

國立中山大學 102 學年度碩士暨碩士專班招生考試試題

科目名稱：藝術管理【劇藝系碩士班】

題號：415001

※本科目依簡章規定「不可以」使用計算機

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1. What is a marketing mix? How to apply it in arts marketing? Please give an example to explain it. (25%, 請以中文作答)
2. The function of public arts organizations is dominated by a service orientation in the last decade. Please provide a case organization and discuss the potential application of audience services. (25%, 請以中文作答)
3. 綜觀國內藝術文化組織型態，除部分公設機構外仍以中小型居多。從您的觀點而言，在進行組織結構的分析上宜考量哪些組織特性？採用何種方式？請試舉例說明。(25%)
4. 請討論高雄市街頭藝人之設立辦法及可能衍生的問題。(25%)

國立中山大學 102 學年度碩士暨碩士專班招生考試試題

科目名稱：藝術文化概論【劇藝系碩士班】

題號：415002

※本科目依簡章規定「不可以」使用計算機

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1. 現任文化部長龍應台女士在上任之初即提出文化政策的泥土化、國際化、雲端化三大方向芻議。請就近一年來您個人對於國內藝文環境與個案的觀察，試論這三大方向的實踐。(25%)
2. The advocacy of cultural and creative industries gives rise to a myriad of creative businesses. Please discuss the function of high arts in the marriage of creativity and commerce using a sample industry sector of your choice. (25%，請以中文作答)
3. “Museum Theater has been popular in Europe and America for many years. However, there are only few attempts in Taiwan. National Museum of Taiwan History first launched museum drama creation project in 2008 and obtained broad responses. In the end of 2012, this institution will hold The Rainbow Bridge performed by NUTN Department of Drama Creation and Application. Playwright and Director Hsu wrote this play especially for Atayal Tribe history. In this play, it represents the Atayal facial tattoo, traditional art, legends, dances and rites. This play adopts Theatre-in-education method to make its audience learn each issue through theatre experiences (Ministry of Culture, 2013).” What is the main concept in this news? What are your suggestions for the museum and the Director? (25%，請以中文作答)
4. 請從 BOT、ROT 及 OT 的觀點討論華山 1914 文化創意產業園區的案例。(25%)