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## **КУЛЬТУРНЫЙ ЭКСПОРТ КАК СТАТЬЯ НАЦИОНАЛЬНОГО ДОХОДА**

Данная статья посвящена культурному экспорту стран Запада и Востока, а также глобальному культурному рынку и место России на данном рынке как страны-экспортера культурных ценностей.

***Ключевые слова:*** глобализация, культура, культурный экспорт и импорт, национальный доход.

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## **CULTURAL EXPORTS AS AN ITEM OF NATIONAL INCOME**

The article describes some aspects of cultural export of Western and Eastern countries, global cultural market and the role of Russia as a country-exporter of cultural goods.

***Keywords:*** globalization, culture, cultural export and import, national income.

Industrial goods, a large service sector... Here is image of national income. But this indicator has the special item-culture. In the 21<sup>st</sup> century cultural export has become one of the important vigorous activities of several countries. Cultural exports bring huge income. And also cultural export is connected with globalization, which is the main instrument of the universal culture.

### ***The USA as the incomparable leader in cultural export***

Blockbuster, Western, mass movies... People all over the world are familiar with these phenomena. And in the world of information technologies these things are difficult to imagine without the USA, which has become the first in global cultural revolution.

The USA is the center of cultural import and export. People can explain it with the fact that the USA has become the first country, which began to develop and provide international market with cultural products of cinema art. If people speak about the USA as the main supplier of culture in world market, then global community necessarily should appoint consumers of cultural commodities. Goods of cultural destination instantly get on the world market and the main customers on the example of 2016 are India (80%), New Zealand (69%), Australia (65%), Great Britain (62%) [1]. It is worthwhile to say that these consumers are English-speaking countries and such countries, which can connect their historical development of the USA.

The diagram represents countries-leaders of total cultural change in 2015 (fig. 1). This fact substantiates that the USA is the leader in the world market of cinema art [2]. Cultural export gives the positive effect on raising the living standard in the USA. The cultural sector is one of the leading sectors of the highly industrialized countries as the USA.

### ***Eastern phenomenon***

In terms of culture, there are several significant players on the eastern market, but the more important ones seem to be South Korea and Japan, which are closely related in terms of history.

Korean Wave is a term firstly introduced in China to describe the Korean cultural expansion. For example, a drama called «Jewel In The Palace» entered African, Asian, North American, European countries, Australia and New Zealand. Alongside, the popularity of the Korean national cuisine has spread.

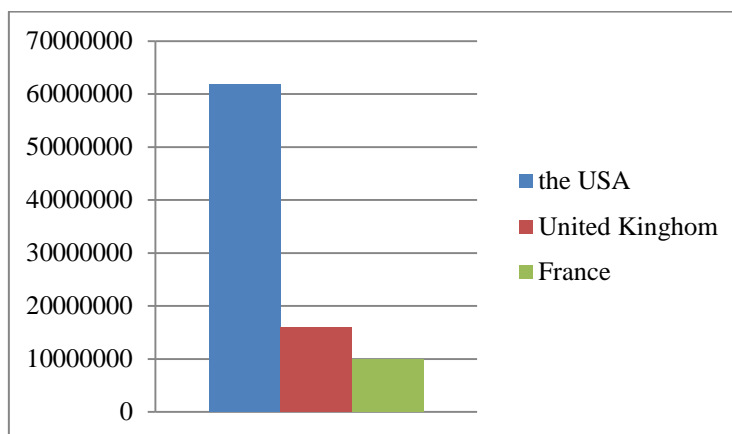


Figure 1 – Total change of films, 2015

$$\text{Total change of films} = \text{import of films} + \text{export of films}$$

Another thing that gained popularity outside of Korea was K-pop. Nowadays, Korean singers record their songs in Korean, Japanese, Chinese and English. Large companies like SM Entertainment (estimated Sales in 2016: \$357 million USD, estimated Net Income in 2016: \$16.1 million USD) and others invite American and European DJs to cater for wider audiences.

An interesting feature here is a web-comic format. There are several large platforms (Naver Webtoon, Lezhin Comics, etc.), some of them operating abroad. It was estimated, that the U.S market for webtoons, which is considered still nascent, was a \$670 million market in 2015. A side from this, Korean Government officially subsidizes Korean Cultural Centers all over the globe.

When we talk about Japanese, their cultural exports items seem to be manga (comics) and anime (cartoons). Considering the last one, surely the most famous are cartoons by studio Ghibly. Speaking about manga, we should mention «One Piece» series, which has set a «Guinness World Record».

There are several companies that possess manga magazines like Weekly Shounen Jump, etc, which also produce books, souvenirs, anime and so.

Japanese prefer releasing printed versions, but the sales of digital manga last year have risen 17.2 percent from a year earlier to ¥171.1 billion [9].

Japanese hold large fairs and conventions like Japan Expo, which takes place at Paris, Marseille, Orleans, Santa Clara (California), Brussels (for example, in 2014, the attendees number in Bangalore, India exceeded 60.000) [8].

***What about Russia? Is it competitive in cultural export?***

Russian classical music gave the world such names as P.I. Chaikovsky, M.I. Glinka, S.V. Rakhmaninov. Their works are audible all over the world. However, as for other genres, here we have problems. Our musicians really want to be like the Western ones. It's more difficult for Russian musicians and singers to get through to world arena, as, indeed, to create something new.

Russian arts have been glorified by many artists, among them V.A. Serov, V.I. Surikov, V.M. Vasnetsov, K.Z. Malevich. Their paintings can often be seen in international vernissages. Also today, foreign consumers from Europe, Asia and America are interested in three areas: academic, avant-garde of 1910-1920 and non-conformism [6].

All over the world, the Russian theater and ballet school enjoys well-deserved authority and recognition. Of course, the Russian ballet is now associated with the theater brands, famous names, the music of Chaikovsky, white tutus and beautiful girls. Modern theater have to find ways abroad themselves or with the help of private sponsors and curators of foreign festivals. In Russia, there are theaters with world fame, such as the Mariinsky Theater, the Bolshoi and Maly theaters, whose bands toured to Europe, China, the United States. Russian ballet was glorified by G.S. Ulanova, M.M. Plisetskaya, R.Kh. Nuriev, M. Baryshnikov gathered full rooms and were one of the biggest events in the world of culture [7].

Many Russian films received world awards, such as «Oscar», the awards of the Cannes International Film Festival. However, despite all the awards, there is no organized export of Russian cinema now. They are still cannot boast of a wide film distribution abroad: in the world rotation there is a very small number of domestic films. The main reason for the low popularity - domestic cinema cannot compete with

Hollywood. The series is in the same situation. By comparison, Russian TV series buy an average of \$ 5-10 thousand per series, while the cost of one series, for example, the BBC series starts at \$ 100 thousand.

### **Conclusion**

To conclude, we would like to say that cultural export has a great economic effect. On the one hand, we can clearly see that entertaining industry employs a huge labor pool, which is very important in the rapidly improving and technologically advanced modern global economy. On the other hand, people create new cultural entities and, as a consequence, fill a country's budget and improve nation's welfare. In this case, Russia should pay attention not only to the domestic market preferences, but also to foreign ones [5].

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