning construction of regional cultural industry system, strengthening the construction of brand culture and cultivating the modern cultural market system. To sum up, a practical exploration is made of Hubei's regional cultural soft power upgrading path, so as to provide a basis for local governments to formulate policies to enhance their cultural soft power.

Keywords: Hubei province, cultural soft power, culture strong province

1. INTRODUCTION

Regional cultural soft power is a derivative concept of regional soft power, and also a relatively new research field both at home and abroad. It not only provides new research directions for regional development theory, but also improves the effect of regional cultural soft power. The promotion of regional cultural soft power is a manifestation of cultural factors in enhancing regional soft power. Enhancing regional cultural soft power is the most healthy, environmentally friendly and sustainable way to enhance regional comprehensive strength. Therefore, how to improve the regional cultural soft power is also an urgent problem to be solved by the governments at all levels. In recent years, the hard power of Hubei province with the economy as the main index has been growing faster. However, the soft power with culture as the major index is relatively slow. The traditional development mode of Hubei province also places the main force on the construction of hard power, ignoring the soft power and even destroying the soft power of the region, thereby reducing the growth rate of Hubei's economy and containing the development of hard power. Under such circumstances, developing the

economy requires improving the level of scientific development of cultural reform, and building soft power into the system of social development, so as to create conditions for the construction of hard power.

2. CURRENT SITUATION OF CULTURAL SOFT POWER CONSTRUCTION IN HUBEI

2.1 Core Value System

The socialist core value system is the embodiment of the internal cohesion of the state's fundamental interests and people's mental state and national spirit and culture. Timely construction of the ideology and culture of the national superstructure is also the essence and foothold of the regional cultural soft power. The soft power of our culture includes the attraction and influence of the socialist core value system, and then the cultural soft power of Hubei province contains the attraction and influence of Hubei's cultural core values. The key to enhance the cultural soft power of Hubei province is to consolidate the cultural soft power effect of Hubei's cultural core values and integrate it with the socialist core value system, so as to become the fundamental task of improving the cultural soft power of Hubei province.

In recent years, Hubei has vigorously promoted the spirit of the old liberated area, carried forward the spirit of the Dabieshan, and conducted the evaluation of civic virtues, so as to comprehensively enhance the ideological and moral quality of the residents in the region and build a harmonious and civilized society. These practices prove that establishing core values in the construction of regional cultural soft power has an indispensable position. It's a living soul for liberating and developing cultural productivity and enhancing the comprehensive strength of Hubei province.

2.2 Natural Resource Endowment and Traffic Situation

Hubei's cultural resources and ecological resources are very rich and diverse. Hubei has 10 state-level nature reserves, 7 state-level scenic spots and 4 National Geoparks, and the humanities resources in Hubei are also magnificent. Shennong culture and Book of Songs culture has a long history; Chu culture is splendid and salon culture is far in the outside, the Three Kingdoms culture is dominate, religious culture is broad and profound, and modern science and technology culture is prosperous; Hubei has all kinds of cultural heritage (more than 8000 items), including 2 world's cultural heritages, 5 national historical and cultural cities, 91 national key cultural relics protection units and so on.

Hubei has a unique location advantage of "middle". It is located in the hinterland of central, connecting with East and West, attracting around and radiating various aspects. If the national transportation network is used for drawing a chessboard, Hubei occupies the "Tianyuan" of the center of the board; the capital city - Wuhan is developed in water transportation, traveling

along the Yangtze River waterway. It can extend to Sichuan towards the West, and to Wu Yue towards the East, which originates back to North Han River and to Henan and Shaanxi. Through the Dongting Lake in Hunan, it reaches Guilin, and since ancient times, it has the reputation of "nine provinces in the world". After the founding of the new China, CPC Hubei provincial and government has always taken speeding up the construction of traffic, improving traffic capacity and highlighting traffic advantage prominent as an important breakthrough in promoting economic and social development. Combined with the focus of the work in each period, scientific layout and pioneering spirit should be made, so as to form the "big traffic" pattern integrating railway, highway, water and air as one. As a result, it enables Hubei become the central transportation hub and completes the Millennium dream and the historic leap of Hubei people's changing location advantage as traffic advantage.

