

Mo Yan's Nobel Prize: a new opportunity for Chinese culture "going-out" 莫言获诺奖成中国文化“走出去”新机遇

Mo's achievements mark China's breakthrough at the Literature Olympics. This is a historic moment for Chinese literature.

Market value of IPR

The reason that I can win the prize is mainly because I portrayed people's lives at the perspective of person, and my works displayed Chinese people's life, unique Chinese culture and ethnic customs.

In fact, the explosion of Mo Yan with his fast-selling works is spreading rapidly across the whole country. Mo Yan's prize, as well as other Chinese elite writers' making noise in the global scene in recent years, is closely associated with enhancement of China's IPR protection.

The interesting thing is that the price of a 200,000-word screenplay manuscript written by Mo over a decade ago shot up from ¥ 200,000

to ¥ 1,200,000 immediately after the Nobel Prize.

Starting with ourselves, we will obey Chinese laws, be strictly self-disciplined, and never associate ourselves with any pirates in order to strengthen copyright protection.

Opportunity for culture industry development

Mo Yan's award reflects world literature's concern for Chinese literature and writers, and Chinese modern writers' practice and efforts have a growing impact on the international literature field.

The positive role reflects in two ways. On one hand, it has become a trend for Chinese culture stepping out. As the growing of Chinese economy, more and more Chinese works have been translated and popularized, which have drawn much attention from foreign countries especially Europe and the U.S.



al products, which would lay a solid foundation for massive cultural products export.

The international influence of brand power can be witnessed by the success of Harry Potter and Disney. Meanwhile, Mo Yan is becoming a representative symbol of Chinese culture in the world.

If you like Edgar Allan Poe, you might enjoy Mo Yan's Sandalwood Death. If you were Rabelais style oriented, you might like the Republic of Wine.

you," said sinologists Goldblatt, who translated Mo Yan's novels into English. He bracketed Mo Yan and Dickens together, saying that the novels collapsed distance and geographic limit by the features from the perspective of human nature.

At present, Chinese literature is shaping its position in the world. Some experts said that with the faster pace of communication between China and the world, Chinese literature is becoming more powerful in the world, and would exert increasing influence on the world stage.

本报记者 赵建国

“他的成就,相当于在‘文学奥运会’上实现了零的突破。”“对中国文学界来说,这是一个历史性的时刻。”10月11日,一条来自瑞典斯德哥尔摩的消息在中国国内掀起了热浪。

知识产权的市场价值

“我获奖主要因为我站在人的角度写人的生活,我的文学表现了中国人的生活,表现了中国独特的文化和民族风情。”正如莫言自己所言,这也正是读者喜爱莫言作品的理由。

事实上,急剧升温的“莫言热”带来的其作品走俏的情况正在中国迅速蔓延。“莫言的获奖,以及近年来中国优秀作家群体受到世界关注,与中国知识产权保护水平的快速提升密切相关。”

“我们遵守中国国家的法律,从我做起,严格自律,不与盗版者同流合污,强化对个人著作权的自我保护。”

目前,中国文学在全球的影响力正在逐渐形成。有关专家认为,随着中外的交流日益频繁,中国文学的国际传播力也会随之增强,中国文化产业“走出去”的影响力将越来越强大。

文化产业的发展机遇

“莫言的获奖,表明国际文坛对中国文学和作家的关注,表明中国当代作家几十年不倦的实践和努力,正在产生越来越大的国际影响力。”

“莫言获奖对于文化产业‘走出去’的积极意义体现在两个方面。”曹新明认为,一方面,是中国文化产业“走出去”已成大势所趋,伴随着中国经济快速增长,有越来越多的文学作品被翻译、推广到国外,引起了国外尤其是欧美国家的日益重视,也有了更多被诺贝尔文学奖评委了解的机会。

以往,《哈利波特》、《迪斯尼》等文化品牌在国际上的成功,就印证了文化品牌可以“畅行天下”的影响力。而莫言,也正在成为中国文化在世界范围内产生影响力的一个代表性符号。

“如果你喜欢爱伦·坡,那你可能会喜欢莫言的《檀香刑》;如果你更倾向于拉伯雷的风格,那你可能会喜欢《酒国》;如果你喜欢寓言式小说,那我推荐《生死疲劳》。”

目前,中国文学在全球的影响力正在逐渐形成。有关专家认为,随着中外的交流日益频繁,中国文学的国际传播力也会随之增强,中国文化产业“走出去”的影响力将越来越强大。

China's IP in foreign eyes



American companies are moving R&D jobs to the emerging world at exactly the same time that emerging-world companies are building R&D centres of their own.

research centres (bearing the logos of American as well as Chinese companies) while Trenton, New Jersey, suffers from shuttered factories and gang-infested streets.

在一些新兴国家的公司致力于建立自己的研发中心的同时,美国公司却将其研发就业机会转移到这些新兴国家。这就导致同时拥有美国和中国标识的大学和研究中心在上海如雨后春笋般出现,而新泽西州的特伦顿市却为倒闭的工厂和街道上游客好闲的无业者大伤脑筋。

Comment:

As experts caution that American innovation advantage is fading and in a growing number of areas it has already turned into an innovation deficit, America tend to bring out China as a powerful example.

