

國立中山大學 101 學年度碩士暨碩士專班招生考試試題

科目：藝術管理【劇藝系碩士班甲組】

題號：4029

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1. 請問您對「文化創意產業」之國際拓展有何規劃及建議？(25%)
2. What are the differences between the Cultural Department and the Council for Cultural Affairs (CCA)? What are reasons that the government should establish the Cultural Department? (25%)
3. 從資源取得的觀點，藝術文化機構依不同對象發展出特定的行銷活動和績效評量基準。請舉例並試論這些行銷活動與對象之關聯。(25%)
4. In arts marketing, a difference is made between audience development and customer retention. Please give examples of activities which arts organizations used to serve two different purposes. (25%)

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科目：劇場設計概論【劇藝系碩士班乙組】

題號：4028

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- 一、請舉例說明劇場藝術於在地文化的結合與發展。(25%)
- 二、試論台灣舞台設計未來之發展。(25%)
- 三、概述近二十年來國內外舞台視覺藝術之呈現。(25%)
- 四、請闡述舞台、燈光、服裝等設計呈現互相之關係。(25%)

國立中山大學 101 學年度碩士暨碩士專班招生考試試題

科目：藝術文化概論【劇藝系碩士班甲組】

題號：4030

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1. In the face of declining government subsidies, arts organizations begin to place an increased emphasis on corporate sponsorship and private support. What is the difference between the two and what are the possible consequences of which on arts organizations? (25%)
2. 日前大選期間總統候選人首度正式接受文化界提問，並於媒體同步轉播。為了持續文化、社會與政治圈的有效對話，您認為後續可以透過那些形式與管道？(25%)
3. What are national performing arts centers (also called national theaters/concert halls)? What are definitions and meanings of “national” in here? How do national performing arts centers formulate? What is legal status of those national performing arts centers? What roles and function can national performing arts centers provide? (25%)
4. Please discuss advantages and disadvantages of issues related to “free admission of public museums.” (25%)