
**CULTURAL AND CREATIVE INDUSTRIES IN THE ARAB REGION THE
COMPLEMENTARITY OF THE RELATIONSHIP BETWEEN THE
ECONOMIES OF CINEMATOGRAPHY AND THE EGYPTIAN NATIONAL
INCOME**

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Abstract

The seventh art is an important tributary of Egyptian culture that has a great influence on individuals within society. The film industry is working on shaping it is not a traditional industry, but an industry that attracts billions of viewers around the world is affected by the political, social and economic changes taking place around the world, and this is reflected in the number of films produced. They are produced annually, and film revenues are made internally and externally.

Keywords

Cultural, Creative, Industries, The Arab Region, Complementarity, Economies, Cinematography, The Egyptian National Income.

Introduction

The sustainable development strategy is the starting point for every project that Egypt is witnessing at all levels for comprehensive development now.

The process of sustainable development is the tool that links the past and the present. It benefits from the successes and mistakes of the past at Future plans that are being drawn up and that continue for the year 2030, and in this plan that is currently being drawn up, we must not ignore We are long overdue, so we must work on the speedy implementation of this plan, as everyone must work hard and diligently on all Levels and in specialization, to keep pace with the tremendous developments that occurred in the past period, and to catch up with and progress on them, we have The human wealth that possesses the mental capabilities and the talent that allows it to achieve the goals of the sustainable development plan provided that those who possess the capabilities and talent are given the opportunity to refine, develop and employ them in the right place and provide the material and moral capabilities to proceed towards what each in his specialization or according to his aspirations.

The strategy developed for the year 2030, and as we have already mentioned, links the present to the future, inspired by civilization and Egyptian history.

The old and the new are his new vision for the year 2030, which represents the starting point for the future, so that Egypt occupies the place it deserves between the peoples of the earth.

And achieving comprehensive development includes many dimensions and axes, which are:

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Research Problem

Study the complementarity effect of the relationship between cinema production and the Egyptian national income.

Search questions:

- What are the reasons that led to the decline of the Egyptian film industry and the lack of films that are produced annually?
- What are the serious steps taken by the state to make the film industry a source of national income?

Research aims :

Developing solutions and mechanisms for the return of the Egyptian film industry to its previous era, so its return means that the film industry becomes one of the sources. Important for the Egyptian national income.

Importance of research:

It monitors the reasons for the decline in the level of the Egyptian film artistic or the return achieved by the cinema industry internally and externally.

Methodological procedures:

The research follows the descriptive and analytical approach in identifying the reasons that led to the decline of the place that the film industry occupied.

Research difficulties:

The lack of data from reliable sources on the costs of each film and the detailed items for these budgets and the cost of each film separately, as well as the revenues of each film, so that studies and research are carried out on sound scientific grounds, pertaining to the entertainment industry in general, and the cinema industry in particular, as some parties consider such data as war secrets.

The economic dimension:

The Egyptian economy should be more open to the world, without discrimination being taken from it and at the same time adding to it so that we can compete locally, in the Arab world, or internationally, thus adding to the Egyptian economy and opening prospects for new industries that represent Sources of the Egyptian national income.

The social dimension:

The purpose is for all members of society to enjoy all rights and duties, justice and equality, and reverence for a decent life for all members of Egyptian society (housing, drink, food, education, health care, an environment that is not polluted - air and water.

..... etc.). We add to that the cultural dimension: because the cultural dimension has a great role in shaping the personality of the individual from childhood and developing his sensory, mental and cognitive skills, and this is through drawing, listening to music, reading books, watching theater, television and cinema. The second and third researches as for the first section, we will quickly present the concept of national income, its importance and its sources.

The cinematic film plays several roles within society:

The entertainment role: to entertain the viewers and send positive energy to the recipient when they see the movie.

A social role: cinema is in addition to being a tool for expressing the individual within society and presenting his dreams and suffering, regardless of the suffering in

Work and his personal life, as it is a tool that directs what he should do in his life and together in an indirect way.

It is a tool for passing on ideas and beliefs, and this can be in a constructive way, and in many cases, in a destructive way represented in his behaviors and actions of negativity, whatever it was, the film must work to improve the individual and his behaviors within society.

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An educational role:

Cinema is one of the most influential media in society, in addition to the education that the father and mother perform at home,

And the teacher in the school, and the coach in the club, through watching movies in the theater or through it plays an important role in educating the young and influencing his actions, actions and words within the community.

The role of cinema in the civilizational and cultural communication between peoples: it

dissolves distance barriers, language and borders between peoples Everyone sits on the same seat watching the same movie, distances and language do not hinder him from enjoying what he sees, interacts and does what is done presented through these films.

An educational role: many countries depend on it in the educational process from pre-school to university.

A touristic role: as it is through the external photography sites that are photographed in the different governorates and through photography in touristy and archaeological places, tourism is supported and stimulated. Therefore, the competent authorities must work to overcome obstacles Photography in such places and reducing the expenses of copying them, and not to exaggerate them.

An economic role:

As the cinema industry depends on a large group of industries, and crafts that some number about 75 A craft and profession, including hardware, chemicals, building materials, all decoration supplies, electrical tools, carpentry, and others, and so the actual impact that the industry adds is the employment of labor.

We add to that that many countries in the world depend on the film industry as a source of national income as in the "states"

The United States of America, "England", "India" and "Nigeria" has given it great attention and allocates huge budgets to it because it knows the material return. And the moral that will accrue to it from this, as it generates billions of dollars in revenues internally and externally.

Results

1. The cinema industry is one of the important industries that can have a great impact on the Egyptian national income.

This is evident in many countries around the world, as in the United States, India and other countries that have invested in this industry. Great interest until it has performed many different functions, including enlightenment, education and awareness, in addition to, of course, economic importance, for example, what the American cinema industry and its largest symbol represents is a national income estimated at about 10 billion US dollars annually, only internally, without taking into account what is distributed abroad. As for the Indian cinema and its symbol, the city of cinema in Boole and Wood in the city of "Hyderabad" in the state of Andarbad.

2. The lack of movies is primarily due to the piracy process and the lack of movie theaters, all of these reasons and others led to

Large producers abandon production.

3. We note that there are types of feature films that are not currently being produced, such as war films, lyrical, religious, and historical films. Scientific fiction films, reviews, and genres that have not been produced at all since the inception of Egyptian cinema.

Recommendations

1. Establishing a free zone in the new cities that are being established, equipped with the most modern studios, through which cooperation with the most modern is carried out International studios in the United States of America, India, and the countries of Africa, Russia, and other countries from different countries of the world .

2. There must be a market on the sidelines of the film festivals that are held in Egypt and that are held through Connect bridges to deal with major companies around the world, whether they are large studios, independent companies, or companies for the distribution of films and companies specialized in displaying the latest modern technologies in the field of film making as well as the participation of Arab companies in the film markets around the world.

3. Provide sufficient financial support for the film festivals that are held in Egypt.

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