点评:

有关专家提醒说美国的创新优势正在逐渐减弱,在许多领域甚至已表现出创新能力不足。每当这个时候,美国常常拿中国作比较。

提升中发挥了关键的作用,经实践证明,是正确和有价值的。对世界其他国家而言,要想在创新竞赛中胜出,是时候重新思考更明智的创新政策了。



As a McKinsey Global Institute study, the 75 Most Dynamic Cities Of 2025, commissioned by Foreign Policy, points out, 29 of the 75 most dynamic cities of the future are in China.

focus on electric cars, safer nuclear power, high-speed rail that can send passengers to their destinations, and other innovations. Urban China is infecting Urban World.

根据麦肯锡全球研究院的一项名为“2025年全球75个最具活力城市”的研究报告,未来全球最具活力的75个城市中,有29个在中国,这是因为中国正处于城市创新的最前沿。

Comment:

It's said that China has advanced to the third place by the number of

innovations adopted for daily use. If the present trend persists, by 2025 China will catch up with the US in the high-tech sector, particularly in electronic gadgets, railroads and software.

点评:

据了解,中国在日常生活领域的创新数量已居于世界第三位。依照目前的发展趋势下去,到2025年,中国将在高科技领域,尤其是电子产品、铁路和软件领域赶上美国。

(by Correspondent Wang Weiwel from Canada) (本报通讯员汪玮玮发自加拿大)

Beijing

Recently, the State-owned Assets Supervision and Administration Commission of the State Council and the Chinese Academy of Sciences jointly signed a strategic cooperation agreement in Beijing, according to which, both sides will further establish the platform and the sharing mechanism of achievements and IPR to promote the transformation of research results from Chinese Academy of Sciences to the central enterprises.

北京

近日,中国国务院国有资产监督管理委员会与中国科学院在京签署战略合作协议,根据协议,双方将进一步建立平台、成果和知识产权的共

享机制,促进中科院研究成果向中央企业转移转化。

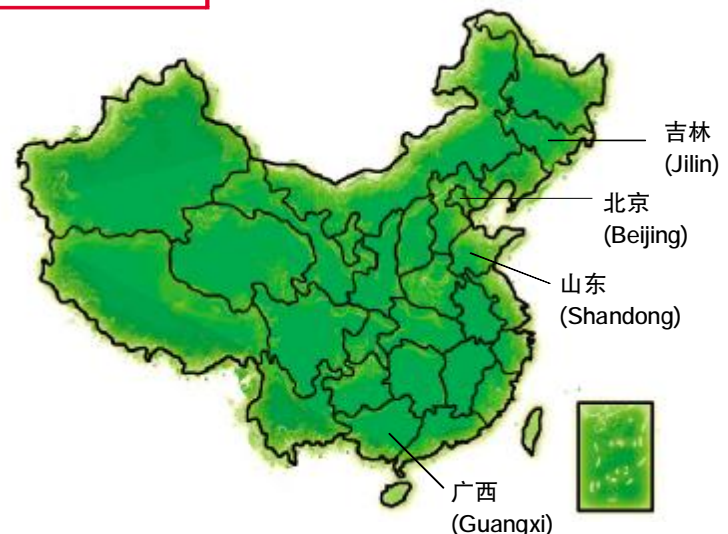
Jilin

According to the Jilin Provincial Science and Technology Department, Jilin Province has created a new historical record of 1168.78kg and 1041.94kg per mu in moist areas and semi-arid regions through combining domestic corn varieties and advanced cultivation techniques together.

吉林

日前,从吉林省科技厅传来消息,吉林省将拥有自主知识产权的中国国产玉米品种与先进配套栽培技术相结合,在湿润区和半干旱区分别创造了亩产1168.78公斤和1041.94公斤的历史最高纪录。

IP Brief



Shandong

According to the latest statistics, Shandong Province obtained 216 geographical indication trademarks, ranking the top in the nation. From September 2011 to now, Shandong newly added 73 trademark, up 51%.

山东

据有关数据显示,山东省拥有地理标志商标216件,居中国首位。据悉,自2011年9月至今,山东省新增地理标志商标73件,增长51%。

Guangxi

Guangxi IP Office and Nanning IP Office jointly with local industry and commerce organs established an IP enforcement group at the 9th

China-ASEAN Expo. It dispatched 30 enforcement officials/times, and checked more than 30 IP products.

广西

近日,广西知识产权局联合南宁市知识产权局专利行政执法人员组成知识产权组,与工商等部门联合进驻“第九届中国—东盟博览会”,现场开展知识产权行政执法工作,累计出动执法人员30余人次,检查各类专利标识产品30余件。

Table with 2 columns: Role and Name. Includes Executive Editor Liu Peng, Practise Editor Meng Yijun, and Translator Liu Peng.