

From Tradition to Market: Creative Transformation and Commercial Symbiosis of National Cultural Symbols in China, Japan and Republic of Korea

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ABSTRACT

This article focuses on the creative transformation and commercial symbiosis of ethnic cultural symbols in China, Japan and Republic of Korea. Firstly, the connotation and value of national cultural symbols were expounded. Then, the practices and characteristics of China, Japan and Republic of Korea in the creative transformation of national cultural symbols were analyzed respectively, including the paths, methods and achievements of creative transformation. Then, it delves into the interrelationship between the creative transformation of cultural symbols of The Three Kingdoms and commercial symbiosis, analyzes the promoting effect of the commercial symbiosis model on creative transformation, as well as the opportunities and challenges brought by the transformation of creativity into commercial symbiosis. Finally, the future development trends of creative transformation and commercial symbiosis of ethnic cultural symbols in China, Japan and Republic of Korea are prospected, aiming to provide theoretical references and practical inspirations for the inheritance and development of the ethnic cultures of the three countries in contemporary times and the innovation of related industries.

KEYWORDS

China; Japan and Republic of Korea; National cultural symbols; Creative transformation; Business symbiosis

1 Introduction

In the context of globalization, cultural exchanges and integration are becoming increasingly frequent. As unique identifiers of national culture, national cultural symbols carry the historical memory, values and aesthetic tastes of the nation ^[1]. China, Japan and Republic of Korea all belong to the East Asian cultural sphere, sharing profound cultural roots and similar cultural traits. At the same time, each country has its own unique national cultural symbols. In today's highly competitive global cultural market, how to creatively transform these precious national cultural symbols, infuse them with new vitality in contemporary society, and achieve symbiotic prosperity with business is an important issue faced by the cultural industry development of the three countries ^[2].

Cultural globalization enables the cultures of various countries to collide and exchange with each other, providing a broader platform for the dissemination of national cultural symbols. However, it also brings the challenge of cultural homogenization. Against such a backdrop, the creative transformation of national cultural symbols becomes particularly important. It not only can maintain the uniqueness of the national culture, but also can maximize the economic and social value of the culture through the combination with business ^[3]. China, Japan and Republic of Korea have all achieved remarkable accomplishments in the development of cultural industries, but there is still much room for improvement in the creative transformation of national cultural symbols and commercial symbiosis. Through the study of the practices of The Three Kingdoms, experiences and lessons can be summarized, providing useful references for the further development of the cultural industry of The Three Kingdoms ^[4].

From a theoretical perspective, current research on the creative transformation of ethnic cultural symbols and their commercial symbiosis is still relatively scattered and lacks a systematic theoretical framework. This research aims to fill this gap. Through case studies of China, Japan and Republic of Korea, a relatively complete theoretical system will be constructed to enrich the research results in the field of cultural and creative industries and commercial symbiosis. From a practical perspective, the results of this study can provide decision-making basis and practical guidance for the governments, enterprises and cultural institutions of the three countries, promote the rational development and utilization of national cultural symbols, and drive the coordinated development of the cultural industry and business ^[5].

2 The connotation and value of national cultural symbols

2.1 The connotation of national cultural symbols

National cultural symbols are specific signs that can represent the culture of a nation. They can be material, such as architecture, clothing, handicrafts, etc. It can also be immaterial, such as language, writing, music, dance, traditional

festivals, etc.^[6]. These symbols are important carriers of national culture, embodying the spiritual essence and unique personality of the nation.

Material cultural symbols are intuitive and visible, and can directly reflect the lifestyle and aesthetic concepts of a nation. For instance, the Great Wall of China is a symbol of the indomitable spirit of the Chinese nation. It has endured the test of wind and rain for thousands of years and witnessed the historical changes of China^[7]. Mount Fuji in Japan is one of the symbols of the country. It not only boasts magnificent natural scenery but also embodies the Japanese people's reverence for nature and their understanding of life^[8]. Gyeongbokgung Palace in Republic of Korea is a representative of traditional Korean architecture. Its unique architectural style and layout reflect the country's hierarchical system and ritual culture^[9].

Intangible cultural symbols, on the other hand, more prominently reflect the spiritual world and values of a nation. Language and writing are important tools for the inheritance of a nation's culture. They record the knowledge of a nation's history, literature, philosophy and other aspects. Music and dance are important ways for a nation to express its emotions. Different styles of music and dance reflect the personality traits and life attitudes of a nation. For instance, Peking Opera in China, with its unique singing style, performance and facial makeup art, showcases the profoundness and vastness of traditional Chinese culture. Traditional Japanese music such as court music and Noh music, with their melodious tunes and profound cultural heritage, reflect the Japanese people's pursuit of art and respect for tradition. Traditional Korean dances such as fan dance and long drum dance are characterized by their graceful movements and lively rhythms, showcasing the enthusiasm and vitality of the Korean people.

