

Du Hongwei
Doctor of Philosophy,
China
duhongwei1717@163.com

作者：杜宏伟 哲学博士

现代经济学研究的文化学方法

CULTUROLOGY METHOD FOR MODERN ECONOMICS RESEARCH

现代经济发展的全球化要求我们从多元角度看待经济行为。其中文化因素对经济政策的制定和经济发展具有更深远的影响。文化意识决定社会行为，而经济行为是社会行为的一部分，必然受文化因素支配。因此，从文化价值观出发的经济学研究是不可缺少的学术途径，它有助于我们看到市场效益的根本动力，有助于还原经济发展机制的真相。

Globalization of modern economic development requires us to consider economic behavior from diversified perspectives. Cultural factor can impose more profound influence on the formulation of economic policy and economic development. Cultural awareness decides social behavior, while economic behavior is one part of social and will certainly be controlled by cultural factor. Therefore, economics research from the perspective of cultural values is an inevitable academic approach, which is favorable for us to see fundamental power of market efficiency and is conducive to restoring the truth of economic development mechanism.

以文化为切入点研究经济问题不是对政治经济学的补充而是深化，因为人类的政治选择也仍然是基于相应的文化价值观作出判断。包括宗教的流行，文明的传播，科技的进步。战后德国和日本的经济发展超过战胜国苏联和中国，原因在于教育和文化观念的进步。谈世界经济和国际问题最终还是要归结到文化观念上来。当代有些学者如美国的亨廷顿甚至认为文化冲突是当今国际政治、军事冲突的根本原因。说明文化研究是解决国际政治经济关系的重要手段。我们认为，文化传播与经济贸易是相互促进的，如：郑和七次下西洋，既是庞大的文化、政治宣传，也是成功的国际贸易。同样，丝绸之路和茶马古道由于商品的文化特质而让这个国际贸易持续了上千年。

Studying economic issues with culture as the entry point is not the supplement but the deepening of political economy since people's political selection is also based on corresponding cultural values, including the popularization of religion, propagation of civilization and improvement of science & technology. After the war, economic

development of Germany and Japan exceeded the victorious nations - Soviet Union and China because of the improvement of educational & cultural concept. The discussion of world economy & international issue will be attributed to cultural concept eventually. Some contemporary scholars such as Huntington in America even believe that cultural conflict is the fundamental reason for international political & military conflicts in modern times, which indicates that cultural research is a significant means to solve international political & economic relationships. We're convinced that cultural transmission and economy & trade can promote each other mutually. For example, Zheng He has traveled to the West for 7 times, which is not only great cultural & political propaganda, but also successful international trade. Similarly, the Silk Road and Ancient Tea-Horse Road enable the international trade to last for over a thousand years due to cultural traits of the commodity.

从文化分析入手有利于了解社会变革所需要的根本动力。例如：普遍认为中国的改革开放是个经济奇迹，但从文化角度看，中国的经济发展是国家政策与民族文化观念有机融合的结果：从农村开始改革，土地承包到户的经济政策满足了中国农耕文化中的小农个体经营思想，农民的积极性被调动起来，粮食多了，其它产业链发展有了保障，整个经济活跃起来。而同样的政治体制下，50年代毛泽东推行的人民公社集体合作化模式却失败了。因为这种生产模式要求的公共意识、集体主义精神与中国农耕文化的家庭意识、自给自足的小农思想是格格不入的。失败的根源在于经济政策脱离了文化现实，超前的经济模式与落后的文化观念难以协调。

Starting with cultural analysis is favorable for learning about the fundamental power required for social transformation. For example, we generally believe that China's reform and opening-up is an economic miracle. However, from the perspective of culture, China's economic development is the result of organic integration of national policy and ethnic cultural concept. The reform begins from rural area. The economic policy of land contracting to each household has satisfied the peasant's individual management thought in Chinese farming culture and peasant's enthusiasm has been aroused. Since there are more grains, the development of other industry chains has been guaranteed and the whole economy becomes alive. However, under the same political system, people's commune collective cooperation mode promoted by Mao Zedong in 1950s failed since the public consciousness and collectivism spirit required by such production mode are antipathetic to the peasant thought of family consciousness and self-sufficiency in Chinese farming culture. Source of the failure lies in that economic policy breaks away from cultural reality, and the advanced economic model and behindhand cultural concept can't be coordinated.

