

Part I

必答題 (20 分)

- 1、何謂「觀眾發展」(Audience Development)? 請試為高雄市立中正文化中心(或高雄市立美術館)訂定一觀眾發展計畫。

選答題 (30 分) / 二選一

- 2、Dr. Ernest van den Haag has been a long-term critic of any subsidy for the arts. In his article "Involuntary Patrons: Taxpayers' Rights versus Government Art", he asked a question as follows :

「Consider opera. (Exhibitions of paintings would do as well as an example.) Only a small proportion of Americans enjoy it. I do. Yet, all taxpayers are forced to subsidize performances. I feel guilty every time I attend, thinking of the people whose taxes are used for my enjoyment, although they would rather use their money for their own enjoyment – perhaps to attend a Madonna concert (unsubsidized). Why is money taken from (low income) taxpayers to benefit (middle class) opera lovers?」

As a potential arts manager, please help American government to answer Dr. Haag's question above. (可以用中文回答)

- 3、Please create an exciting program for the 「2003 Arts Festival, Kaohsiung」, and draw up a flow chart which suggests when applications for grant aid and for licensing must be made, when artists must be booked, when such matters as accommodation, parking and transport must be dealt with, and which also sets out a broad marketing strategy. (可以用中文回答)

Part II

1. 請描述文化建設委員會在過去及現在台灣的文化界與藝術管理上所扮演的角色與功能,並分析其未來發展之趨勢。(25分)。
2. What are public, nonprofit, and commercial arts organizations? How do you define them? What are their differences and similarities? As an arts administrator, do you need to apply different skills to operate those organizations? Please use examples to explain them (可以用中文回答 25分)。

國立中山大學九十一學年度碩士班招生考試試題

科目：藝術文化概論【藝管所碩士班】 (甲. 乙組)

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一、試將下列三組 (A、B、C) 試題中，任選一組中之二題作答 (不得跨組選題)，每題 25 分，共 50 分。

A.

1. 解釋名詞，共五題，每題五分。
 - a. 伊底帕斯王(Oedipus the King)
 - b. 李爾王(King Lear)
 - c. 易卜生(Henrik Ibsen)
 - d. 諸宮調
 - e. 關漢卿
2. 試述法國新古典主義(Neoclassicism) 在戲劇上的基本原則。
3. 從田納西威廉斯(Tennessee Williams)的作品，討論修正後的寫實主義。

B.

1. 解釋名詞，共五題，每題五分。
 - a. Symphony
 - b. Grand opera
 - c. Concerto grosso
 - d. *Music und Drama*
 - e. Impressionism
2. 十八至十九世紀管弦樂團編制的發展，試以交響曲為例，詳細討論。
3. 討論史特拉汶斯基(Igor Stravinsky)與新古典主義關係，試以個人的創作分期、作品風格特徵，舉例詳細說明。

C.

1. 解釋名詞，共五題，每題五分。
 - a. Carlo Blasis
 - b. Ballet d'action
 - c. *Petrushka*
 - d. 舞隊
 - e. Martha Graham
2. 現代舞發展之源起，並述美國與德國現代舞之特色。
3. 十七世紀至十八世紀初芭蕾舞之發展，就源起、訓練機構及其代表人物，與歌劇之關係，舉例討論。

二、法國大革命之後，十九世紀歐洲藝術文化的發展如何受其口號：自由、平等、博愛影響。(25分)

三、表現主義(Expressionism)在音樂、戲劇、繪畫、及舞蹈領域中之特色，試各舉一例詳細說明。(25分)