

- 一、2006 年兩廳院引進音樂劇《歌劇魅影》，在台北國家戲劇院演出 63 場，請說明這類型活動對於國內表演藝術環境有何利弊和影響。(請用中文作答) (20%)

- 二、Please use two examples from arts or cultural industries to explain the meanings of “Value Chain” and “Industrial Cluster.” (請用中文作答) (30%)

- 三、請討論 2008 年總統當選人的文化政策，其政策為何？有何優點與不足之處？您會給予總統當選人什麼建議？(請用中文作答) (25%)

- 四、Please discuss the successful factors of “Cirque du Soleil.” What lessons can we learn from this case? (請用中文作答) (25%)

- 一、What is the first obligation of a museum? Do you agree that museums exist for the sake of exhibits? Why? (請用中文作答) (20%)

- 二、Before PR professionals begin to write a press release, they ask three questions: What are you selling? To whom are you trying to sell it? What are the interests, or "hot buttons," of your target audience? Please follow the three questions to write a press release for promoting "Kaohsiung Performing Arts Festival." (請用中文作答) (30%)

- 三、在 2004 年文建會所出版的《文化白皮書》中提出六大挑戰之一，希望文化事權統一，並成立「文化部」，請說明這兩項工作對國內藝術生態將有何影響。(請用中文作答) (25%)

- 四、What are the relationships between "Arts," "Culture," and "Civilization?" Please distinguish these terms in different perspectives. (請用中文作答) (25%)