In 2016, the total investment of fixed assets of highway and water road was 100.995 billion yuan, which was 112.22% of the annual target. The new road mileage was 7199 km in the year, of which 229 km of new grade highways were added, and 105 km and 1684 kilometers of highways of grade three were reduced. At the end of the year, the province's total highway mileage was 260.2 thousand kilometers and the road density was 139.96 km / 100 square kilometers. 100% counties and cities national highway, 99% counties and cities first level and above highway, 100% provincial national highway, 98% national township roads, and 100% villages formed asphalt (cement) road were achieved. The navigation mileage of the Inland Waterway in the whole province is 8637.95 kilometers.

2.3 Culture Industry

Hubei province culture industry started in the beginning of reform and opening up. With the development of the regional economy, the various cultural institutions came into being. The martyrs of Huangma uprising and oyuwan cultural activities center, Huanggang museum, Dong Biwu memorial hall, Li Xiannian Memorial Library and 13 cultural construction projects have been completed. There are 1468 cultural enterprises in the whole region. In 2010, the cultural industry achieved an added value of 1.8 billion yuan, accounting for 2.5% of GDP, and the number of employment was more than 5300. The information network, entertainment, publishing and issuing, printing and reproduction, cultural exhibition, advertising and other cultural industries initially formed. Hubei's cultural industry is showing a continuous improvement of the system, increasingly prosperous market, and increasingly diversified investment entities. With the participation and development of the whole society, its industrial operation and capitalization operation capabilities need further improvement and enhancement.

The traditional culture of Hubei province is one of the important strategic resources in the region, and it is also the spiritual source of the residents of Hubei. During 2014 to 2016, the State Council approved a total of four batches of national intangible cultural heritage lists determined by the Ministry of Culture, including 127 items in Hubei. The first batch of

intangible cultural heritage lists is shown in table 1:

Table 1. The first batch of non-material cultural heritage catalogues of Hubei state.

Category	Entry name	Declared area or unit
Folk literature	Dong Yong Legends	Xiaogan city
	Folktales of the Wu Jia Gou	Danjiangkou city
	The folklore of the lower Fort	Yiling District, Yichang
	Qinglin Temple riddle	Yidu city
Folk music	Xingshan folk song	Xingshan County
	Yichang Sizuo	Wuyi District, Yichang
	Zhijiang folk windmusic	Zhijiang
	Wudang Mountains palace music	Shiyan
Traditional dance	Tujia sayerhe dance	Changyang tujia autonomous county
Traditional drama	Hanju opera	Wuhan
	Chu opera	Hubei province
	Jingzhou Flower Drum opera	Qianjiang
	Huangmei opera	Huangmei County
	Shadow play	Qianjiang
Quyuan	Drums and pots	Jingzhou
	Good book in Hanchuan	Hanzhou
Acrobatics and athletics	Wudang Martial Arts	Shiyan
Folk arts and crafts	Peach blossom	Huangmei County
Folk custom	The Dragon Boat Festival (Qu Yuan's hometown of Dragon Boat Festival customs, Xisai boat competition)	Yichang and Huangshi

In the existing rich traditional cultural resources, Hubei needs to grasp the characteristics of regional historical culture well, accurately locate the regional culture, and better establish the external image and proper cultural status of regional culture. On the basis of strengthening the protection of traditional cultural resources, we should not seal up these traditional cultures, so as to revitalize the culture and economy of Hubei province as well as the practical value.

2.4 Social Public Cultural Service System

Hubei province public cultural service system is an important part of the public service provided by government at all levels. It makes it comprehensive for various cultural institutions and services of spreading advanced culture and guaranteeing public basic cultural needs composed of the government and cultural services supplemented by cultural social non-profit Wei Hua service organizations. The public cultural service system of Hubei province has five characteristics, such as social public welfare, resource sharing, service equality, functional systematicness and system innovation.

The public cultural service system in Hubei is becoming more and more perfect in the period of "11th Five-Year". The four - in - one public cultural service network in city and county has been formed. Hubei province has 12 cultural centers, 12 public libraries, 19 cultural units, 11 professional performing arts organizations, 1 art school and 12 Xinhua Bookstores; 124 township cultural stations; 3026 farm houses, 1255 cultural center households, and 162 folk troupes. There are also a number of social and cultural facilities that play a role in cultural services. The cultural and people's livelihood have been basically guaranteed and improved by the continuous implementation of the culture benefiting people.

