

# The Portrait of Global Cultural Leaders & the Framework of Cultural Leadership in the 21st Century: And their Influence on Preparing Cultural Human Resources in China

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## ABSTRACT

The global cultural development in the 21st century is extremely diverse. As a kind of soft power representing national image and national identity, cultural competition is also becoming fiercer together with the enhanced diversity of cultural development and the influence of cultural communication empowered by the Internet. Therefore, to cultivate cultural confidence domestically and to build cultural leadership abroadly have become key cultural strategies and policies adopted by various nations.

Cultural leadership can be manifested at individual level and overall level, the former centers on cultural leaders while the latter focuses on the whole cultural human resources, both are core to the discourse right for cultural leadership of a nation or a region. And also point to the fundamental key issue of preparing cultural human resources in the new era.

Based on this global background, we believe that to investigate, to picture and to construct the portrait of global cultural leaders and the framework of cultural leadership in the 21st century can help to, firstly, comprehensively understand the status of global cultural leaders, and secondly, effectively provide references to the education and preparation of cultural human resources for Chinese cultural industry.