

## **Abstract**

Against the backdrop of economic globalization, the cultural industries have gradually become globalized and quietly become a standard for the evaluation of national power throughout the 21st century. The cultural industries have not only brought opportunities for China's economy, but have also brought about serious challenges to the existing legal framework in China, especially after China's accession into WTO in 2001. In the recent WTO report *China-Measures Affecting Trading Rights and Distribution Services for Certain Publications and Audiovisual Entertainment Products* (hereinafter *China-Publications and Audiovisual Products*), the Dispute Settlement Body (DSB) found that a wider range of Chinese laws and regulations are inconsistent with China's obligations under the WTO Agreements and its Accession Protocol. In order to respond to these violations by way of formulating new strategies, this article discusses the question of whether it is necessary for China 'to be saved' by the external international legal framework or rather to eventually 'save itself' by perfecting national policies and legislations, and tries to formulate some principal as well as concrete recommendations for future development of China's cultural industries.

**Keywords: Cultural Industries, Strategy, Legislations, China**