3. PROBLEMS IN THE CONSTRUCTION OF CULTURAL SOFT POWER IN HUBEI

3.1 Lack of Emphasis on Cultural Soft Power

The importance of cultural protection and heritage has attracted more and more attention, and governments at all levels in Hubei have taken a series of measures to tap the diversity of Hubei province cultural characteristics. However, objectively speaking, Hubei province cultural soft power development is still in the primary stage of development, and does not adapt to the economic development in Hubei, tourism industry, city construction and social progress requirements. It is not commensurate with the development connotation and historical status of Hubei historical and cultural resources, and the important position and function of cultural soft power does not receive due attention.

At the same time, in the face of the further enrichment and opening of the national cultural products, the cultural products and industries in Hubei province will be further expanded. For now, Hubei's cultural soft power and cultural resources are large. For instance, Yunnan, Sichuan and Zangnan, or Suzhou and Zhejiang in the leading position of the cultural industries are not on one level. The cultural resources after being processed by the cultural capital and the cultural industry enter the whole process of the consumer. The products with cultural value not distorted are too little, and the added-value of products and cultural attributes is reduced. The generally products are too much, failing to dig out the effect should achieve.

3.2 Lack of Overall Planning and Coordination

The cultural development plan plays an important role in promoting the healthy and orderly promotion of the cultural soft power of Hubei province. The cultural industry not only has the economic attribute of general industry, but also has its own cultural added value; and the development of cultural undertakings includes the comprehensive development of various industries. There are differences between the various industries, so the development of scientific and rational cultural undertakings development planning is a very complex and difficult project.

First of all, the government policy support key industry effect gap is widening. In the "12th Five-Year development plan of Hubei cultural undertakings", we mentioned that almost all the cultural and infrastructure projects in twelve counties and cities were planned in the "strengthening cultural facilities and project construction" plan. For example, in the seven industries of "vigorously develop the cultural industry": information network industry, publishing industry, issuing industry, printing industry, entertainment industry, film and television production industry and exhibition industry, publishing and printing industry market level has been quite high actually. But the local governments continue to expand the advantage, and at the same time, they can't allocate attention to other industries, resulting in the effect gap among key industries more and more obvious.

Secondly, there is no unified publicity. It is the problem difficult to avoid in the full promotion of cultural construction and the "planning" also fails to escape: in the development layout, we lay out the "one river and two lakes" Ecological Cultural Park, build "two culture brands", carry forward the "three Huanggang cultural elements", and protect and develop "four special color cultural projects" accumulated key projects; and the counties share little cultural resources, which fails to unify the caliber in publicity, but the situation of "sweeping the snow in front of its own" is more serious.

3.3 Poor Brand Drive

Different cultural industry types need different climates, transportations, properties, surrounding conditions, markets and so on. Considering the various conditions of Hubei province, a large number of transportation facilities are still in the expanding stage, energy and resources are not enough, and excellent labor force is in output state. As a result, they are not suitable for cultural products manufacturing centers and cultural services business centers. However, the Hubei region belongs to the geological location of seeking for quiet in noisy environment, situated at the junction of four provinces, away from the hustle and bustle of Wuhan. It has good ecological environment protection and can become a cultural area for cultural tourism, cultural entertainment and festival exhibition. This requires that the Hubei provincial government should give priority to the industry associated with Hubei's tourism and entertainment.

Hubei must concentrate its energy on building core products. The core products will be combined with the comprehensive advantages of funds, creativity, technology and management to form a breakthrough in market supply and demand. The core product of Hubei is, of course, to rely on the geography and information resources of Hubei province. It not only relies on the resources such as geography, biology and history of Hubei, but also the product of "hybridization" optimized by capital, creativity and talents in the comprehensive area. That is to say, the more uncommonly collocated resources or brands are combined to form the core product, which has more innovative value and hype value. The higher the quality of core products is, the more unusual they are, the stronger the detonating effect to the market is, the more obvious the pulling function of cultural industry will be, and the more directly it will enhance the cultural soft power of Hubei province.