2.2 The value of national cultural symbols

National cultural symbols are important carriers of national culture. They record the development process of a nation, inherit its cultural traditions, and are an important source of national identity and belonging. By studying and inheriting national cultural symbols, one can gain a deeper understanding of a nation's history and culture, and enhance national cohesion and cultural confidence.

In today's society, national cultural symbols have huge potential for economic development. Through creative transformation of ethnic cultural symbols, various cultural products and services can be developed, such as cultural tourism, cultural and creative products, film and television entertainment, etc., which can drive the development of related industries and create considerable economic benefits. For instance, the cultural and creative products of the Forbidden City in China have been widely favored by consumers for their unique designs and rich cultural connotations, bringing huge economic benefits to the Forbidden City.

The dissemination and promotion of ethnic cultural symbols are conducive to promoting cultural exchange and understanding, and enhancing friendship and cooperation among different ethnic groups. In the context of globalization, national cultural symbols can serve as a bridge for cultural exchange, enabling the world to better understand the cultural characteristics and values of a nation and enhancing the international influence of national culture.

3 Practice and characteristics of creative transformation of ethnic cultural symbols in China, Japan and Republic of Korea

3.1 Creative transformation of Chinese national cultural symbols

China is rich in resources of ethnic cultural symbols and has made active explorations in the creative transformation of ethnic cultural symbols in recent years. On the one hand, traditional cultural symbols are digitized and displayed through modern technological means. For instance, the Palace Museum uses virtual reality, augmented reality and other technologies to allow visitors to experience the charm of ancient court culture as if they were there. On the other hand, by integrating traditional cultural symbols with modern design concepts, innovative cultural and creative products can be developed, such as stationery and accessories featuring elements of traditional Chinese painting and calligraphy.

All over China, local ethnic cultural symbols have been fully utilized to create a number of distinctive cultural tourism attractions and routes. For instance, the Old Town of Lijiang in Yunnan Province has attracted a large number of tourists with its unique Naxi culture and architectural style, and has become a famous cultural tourism destination in China. China's film and television industry is booming. Many film and television works take national cultural symbols as their themes and showcase the charm of traditional Chinese culture through wonderful plots and exquisite pictures. Films such as "Hero" and "Ambush on All Sides", which are set against the backdrop of ancient Chinese martial arts culture, have gained widespread attention internationally.

China's cultural and creative industry is developing rapidly, and various cultural and creative products inspired by national cultural symbols are emerging in an endless stream. For instance, the "Guobo Yanyi" series of cultural and

creative products launched by the National Museum of China combines the museum's cultural relics elements with modern daily necessities, and is deeply loved by consumers.

3.2 Creative transformation of Japanese national cultural symbols

Japan attaches great importance to the protection and inheritance of traditional national cultural symbols, and at the same time actively combines them with modern business. Japan has established a complete cultural industry system to systematically develop and utilize national cultural symbols. For instance, Japan's traditional animation industry has created many internationally influential animation works by drawing on Japanese myths, legends, historical stories, folk arts and other materials.

The anime and game industry in Japan is globally leading. Its works have attracted a large number of fans with their unique art styles, exciting plots and rich cultural connotations. Many anime and game works incorporate traditional Japanese cultural symbols such as kimonos, Bushido, and shrines, allowing viewers to understand Japanese culture while enjoying the works. Traditional Japanese crafts such as ceramics, dyeing and weaving, and wood carving have a long history and exquisite skills. Japan has developed many fashionable and practical handicrafts by combining traditional craftsmanship with modern design concepts, meeting the demands of modern consumers. Japan has many famous cultural festivals and events, such as the Cherry Blossom Festival and the Obon Festival. Japan has attracted a large number of tourists by holding various festival-related activities, such as fireworks displays and sacrificial ceremonies, and has also promoted the sales of related cultural products.

3.3 Creative transformation of Korean national cultural symbols

Republic of Korea has adopted a model of government guidance, enterprise participation and market operation in the creative transformation of national cultural symbols. The government has introduced a series of policies and measures to encourage the development of the cultural industry and increase support for the creative transformation of ethnic cultural symbols. Enterprises actively respond to the government's call and invest a large amount of funds in the research and development and promotion of cultural products. Korean pop music, TV dramas, movies and other Korean wave cultural products have been widely spread around the world and have become important representatives of Korean culture. Korean wave cultural products incorporate a large number of traditional Korean cultural symbols, such as Hanbok, Korean cuisine, and traditional dances, allowing the world to better understand Korean culture.

The beauty and fashion industry in Republic of Korea has gained favor among global consumers for its unique designs and high-quality products. Korean beauty and fashion brands have combined traditional Korean cultural elements with modern fashion trends, creating brand images with distinct Korean characteristics. Republic of Korea has built many parks themed around national cultural symbols, such as Everland and Lotte World. These parks simulate traditional Korean architecture, folk customs and so on, allowing tourists to experience the charm of Korean culture during their visit.

