

文化(創意)產業政策的批判分析：兼論大桃園市文化政策的效益評估問題
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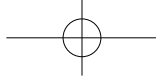
文化(創意)產業政策的批判分析： 兼論大桃園市文化政策的效益評估問題

A Critical Analysis of Cultural (and Creative) Industrial Policy and An Evaluation of Taoyuan City's Cultural Policy

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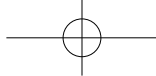
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摘要

本文首先指出台灣「飆節慶」的現象由來已久，批評與討論之聲早已有之，但時至今日，這種假文化節慶與文化場館之名，推廣文創產業，卻浪費資源的現象仍未停歇，甚至變本加厲。透過此一觀察，本文提出問題意識，首先檢視國內學者、論者對文化工業、文化創意產業、文化產業化、產業文化化等相關概念的定義與論述問題，指出其中多有模糊不清與理論認識欠缺之處。本文也簡述大桃園市的文化節慶活動，為接下來一項電訪問卷調查的研究發現鋪陳政策與相關文化活動的背景。此項電話民調旨在探索受訪者對桃園市文化節慶活動的認知度與滿意度。民調結果以統計圖表呈現，加上扼要的討論，特別是社會經濟地位、年齡與世代參與桃園市文化節慶活動的程度差異與參與模式。結論綜整全文論述重點，主張我國各大縣市認真檢討文化節慶辦理的活動成效與影響。

關鍵詞：文化工業、文化創意產業、產業文化化、文化產業化



Abstract

This paper examines the writings by Taiwanese scholars on culture industry, cultural and creative industries, the developing cultural industries, and bringing culture into industry, indicating the problems related to the definitions and discourses. The paper also lists the cultural events and festivals held in Taoyuan City and by the City Government, which are followed by the findings of a telephone survey investigating the city's residents' recognition of those events and festivals and whether they are satisfied with the activities. The findings are characterized with specific participation patterns. The paper is concluded by summarizing the points in the paper and it is emphasized that the effects of the events should be seriously considered and evaluated.

Keywords : culture industry, cultural and creative industries, developing cultural industries, bringing culture into industry