Analysis on The Evolution of China's Cultural Industry Policy from Perspective of Advocacy Coalition Framework（SS4026）

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Introduction

This study attempts to use the advocacy coalition framework theory to analyse the evolution process of China's cultural industry policy and explain the two advocacy coalitions existing in China's cultural industry policy subsystem, one is the government led coalition, the other is the social coalition.

Research Method/Perspective

The advocacy coalition framework theory, proposed by American policy scholars Sabattier and Jenkins, is the development of three policy models: progressivism, interest organization competition and ideological conflict.

- *There are many advocacy coalitions in the policy subsystem, and their status is not equal.*
- *The policy subsystem is always in dynamic change.*
- *The advocacy coalition framework theory generally regards the policy process of ten years and more as a whole and holds that policy change is mainly based on policy learning within and between advocacy coalitions and intervention from external systems.*

Research process

1.Development and Evolution of China's Cultural Industry Policy

- Budding Period (1978-1991)
- Early Stage of Development (1992-2001)
- Rapid Expansion Period (2002-2011)
- Comprehensive improvement period (since 2012)

2.Analysis on the Evolution of Cultural Industry Policy Based on Advocacy coalition Framework Theory

- *Composition of Advocacy CoalitionKeyword Analysis*
- *Policy Learning -- the Main Way of Cultural Industry Policy Evolution*
- *Influence of external variables of cultural industry policy subsystem*
- *The role of policy brokers and professional forums*
- *Intermediary Mechanism -- the Degree of Formula Needed for Policy Change of Cultural Industry*

Research Conclusion

This paper analyzes the evolution and changes of China's cultural industry policy. The subsystem of China's cultural industry policy includes two advocacy coalitions, one is government-led coalition, the other is social coalition. The system is in a relatively stable state, which mainly highlights the role of government-led coalition.

Policy learning is the main way of policy change in cultural industry, in which the endogenous learning of government-led coalitions is the main one, and the learning between the two coalitions is taken into account. In addition, the intervention of external variables can not be ignored. Macroeconomic policies promote the change of cultural industry policies, so we should further strengthen the understanding of the nature of culture, and constantly explore the function of cultural popularization and industrialization.

In the subsystem of cultural industry, government officials are both advocates and policy brokers and should give full play to their functions as policy brokers. As a platform for communication, professional forum needs further demineralization and improvement. Especially in the process of cultural industry development, both the government-led coalition and the social coalition form a certain consensus.