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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." On October 11, the news from Stockholm, Sweden that Chinese writer Mo Yan was awarded the 2012 Nobel Prize in Literature sets off a boom in China. The Swedish Academy said Mo Yan was the one "who with hallucinatory realism merges folk tales, history and the contemporary".

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." Mo explained in this way. Mo is a productive writer who has written more than thirty novels including "Red Sorghum", "The Republic of Wine", "Sandalwood Death", "Life and Death Are Wearing Me Out", "The Garlic Ballads", "Wa" and other high-quality works.

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." Professor Cao Xinming, executive deputy director of the IPR research center of Zhongnan University of Economics and Law, said the popularity of Mo Yan's works reflected the market value of IPR.

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

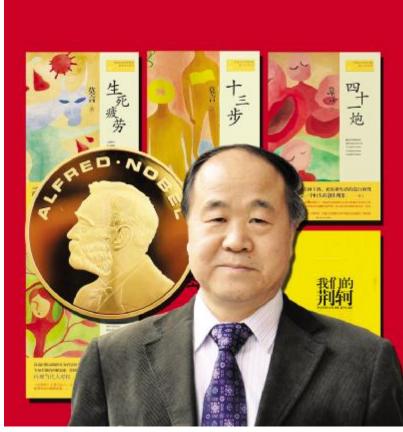
to ¥ 1,200,000 immediately after the Nobel Prize "

"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." For IPR protection, Mo Yan expressed his opinion in this way. On December 21, 2009, 94 Chinese writers, including Mo Yan, Zhang Kangkang and Han Han, jointly signed the Anti-Piracy Declaration to call on the whole society to "be against piracy and support the originals"

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." said Tie Ning, the Chairman of Chinese Writers Association, who fully affirmed the positive role of the award for Chinese culture "going-out".

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., and Nobel Prize Committee have more chance to know Chinese literature. On the other hand, Mo Yan's award can also facilitate Chinese cultural industry "going-out". Because the development of culture need brand power, the brand power in turn can also promote the international influence of Chinese cultur-



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. At present, licensing negotiations are going on with several countries' publishing houses.

you might enjoy Mo Yan's Sandal-wood Death. If you were Rabelais style oriented, you might like the Republic of Wine. If you love allegorical novels, I recommend Life and Death Are Wearing Me Out to

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, unique literary symbols and attractive languages, and were well received by the readers all over the world.

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.

(by Zhao Jianguo)

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,中国籍作家莫言获得2012年度诺贝尔文学奖!瑞典文学院的颁奖词这样评价莫言:"他将魔幻现实主义与民间故事,历史与当代社会融合在一起"。

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民的生活,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。《红高粱家族》、《酒国》、《檀香刑》、《生死疲劳》、《天堂蒜薹之歌》、《蛙》等30余部中长篇小说,构筑了这位优质高产作家的作品阵营。

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。"中南财经政法大学知识产权研究中心常务副主任曹新明教授在接受中国知识产权报记者采访时表示,莫言作品市场走俏,也是知识产权市场价值的体现。

颇为耐人寻味的是,莫言在十几年前曾创作了一部长达 20 多万字的电视剧剧本手稿,因为作者获得诺贝尔文学奖的原因,原价 20 万元的手稿一夜抬升到 120 万元。

"我们将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。"对于作品的知识产权保护,莫言有着自己的观点。2009年12月21日,莫言与张抗抗、韩寒等94位中国作家联合签署了《反盗版宣言》,呼吁全社会"反对盗版,支持正

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。"中国作家协会主席铁凝充分肯定莫言获奖对于中国文化产业"走出去"的积极意义。

"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。另一方面,莫言的获奖还将对中国文化产业"走出去"产生助推作用,因为文化的发展需要品牌的影响力,莫言获得诺贝尔文学奖的品牌效应,会在一定程度上提升中国文化产品的国际知名度,为将来更大规模的文化产品"走出去"奠定良好的基础。

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。目前,许多国家的出版机构正在与中国国内授权出版机构洽谈出版莫言的作品。

"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》。"曾经将多部莫言小说翻译成英文版的汉学家戈德布拉特,将莫言与英国文豪狄更斯相提并论,称是由于人性的视角、独特的文学象征和充满魅力的语言,莫言的作品突破了国界和地域的限制,受到各国读者的普遍欢迎。

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



merican 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. Thus Shanghai boasts brand-new universities and

research centres (bearing the logos of American as well as Chinese companies) while Trenton, New Jersey, suffers from shuttered factories and gang-infested streets. Only if it adopts a comprehensive innovation policy can America avoid Britain's dismal fate. (The innovation race: How not to be left behind, by The Economist)

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手好闲的无业者大伤脑筋。对美国而言,只有采取更加全面的创新政策,才有可能避免英国曾经的惨淡命运。(《创新竞赛:如何才能不落后》,经济学人杂志)

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. In their eyes, China's innovation policy is playing a key role in the country's innovation progress, which has been proved correct and valuable. To complete in the innovation race, it's time for the rest of the world to come out with wiser policies.

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。在他们眼里, 中国的创新政策在国家整体创新能力 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。



s 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. This is because China is at the cutting edge of urban innovation. The Foreign Policy piece pinpoints China's

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. (How investment in urban innovation is changing the face of China's cities, by The Times of India)

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。中国对电动车、更安全的核电、高速铁路及其他创新项目的关注,尤其可圈可点。中国城市正在影响并改变着世界城市的面貌。(《城市创新投资

改变中国城市面貌》,印度时报)
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. We believe that technological innovation offers a fundamental means for China to help overcome world economic woes.

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。依照目前的趋势发展下去,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。我们相 信,技术创新将是中国助力克服世界 经济困境的一个基本工具。

(by Correspondent Wang Weiwei 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。

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 that trademarks, 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.

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",现场开展知识产权执法维权工作,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。

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