4 The interrelationship between the creative transformation and commercial symbiosis of ethnic cultural symbols in China, Japan and Republic of Korea

4.1 The promoting effect of the business symbiosis model on the transformation of creativity

The commercial symbiosis model can provide necessary financial support for the creative transformation of national cultural symbols. By investing in cultural and creative projects, enterprises provide creative talents with creative funds and R&D equipment, promoting the smooth progress of creative transformation. For instance, Japanese animation enterprises have obtained a large amount of financial support through cooperation with financial institutions, which is used for the production and promotion of animation works.

The business symbiosis model can help creative products of ethnic cultural symbols expand their market channels. Relying on its mature marketing network and sales channels, enterprises have brought creative products to the market, enhancing the popularity and market share of their products. For instance, the cultural and creative products of the Palace Museum in China have achieved simultaneous sales both online and offline through cooperation with e-commerce platforms, thus expanding the sales range of the products.

The commercial symbiosis model can promote technological innovation in the process of creative transformation of ethnic cultural symbols. In order to meet market demands, enterprises will continuously improve the quality and competitiveness of their products, increase investment in technological research and development, and promote the innovation of creative transformation technologies. For instance, Republic of Korea's film and television industry has enhanced the production quality of film and television works by introducing advanced technical equipment, providing

technical support for the creative transformation of national cultural symbols.

4.2 Opportunities and challenges brought by the transformation of creativity into commercial symbiosis

4.2.1 Opportunities

The creative transformation of ethnic cultural symbols provides rich product resources for commercial symbiosis. By integrating ethnic cultural symbols with modern business, various distinctive cultural products and services can be developed to meet the diverse needs of consumers. National cultural symbols possess unique cultural connotations and brand value. Integrating national cultural symbols into commercial brands can enhance the cultural heritage and added value of the brands and strengthen their competitiveness. For instance, the Li-Ning brand from China has combined traditional Chinese cultural elements with modern sports fashion to create a sports brand with Chinese characteristics, which has been widely recognized by consumers.

The process of creative transformation and business symbiosis is also a process of cultural exchange and cooperation. The cooperation among China, Japan and Republic of Korea in the creative transformation of national cultural symbols and commercial symbiosis can promote the exchange and integration of the cultures of the three countries and drive the development of the East Asian cultural circle.

4.2.2 Challenges

In the process of creative transformation of ethnic cultural symbols and commercial symbiosis, it is necessary to balance the relationship between cultural inheritance and commercial interests. If one pursues commercial interests too much, they may neglect the protection and inheritance of national cultural symbols, leading to the loss of cultural connotations. A large number of intellectual property issues are involved in the creative transformation process of ethnic cultural symbols. How to protect the intellectual property rights of creative talents and prevent infringement is an important challenge faced by the symbiosis of creative transformation and business. With the development of the creative transformation of ethnic cultural symbols and the symbiosis of business, market competition is becoming increasingly fierce. How to stand out in the fierce market competition and build a competitive cultural brand is a problem that enterprises in the three countries need to face.

5 The future development trend of creative transformation and commercial symbiosis of ethnic cultural symbols in China, Japan and Republic of Korea

5.1 Deepening of technological integration

In the future, technology will play an even more significant role in the creative transformation of national cultural symbols and their commercial symbiosis. Emerging technologies such as virtual reality, augmented reality and artificial intelligence will be deeply integrated with ethnic cultural symbols, creating more diverse cultural experiences and commercial products. For instance, through virtual reality technology, tourists can experience the charm of ancient culture as if they were there in person. Through artificial intelligence technology, intelligent analysis and creative design of ethnic cultural symbols can be achieved.

5.2 Cross-cultural cooperation has increased

Cross-cultural cooperation among China, Japan and Republic of Korea in the creative transformation of national cultural symbols and commercial symbiosis will increase day by day. The three countries can achieve complementary advantages through sharing cultural resources, jointly developing projects and other means, and jointly promote the development of the cultural and creative industry in East Asia. For instance, the three countries can jointly produce animation works, hold cultural exhibitions, etc., to promote the exchange and integration of their cultures.

5.3 Strengthening of the concept of sustainable development

In the future process of creative transformation of national cultural symbols and commercial symbiosis, the concept of sustainable development will be further strengthened. The three countries will pay more attention to the protection and inheritance of their national cultural symbols, and avoid the damage to culture caused by excessive development and commercialization. At the same time, it will promote the coordinated development of the cultural and creative industry with environmental protection, social welfare and other fields, and achieve the unity of economic benefits, social benefits and environmental benefits.

6 Conclusion

The three countries of China, Japan and Republic of Korea are rich in ethnic cultural symbol resources and have actively explored and achieved remarkable results in creative transformation and commercial symbiosis. Business symbiosis provides funds, channels and impetus for creative transformation, which in turn brings about products, enhances brands and promotes communication. However, it also faces challenges such as inheritance and balance of interests. In the future, the integration of technology, cross-cultural cooperation and sustainable development will be trends. The three countries should enhance exchanges, promote inheritance and development, and achieve the coexistence and common prosperity of industry and business.

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