

1. Record Nr.	UNINA9910495231003321
Autore	Ren Fujun
Titolo	Introduction to the science popularization industry // Fujun Ren, Yizhong Zhang, Guangbin Liu
Pubbl/distr/stampa	Singapore : , : Springer, , [2021] ©2021
ISBN	981-16-3720-2
Descrizione fisica	1 online resource (351 pages)
Disciplina	306.4509510905
Soggetti	Communication in science - China Science and state - China Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Foreword -- Introduction -- Contents -- Acronyms and Abbreviations -- List of Figures -- List of Tables -- 1 Introduction -- 1.1 The Social Context of the Contemporary SP Industry: The Knowledge-Based Development of Society -- 1.1.1 The Multifaceted Manifestation of the Knowledge-Based Development of Society -- 1.1.2 The Tension Between Knowledge Dissemination and Application in the Knowledge-Based Development of Society -- 1.2 SP Industry Development Is Expedited by Changes in Contemporary SP -- 1.2.1 Legislation Puts SP Industry Development on a Legal Foundation -- 1.2.2 Social Engagement Provides a Vast Market for the SP Industry -- 1.2.3 Equal Access Boosts the Growth and Development of SP Services -- 1.2.4 Livelihood Orientation Maintains the Sustainable Development of the SP Industry with Sound Content and Service Innovation -- 1.3 Literature Review of SP Industry Research -- 1.3.1 Foreign Literature Review -- 1.3.2 Domestic Literature Review -- 1.3.3 Review of Domestic and Overseas Research -- References -- 2 Basic Theory of the SP Industry -- 2.1 Definition of the SP Industry -- 2.1.1 The Meaning of Industry -- 2.1.2 The Meaning of the SP Industry -- 2.2 Characteristics of the SP Industry -- 2.2.1 The Service Dimension of the SP Industry -- 2.2.2 The Cultural Dimension of the SP Industry -- 2.2.3 The Knowledge Dimension of the SP Industry -- 2.3 The

Classification of the SP Industry -- 2.3.1 The General Basis of Industrial Classification -- 2.3.2 China's Standard Industrial Classification System -- 2.3.3 The Classification of China's Cultural Industries and Related Industries and Their Implications -- 2.3.4 The Purpose and Statistical Scope of SP Industry Classification -- 2.3.5 The Classification of the SP Industry -- 2.4 The Dynamics of the SP Industry -- 2.4.1 Demand is the Primary Driver of the SP Industry. 2.4.2 The Market (Economic Benefits) is the Secondary Driver of the SP Industry -- 2.4.3 Innovation is the Third Driver of the SP Industry -- 2.5 The Composition of the SP Industry -- 2.5.1 Management Factor -- 2.5.2 Technology Factor -- 2.5.3 Personnel Factor -- 2.5.4 Production Factor -- 2.5.5 Market Factor -- 2.5.6 Resource Factor -- 2.5.7 Information Factor -- 2.5.8 Knowledge Factor -- 2.6 The Basic Principles of SP Industry Development -- 2.6.1 Unity Between Social Benefits and Economic Benefits -- 2.6.2 Mutual Reinforcement of Public and For-Profit SP Undertakings -- 2.6.3 Combination of Overall Advancement and Breakthroughs in Prioritized Areas -- 2.6.4 Coordination Between Government Guidance and Market Regulation -- References -- 3 The Main Formats of the SP Industry -- 3.1 SP Exhibition and Teaching Supplies -- 3.1.1 SP Exhibition and Teaching Supplies and Classifications -- 3.1.2 The Development of the SP Exhibition and Education Supplies Industry in China -- 3.1.3 Problems Facing China's SP Exhibition and Education Supplies Industry Development -- 3.1.4 Suggestions for Promoting the Development of China's SP Exhibition and Education Supplies Sector -- 3.2 SP Publishing -- 3.2.1 SP Publications and Categories -- 3.2.2 Overview of the SP Publishing Industry in China -- 3.2.3 Problems in Promoting China's SP Publishing Development -- 3.2.4 Strategies for Development -- 3.3 SP Animations and Comics -- 3.3.1 SP Animations and Comic Books Classifications -- 3.3.2 The Development of SP Animations and Comics in China -- 3.3.3 Problems in the Chinese SP Comic and Animation Industry -- 3.3.4 Proposals for Development -- 3.4 SP Film and TV Industry -- 3.4.1 SP Films, TV Programmes and Their Classification -- 3.4.2 Overview of Chinese SP Films and TV Programmes -- 3.4.3 Existing Problems in Chinese SP Film and TV Production. 3.4.4 Proposals for Development -- 3.5 SP Games Industry -- 3.5.1 SP Games and Their Classification -- 3.5.2 The Development of Chinese Online SP Games -- 3.5.3 Existing Problems of the Chinese SP Game Industry and Solutions -- 3.5.4 Proposals for Development -- 3.6 SP Toy Industry -- 3.6.1 SP Toys and Their Classification -- 3.6.2 Overview of the Development of the Chinese SP Toy Industry -- 3.6.3 Measures to Boost the Development of the Chinese SP Toy Industry -- 3.7 SP Tourism -- 3.7.1 The Significance of SP Tourism -- 3.7.2 Analysis of Chinese SP Tourism Resources -- 3.7.3 Categories of SP Tourism -- 3.7.4 The Significance of SP Tourism Development -- 3.7.5 Solutions to Promote the Development of Chinese SP Tourism -- References -- 4 Case Studies of China's SP Industry Development -- 4.1 Thematic Research on SP Publishing -- 4.1.1 Overview of the SP Publishing Industry -- 4.1.2 Weak Links in the SP Book Publishing Industry -- 4.1.3 Suggestions for the Development of China's SP Publishing Industry -- 4.2 Research on New Media-Based Practices of SP -- 4.2.1 Development of New Media and the Strengths of New Media SP -- 4.2.2 New Media SP Drives the Development of the New Media SP Industry -- 4.2.3 Problems in the Development of the New Media SP Industry -- 4.2.4 Suggestions for the Development of the New Media SP Industry -- 4.3 Case Study on the Wuhu Popular Science Products Expo -- 4.3.1 Origin and Background of the Wuhu Science

