

摘要

論文名稱：從創造文化經濟的角度論台灣電視劇產業之革新：以韓劇發展模式為例

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本研究首先從韓劇發光發熱的現象中，反思台灣電視劇近幾年來的發展，發現台灣電視劇產業面臨諸多窒礙與難題，然在政府推動文化創意產業之際，電視劇實是相當具有外銷潛力的文化產品。要加強外銷，首先要作的便是提升本土自製電視劇產品與品質。

因此，本研究援用文化經濟的理論角度剖析具文化特質的電視劇，包含文化投資心態、文化產業政策之擬定、文化經濟具有之特質等，透過理論的分析，深入了解電視劇的文化與經濟價值。

研究方法方面，本研究以文獻分析及深度訪談雙重研究方法，對台灣電視劇發展進行多元且深入的解析。

有鑒於韓劇在亞洲市場獲得極大的成功，本研究希冀從韓劇發展模式中獲得啟發，因此，藉由比較分析台灣與韓國電視劇之電視生態、節目製播法規、文化產業政策、節目特色與經濟效益等，發掘台灣電視劇發展之困境與難題，並找尋可向韓劇取經之處。

而為求能更深入了解台灣電視台業者經營電視劇之實際狀況，研究者以深度訪談的方式訪問電視台從業人員以獲得內部資訊。

結合韓劇的發展經驗與訪談電視台從業人員的結果，本研究提出革新我國電視劇之建議，包含提升我國自製電視劇產量與品質，及促進節目出口。最重要的是需要產、官、學、民四者的搭配，政府單位必須打造適合產業發展的環境、擬定促進產業發展的條例；學術界也必須與產業合作，進行戲劇節目產銷相關之研發工作、培育產業需要的人才；民間也需要支持本土戲劇節目、投入產業價值鏈的操作、活絡產業資金。

Title of Theories : A Study on the reformation of Taiwan Drama: Using the Korean Drama for Example

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Abstract

Due to Korean culture content industry produces huge amount of values, and Korean drama is one of the most important culture products exported, so this study would analyze the policy of culture content development in Korea in order to capture some guides that we can learn how to improve Taiwan TV producing and marketing from their experiences.

This study would focus on how to raise the amount and quality of Taiwan self-produced television drama. The study-method used are literature-analyzing and profound interview of Taiwan TV personnel.

We find that Korean dramas were produced in rational competition structure. And Korean government have well-designed producing-marketing policy. So, not only the competition structure but also the government protection policy, both lead Korean drama develop well. Moreover, the genre of Korean drama has high cultural correlation with other Asian countries, it is also the key success factor.

By profound interview of Taiwan TV personnel, this study finds that there are many problems in producing and marketing our TV drama. Like limited producing cost, the lack of original script, the lack of enough professional personnel, the lack of program survey, etc.

In order to create cultural economics by TV drama, this study combines the

analysis of Korean drama and profound interview of Taiwan TV personnel, and advocates advises to reform Taiwan self-produced TV drama. These advices are proposed below.

In raising the amount and quality of Taiwan self-produced TV drama: search more gateways to increase producing expenses、 enlarge the script space and theme of TV drama、 institute performing arts education、 establish related regulations by government、 further program survey、 quality control of program-producing organization.

In pushing programs exported: capture the critical juncture of increasing needs of Asian cultural goods and grasp the cultural proximity with other Asian countries、 increase international media cooperation、 establish Taiwan drama brand and position, etc.

The most important is that government、 industry、 academic community、 general public should struggle together because the benefit created by TV drama would spread all.