3.4 Insufficiency in Touch with the Market

In the development of Hubei province culture, two kinds of common deviations have taken place at present. A regional-center for self-development is also the only focus on the cultural construction behind closed doors inside; another is the cultural development direction with the change of external environment as the basis, which is designed at the cultural market. The two kinds of deviations need neutralization so as to make the cultural products of Hubei develop in the established direction. The development speed of the market is much faster than the speed of cultural construction in Hubei province. Culture is a relative concept, and the market is an invisible hand. The result of the collision is often that the market determines the development of culture. No matter which kind of cultural products, if they are to be pushed to the public, it is necessary to keep in line with the market and to touch the market.

At present, Hubei province culture brand promotion is in the role of visual products, mainly around the market shortage. The marketing is mainly aimed at the traditional communication ideas of what lacks, what to sell. It does not take culture as the forerunner, or infiltrate cultural attribute of cultural products in marketing communication, or cultivate consumer awareness of the Hubei culture, but does not find the cultural marketing and market inflection point line.

4. PROMOTION PATH OF CULTURAL SOFT POWER IN HUBEI

4.1 Pay Attention to the Development of Cultural Soft Power

With the increasingly close social division of labor and change of the production and life style brought by the technological advances, the penetration of culture and economy, society, market and consumption is becoming more and more obvious. Cultural creativity and cultural connotation feature widely to people's material and spiritual consumption, and promote the rapid development of cultural industry. From the spirit enjoyment of people's cultural life to the real consumption of material products, they are all influenced by cultural behavior, thus

promoting the optimization of industrial structure and the improvement of product quality. More importantly, the cultural connotation, as an important resource of high added value, the key factors of brand benefit, process design and resource substitution can sustainably regenerate and expand. It has direct industrial extension and value multiplication, which is the organic combination of cultural soft power and economic hard power and important energy resources of jointly speeding up the development. Cultural resources can be used repeatedly, added with unlimited value, creative and new. Therefore, we make effort to build Hubei culture brand, accelerate the construction of cultural Hubei, harmonious Hubei, legal Hubei, scientifically educated Hubei, creative Hubei, service Hubei, green Hubei, ecological Hubei, environmental protection Hubei, win-win Hubei, open Hubei, civilized Hubei, innovative Hubei, imaged Hubei and so on a series of cultural soft power innovation system and discourse expression system with Hubei characteristics. As a result, strong foreign influence, strong radiation force and high internal cohesion are formed, which is an effective means to promote the optimization of industrial structure and upgrade the quality in the new round of competition. It has an irreplaceable role to accelerate Hubei new strategy implementation, achieve the essential strategic supporting to promote the rise of central China and build the strategic goal of well-off society.

4.2 Make Overall Planning and Construction of Regional Characteristic Cultural Industry System

Along with the development of national cultural industry promotion planning and the establishment of the "12th Five-Year" period cultural industry development goals, the development of China's cultural industry will enter a new stage of comprehensive integration. Industrial clusters with cross media, cross industry, cross regional and cross ownership will become an important feature of the development of cultural industry in the new stage. Therefore, we must speed up the strategic integration of Hubei's cultural resources, and actively explore new ways to integrate culture and technology, culture and capital, culture and communication means, and integrate industries, so as to create favorable environmental conditions for the development of Hubei cultural industry cluster. According to the "two circles" strategic planning, the Wuhan city circle and West Hubei eco cultural tourism circle cultural resources are conducted with scientific planning and development. In accordance with the principle of complementary advantages, harmonious and win-win, overall linkage, and highlighting the characteristics, the unified and coordinated scale of cultural industry cluster area is formed, to fully enhance the competitiveness of the cultural industry in Hubei. Radio and television media cultural industry, newspapers and other print media cultural industry, publishing cultural industry, film and television entertainment cultural industry, leisure tourism cultural industry, and sports cultural industry should take the "two circle" as the basis for the integration of the province's resources to achieve the overall development of the core enterprise cluster. Advertising exhibition cultural industry and network animation cultural

industry are concentrated in the capital Wuhan. Therefore, it should focus on strengthening the pace of development in Wuhan city circle and create Wuhan into the capital of cultural creativity integrating advertising exhibition, animation games and new creative design industry in one. It is also necessary to construct the industry clusters leading the central region and even advertising exhibition, animation games and new creative design with international influence and form an important matrix constructing culture and strong economic province.

