The Loss and Dissemination of Core Values with the Analysis of Computer Aid -- Reflections on the Development of Chinese Cultural Industry from the Western Cultural Industry

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Abstract. The core values are the most profound implicit cultural system in culture. The core values carry the spiritual pursuit of all the Chinese people, which condenses the essence of the advanced socialist culture. The core values conform to the development direction of socialism with Chinese characteristics. The integration and efficient dissemination of cultural products and core values is the main way of Western cultural industry, which is the core content of Western cultural soft power. The comprehensive cultural industry chain has become an important foreign strategic thought and communication strategy of western developed countries. China’s cultural industry is still in its early stages of development. It has theoretical and practical reference significance in market practice operation and consciousness orientation. Firstly, this paper analyses the lack of core values in China. Then it analyses the construction and dissemination of cultural industry in Western countries. Finally, this paper points out the direction of the Chinese cultural industry development with the help of computer aid.

Keywords: Core Values, Loss and Dissemination, Cultural Industry, Reflections

1. Introduction
The core values are as follows. Whether socialism can satisfy people’s needs and how to satisfy people’s needs. It is the basic attitude and general view of the constitution, standard, nature and evaluation of socialist value. By evaluating various material and spiritual phenomena and behaviors, we can evaluate their significance to society and individuals. Core values are the consensus of values of the whole society, which is a scientific and practical theoretical system explored by several generations of Party leaders from China’s basic national conditions. The Eighteenth National Congress of the CPC attaches great importance to the cultivation and practice of socialist core values. Secretary-General Xi has repeatedly stressed and made clear his requirements. It is of great practical significance to analyze and refine socialist values.

2. The lack of core values
A total of 1000 questionnaires were issued, and 961 questionnaires were valid, with an effective rate of 96.1%. The specific analysis is as follows.

2.1. Loss and indifference of ideals and beliefs
Ideals and beliefs are the goal of life, which is an important part of the world outlook. Ideals and beliefs are the spiritual motivation that motivates people to move forward. Lofty ideals and beliefs are a powerful spiritual force, which stimulates people’s initiative and creativity. Lofty ideals and beliefs are particularly important for contemporary teenagers. We must guide them to set lofty ideals, which will make them clear their learning goals and direction of struggle. However, most college students are lost and indifferent to their ideals and beliefs. The results show that 48.8% of the students have weak ideals and beliefs, while only 17.8% have strong ideals and beliefs. The results are shown in Figure 1.

Figure 1. Loss and indifference of ideals and beliefs

2.2. Distortion and inversion of value orientation
With the invasion of Western values, the fine style of traditional hard struggle in China has gradually been forgotten or discarded. Instead, the bad social atmosphere gradually emerges and spreads, such as money worship, greed for pleasure, no enterprising, self-centered, extravagant spending, confusing right and wrong, etc. These changes affect teenagers to a great extent, which distorts and reverses their values. The survey results show that Self-centered and Gluttony for pleasure are the most important problems, accounting for 92.3% and 89.1% respectively. The results are shown in Figure 2.

Figure 2. Distortion and inversion of value orientation

3. Construction and strategic dissemination of western cultural industry core values
3.1. French Cultural Industry

Europe has a tradition of attaching importance to culture, and France is a big cultural country. Notre Dame de Paris, the Louvre and other cultural facilities are complete, the French cultural industry is very developed. Moreover, France has always attached great importance to the international dissemination of culture. The influence of French culture has always exceeded its comprehensive national strength. The core values of France dominate the spread of culture. Since the beginning of the twentieth century, France has established the earliest French college in Europe. At present, France has formed a network of 164 Embassy Cultural offices, 142 cultural centers and more than 1,100 overseas cultural communication networks. These overseas cultural institutions hold art festivals, exhibitions, performances, forums, lectures and other activities all year round, reaching more than 50,000 times a year. While promoting the export of cultural products, France is constantly exporting its core cultural values. France is constantly committed to the dissemination of foreign strategies.

The French government's support and management of cultural industry is the most prominent in European countries. The French government believes that there are special areas in which cultural industries differ greatly from other industries. They believe that cultural industry is related to national quality, national tradition, cohesion, national image and national security. France spends a huge amount of money every year to protect cultural development. Therefore, France has always despised and strongly opposed the entertainment of "American fast food culture", including Hollywood movies, soap operas and Disneyland.

In terms of international trade, France is a staunch opponent of American free trade policy. France firmly opposes free trade in the cultural market, which effectively prevents the commercialization and vulgarization of culture. In 1981, the French Minister of Culture lashed out at Dallas, a well-known American television program with poisonous effects. He also pointed out that the United States is now not only occupying other countries' territory, but also governing the thinking and way of life of all peoples. It can be seen that the French government has long been aware of the function of cultural products in disseminating specific values. Therefore, France vigorously strengthens the protection of its own cultural industries. France has firmly and forcefully resisted some of the vulgarized cultural goods of American entertainment.

3.2. Development of American cultural industry

American book publishing industry plays an important role in the world book publishing industry. Since the 1990s, it has been a big country of book publishing all over the world. In 2000, the book market sales in the United States amounted to 25.32 billion US dollars, accounting for about 30% of the world's book market. There are nearly 1,000 record publishing companies in the music industry in the United States. Warner Brothers and Sony Music Entertainment are the dominant companies in the music industry. In 2000, the global music record market totaled US$38.5 billion, of which the US market accounted for 37% to US$14.3 billion. Music records produced by American companies account for 60% of the world's total consumption.

Cultural industry is an important foreign strategy of the United States, and it is also an effective tool to export the core values of the United States. American cultural industry hegemony also includes media hegemony, which directly threatens the cultural security of other countries. Cultural expansion is the basic principle of American foreign cultural policy. David Rothkop, a former senior US Secretary of State official, said that the future world culture must be dominated by American culture. "If the world tends to be a language, it should be English. If the world is being connected by television, radio and music, programs should be American. If common values are emerging, they should be values that are in line with American wishes." The United States used the influence of mass media to rationalize the war. In a specific period of time, bombing all-round three-dimensional reporting, which will achieve the effect of
persuading hypnosis. Under the banner of "democracy and freedom", the United States launched an unjust war, which created a just and forceful image of the "world police". Through the media communication platform, the US government successfully rationalized the war.

4. Conclusions
In the process of economic globalization, cultural products with Chinese style and international competitiveness are needed. Therefore, our government must effectively protect the copyright of cultural creativity, which will gradually cultivate the dominant cultural industry with professional competitiveness and brand influence. China's cultural industry must pay special attention to the cultural connotation of cultural products, which will form a clear mainstream value appeal. Cultural value will stimulate the emergence of mainstream culture and expand the audience of cultural consumption. The dissemination of cultural industry development in China must have strategic skills. Drawing lessons from American film and television creative skills, we can perfectly combine Chinese traditional cultural elements, high-tech, unique creativity. At the same time, China's cultural industry should constantly improve the originality of cultural products, which requires cultural workers to dig deeply and cultivate national culture. By creating international cultural trade brand, China can publicize its core values. Through China’s core values, we can resist the discourse hegemony of Europe and the United States, which will enhance China’s global influence. Our government can mitigate the cultural impact of trade barriers through legislation. Then, through the formulation of cultural security policy, China will improve the national cultural security early warning system. Emerging cultural industry must rely on capital market and information technology. Only in this way can Chinese cultural industry create a fantastic world with wonderful charm for the broad audience.

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