正 因为文化与经济是不可分割的有机体，中国引进西方现代工业化生产模式时，没有培养与之相关的企业文化、责任意识和诚信精神，缺少西方的现代化设计理念，使中国制造业难以跨入世界工业的先进行列。跨区域引入生产模式也要融合当地文化习俗。如：中国长江以南地区以家庭为生产单位的传统手工业非常发达，如：轻工业配件加工、水产养殖、工艺制作、日用品加工、食品加工等。南方传统的家庭文化强化了这种以血缘关系为核心的作坊式生产形式，具有灵活、高效、创收快的特点。而北方地区缺少这种文化传统，缺少劳动密集型生产所需要的廉价劳动力。因此，南方的成功经验难以在北方推广。

Since culture and economy are an inseparable organism, when China brings in modern industrialized production mode in the West, it doesn't cultivate related enterprise culture, consciousness of responsibility and honest spirit, and lacks modernized design philosophy in the West, which results in the difficulty of Chinese manufacturing industry to become worldwide advanced industry. Therefore, trans-regional introduction of production mode also needs to combine local cultural customs. For example, traditional handicraft industries with family as production unit in south region of the Yangtze River in China are very developed, such as light industry accessory processing, aquaculture, craft making, daily necessities processing, food processing, etc. Traditional family culture in the south has strengthened the workshop-type production form with blood relationship as the core, and it's featured by flexibility, high efficiency and quick profiting. However, the north region lacks such cultural tradition and is short of cheap labor force required for labor-intensive production. Therefore, it's difficult to apply the successful experience in the south to the north.

文化分析帮助我们看到国际贸易中形成的商品价格差异的文化背景。尤其中国艺术品市场、拍卖行、收藏业、服装业、中国传统中医药材市场、奢侈品和高端时尚用品等行业。文化分析有助我们在现代产品设计中合理应用文化元素。同时，在保护文化资源的同时，如何通过开发本地产品的文化性把原生态资源转化为经济价值，这也是不发达国家和地区要发展经济的一个值得尝试的模式。

Cultural analysis helps us to see the cultural background of commodity price variance formed in international trade, especially such industries as Chinese artwork market, auction house, collection industry, garment industry, traditional Chinese medicinal material market, luxury, high-end fashion articles, etc. Besides, cultural analysis is favorable for us to apply cultural elements reasonably in modern product design. In addition, while protecting cultural resources, how to transform the original ecological resources into economic value by virtue of developing local product culture is also a pattern worth trying by underdeveloped countries and regions to develop the economy.

文化艺术遗产本身具有经济价值。目前中国文化市场有各类文化传媒公司、影视制作中心、艺术策划中心等机构通过经营文化产业而获利。经营欧洲油画作品的画廊和法国古典家具市场，同法国奢侈品一样，共同丰富了现代中国白领阶层的时尚消费需求。例如：法国高端时尚产品在中国的流行，是基于法国文化在中国社会拥有的广泛而深刻的认同心理。法国文化在中国的知名度构成了法国时尚产品总体意义上的品牌形象，也为其它法国产品奠定了信誉基础，使文化优势转化为市场优势，为国际贸易带来边际效益的延伸。

Cultural & art heritage itself has economic value. At present, there are various cultural media companies, video production centers, arts planning centers, etc. in Chinese cultural market, which make profits through operating cultural industries. Art galleries operating European oil paintings and French classical furniture market, just as French luxury, have enriched the fashion consumption demands of modern white-collar workers in China. For example, the high-end fashion products from France becoming popular in China is based on that Chinese society has wide and profound approval psychology to French culture. The popularity of French culture in China has constituted the brand image of French fashion products in overall significance and also laid the credit foundation for other French products to transform the cultural advantage into market advantage, bringing the extension of marginal benefit for international trade.