4.3 Strengthen the Construction of Brand Culture

The essence of the brand is attached to the cultural expression of a product, on behalf of the status and grade of producer and consumer. It embodies the product quality and credibility and reflects the overall strength and level of the economic and social development, and it is also one of the significant signs of cultural and economic strong province. In the condition of developing the market economy, it has the rule that who owns the brand, who owns the market. Hubei attaches great importance to strengthen the construction of brand culture, strive to build the development platform of integration of Jingchu culture and Hubei industry penetration, and fully enhance the cultural content and economic value of Hubei products. It also changes the current status of little existing well-known brands, emphasizing manufacturing and ignoring design innovation, and focusing on investment and ignoring brand output, which is of great strategic significance in the new development in the new period. The construction of brand culture mainly includes two aspects: one is the economic brand. We should vigorously strengthen the Hubei brand quality promotion and publicity work, attach great importance to cultivate and protect the original brand, comprehensively improve the quality, grade and reputation of Hubei products, enhance core competitiveness, and gradually form the brand culture with great impact, wide radiation and high credibility. The other is the cultural brand. Cultural brand is the dual cohesion of economic value and spiritual value of culture. It embodies the core competitiveness of culture, and has great promotion and drive to the cultural industry. The "Hubei Daily", "Chutian Metropolis", "Salon Magazine", "Special Attention", "Ancient and Modern Legends" and other newspapers brand, Hubei radio, Hubei TV, radio and television and other brand ridge upstream, the Yangtze River publishing media group, Wuhan Publishing House and so on Publishing Brand, as well as the existing Hubei cultural brand, should give full play to integration effect, cluster effect, value effect, radiation effect and amplification effect of brand in the development of cultural industry. The final objective is to maximize the cohesion of cultural resources, optimize the allocation of resources, effectively attract people, logistics, capital flow and information flow, greatly improve the value-added ability, and promote the formation of the industrial chain. As a result, it can expand the market space for development, continue to increase market share, expand the influence and visibility of the Hubei culture, promote Hubei cultural industry and economic full development, and constantly improve the quality and level of the construction of cultural and economic strong provinces.

4.4 Cultivate Modern Cultural Market System

Firstly, we should strengthen the integration of culture and factor market, break the market structure of block segmentation, regional blockade, market blockade and urban and rural separation, eliminate barriers that impede market development, and form a unified, open, competitive and orderly modern cultural market system. Secondly, we should improve the modern circulation system, deepen the reform of state-owned enterprises, break the service system of distributing cultural products according to administrative levels and administrative divisions, and develop modern circulation organization forms. Thirdly, we are supposed to foster export-oriented cultural enterprises, actively implement the "going out" strategy, make system and mechanism of foreign cultural exchanges innovative, promote the implementation of government and enterprise market operation combination, build a batch of internationally competitive enterprise culture, and become the implementation of the strategy entity of "going out". Fourth, we should use new and high technology to innovate the mode of cultural production, cultivate new cultural formats, accelerate the construction of a fast transmission and wide coverage of cultural transmission system, and form a benign operation mechanism conducive to the transformation of cultural achievements and cultural resources into cultural productive forces.

5. CONCLUSION

Starting with the current situation of the construction of cultural soft power in Hubei province, the existing problems are analyzed and the countermeasures for the development are formulated. Through the analysis of the core value system of Hubei province cultural soft power construction, the natural resources endowment and traffic conditions, cultural industries and social public cultural service system, practical problems of cultural soft power development in Hubei are found. They are mainly the Hubei cultural soft power insufficient attention, lack of coordination, poor brand drive, and insufficiency in touch with the market. Aiming at these problems, this study puts forward the countermeasures from the support of Hubei's soft power upgrading, including attaching importance to the development of cultural soft power, planning and constructing regional characteristic cultural industry system, strengthening brand culture construction and cultivating modern cultural market system. The upgrading path of Hubei's regional cultural soft power is explored, and a basis is provided for local governments to formulate policies to enhance their cultural soft power, which has important theoretical and practical significance.

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