Popular Science Products Expo -- 4.3.2 Comparative Analysis of Previous Sessions of the Wuhu SP Expo -- 4.3.3 Study on the Interaction Between Wuhu SP Expo and Wuhu SP Industry Park -- 4.3.4 Development Path Selection and Policy Suggestions for the Wuhu SP Expo -- 4.3.5 About the Shanghai International Popular Science Products Expo -- 4.4 Case Study on the Wuhu Science Popularization Industry Park.

4.4.1 Background to and Significance of the Establishment of the Wuhu Science Popularization Industry Park -- 4.4.2 Theoretical Analysis of the Development of the Wuhu SP Industry Park -- 4.4.3 The Organizational Structure and Supporting Policies of the Wuhu SP Industry Park -- 4.4.4 Factors That Ensure the Success of the Wuhu SP Industry Park -- 4.4.5 The Strategy for the Further Construction and Development of the Wuhu SP Industry Park -- 4.5 Case Study on Zhongke Tanao Technology Co. Ltd -- 4.5.1 Typical Cases of University-Business Integration -- 4.5.2 Organizational Structure -- 4.5.3 Signature Exhibits -- 4.6 Case Study on Guoshu Technology Co. Ltd -- 4.6.1 Company Profile -- 4.6.2 Signature Exhibits -- References -- 5 The Foundation and Conditions of China's SP Industry Development -- 5.1 Overseas Experience in SP Industry Development -- 5.1.1 The US Experience -- 5.1.2 The Japanese Experience -- 5.1.3 The South Korean Experience -- 5.1.4 Overview of the Comics and Animation Industry in Major EU Countries -- 5.2 The Existing Foundation for China's SP Industry Development -- 5.2.1 The SP Talent Force Has Developed, Offering Enhanced Support for the SP Industry -- 5.2.2 Growing SP Funding Serves as a Financial Guarantee for Development -- 5.2.3 With Remarkable Progress in SP Infrastructure Construction, Demand for SP Industry Development is Strong -- 5.2.4 SP Publications Are Constantly Expanding in Variety and Output -- 5.2.5 SP Activities Are Booming, with Growing Consumer Demand for SP -- 5.3 The Urgency of Developing the SP Industry -- 5.3.1 The Development of SP Undertakings Urgently Needs the Development of the SP Industry -- 5.3.2 The Implementation of the National Innovation-Driven Development Strategy Urgently Needs the Development of the SP Industry -- 5.3.3 Building a Strong Country Urgently Requires the Development of the SP Industry. 5.3.4 The Improvement of the Country's Soft Power in Science and Culture Urgently Requires the Development of the SP Industry -- 5.3.5 The Effective Development and Use of SP Resources Urgently Require the Development of the SP Industry -- 5.4 A Rare Policy Environment and Market Opportunity for China's SP Industry -- 5.4.1 There is Specific National Legal and Regulatory Support for the Development of the SP Industry -- 5.4.2 There is Clear Cultural and S&T Innovation Policy Support for the Development of the SP Industry -- 5.4.3 Support for the Development of the SP Industry Has Received Great Attention from State Leaders -- 5.4.4 Relevant Elements for the Development of the SP Industry Are Now Basically in Place, Offering a Good Foundation of Support -- 5.4.5 Huge Potential Market Size Provides a Long-Term and Broad Space for the Growth of the SP Industry -- References -- 6 The Current Situation and Strategies of China's SP Industry Development -- 6.1 The Current Situation of China's SP Industry Development -- 6.2 Problems Facing China's SP Industry Development -- 6.2.1 Traditional Ideas of SP Need to Be Changed -- 6.2.2 There Is Insufficient Innovation in the SP Industry -- 6.2.3 Policies and Regulations to Promote SP Industry Development Are Incomplete and Unsound -- 6.2.4 Insufficient System and Mechanism Innovation for the SP Industry -- 6.2.5 The Institutional Basis for Promoting SP Industry Development Is Missing -- 6.2.6 High-

Quality Managers and Creative Workers Are Urgently Needed for SP Industry Development but Are Lacking -- 6.2.7 Theoretical Research on the Development of the SP Industry Needs to Be Carried Out in Depth -- 6.3 Strategies for Promoting China's SP Industry Development -- 6.3.1 Position the SP Industry Correctly and Change Our Thinking.
6.3.2 Build Public Service Platforms for SP Industry Development to Improve the Innovation Capacity of the Industry.