文化学的认知，有助艺术品获得经济价值的最大化。如：名人的收藏，名人的作品，可以通过艺术机构的合理运作产生巨大的经济效应。如：拍卖和购买马云创作的绘画作品，著名企业家王建林在欧洲购买毕加索的名画。通过文化机构的运作将这种文化事件与巨大的商业利益紧密联接起来。

The cognition of culturology is favorable for gaining maximum economic value of artwork. For example, collections and works of celebrities can generate huge economic effects through reasonable operation of arts institutions. For example, auction and purchase the paintings created by Jack Ma; the renowned entrepreneur Wang Jianlin purchases Picasso's famous paintings in Europe. Such cultural events can be connected with huge commercial benefits closely by virtue of the operation of cultural institutions.

从文化哲学角度看，现代科技文明高度发达，物质极大丰富，但人类仍然面临生存与人生幸福的困惑，每天仍有因饥饿而死亡的儿童。穷人和富人、小国和大国都一样缺少安全感。很多社会问题是人类贪婪本性造成的。许多现代化建设是以发展经济为名实际在破坏传统文化、损坏人类幸福赖以存在的自然环境。如；房地产开发、化工产业、发达国家对经济落后国家的援建。因此，试图通过经济举措解决社会问题的同时也要考虑如何从文化教育和人的精神价值观出发寻找出路。

From the perspective of cultural philosophy, modern scientific & technological civilization has been highly developed and materials have been enriched greatly, but human beings still face the confusion of survival and happy life, and many children die from hunger every day. Both the poor and the rich, both the small countries and great countries lack the sense of security. Many social problems are resulted from people's nature—

voracity. Many modernized constructions, in the name of developing economy, actually destroy traditional culture and damage the natural environment which people depend on to live a happy life, for example, real estate development, chemical engineering industry, developed countries' assistance for the construction of the backward countries. Therefore, while trying to solve social problems by economic measures, it's also required to consider how to seek for a way out from the perspective of cultural education and people's spiritual values.

文化是最宝贵的再生资源，因为它是人类创造思维的养料。信息时代的经济实力来自创意思维，强大的竞争力和幸福感属于有文化自觉的民族。工业制造的优势需要深厚的文化积淀，人类发展高科技的同时，一定要关注生命本身的意义。在快速发展的后工业化时代，人类更需要强调经济行为中的精神追求。

Culture is the most precious renewable resource since it's the nourishment of people's creative thinking. Economic strength in the information age comes from creative thinking. Powerful competitiveness and happiness belong to the nation of cultural self-consciousness. The advantage of industrial manufacturing requires profound cultural sediment. While developing the high technology, people shall also pay attention to the significance of life itself. In the rapidly developing post-industrialization time, people are more required to highlight spiritual appeal in economic behavior.

综上所述，我们作出如下结论：

To sum up, we have reached the following conclusions:

1, 文化蕴涵着人类追求幸福的理想，人类社会行为受这一理想的支配，包括经济行为。

1. Culture contains people's dream of pursuing happiness, and people's social behaviors are dominated by the dream, including economic behavior.

2, 从文化认同性入手，有助深入了解经济发展的内在动力，作到积极主动地掌握市场发展趋势。

2. Starting with the cultural cognition is favorable for deepening the understanding on internal impetus for economic development. It's required to master the market development tendency positively.

3, 从边际效应的角度看，只有恰如其份地使用文化元素才会增加产品价值。

3. From the perspective of marginal effect, only by using cultural elements appropriately can product value be increased.

4, 人类文化也要从哲学层面做自身的反思和优化，以满足人类精神存在和物质存在的时代需求。

4. Self-

introspection and optimization of human culture shall also be carried out from the perspective of philosophy to meet the demands of the age with people's spiritual existence and material existence.