

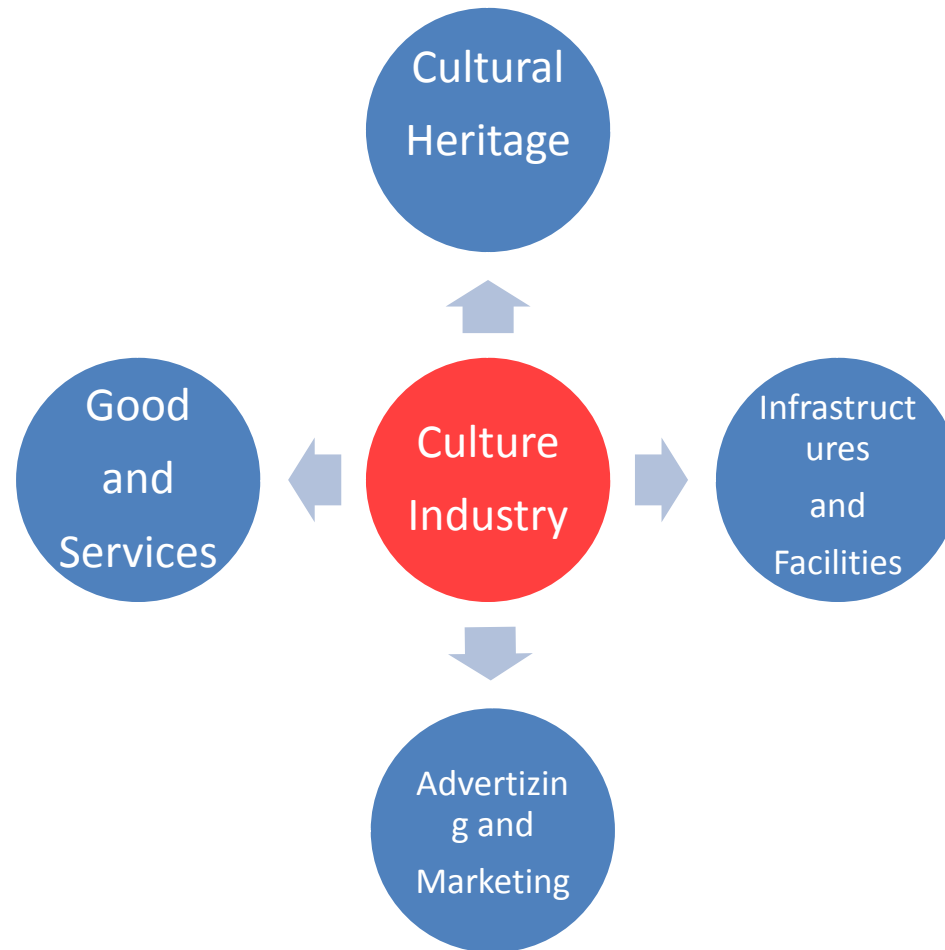
# Nations' Heritage Reputation an Opportunity for International Culture Industry: Iran-China Case

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# Components of Culture Industry



# Advertizing & Marketing

Infrastructures  
and  
Facilities

Advertizing and  
Marketing

# Consumer information processing (CIP)

- Human memory process and retrieval:
  - Direct and learning of product information
  - Indirect learning of product information
- Consumer information presentation:
  - Content
  - Format

# China-Iran Case

- Reputation of China in traditional Islamic-Iranian culture (content):
  - The most far point of civilization on the earth
  - Land of knowledge
  - Certain arts (Chinese artisans came to Iran)
  - Certain quality goods and products (Paper in 753 AD)
  - Natural beauties



# China-Iran Case

- Format: Literature and art
  - Poems
  - Stories
  - Paintings & Drawings
  - Proverbs



Prophet Mohammed (Pbuh):

*“Acquire knowledge even if it is in  
China”*

Feridun ordered **Chinese embroiderers**  
To write around the borders of his tent:

*'Keep the wicked well, O intelligent man,  
Because the good are in themselves great and  
fortunate.'*

Saadi,  
the great Iranian poet  
13<sup>th</sup> Century, AD



## Influence of Chinese art on Persian art



# Conclusion

- indirect form of presentation of culture industry
- Familiar format of presentation
- Connecting the culture industry to its traditional reputation