

中文摘要

節慶活動在人類社會不同階段的文化進程中扮演著重要的角色，隨著經濟發展及社會變遷，其型態及功能更趨多元，而公部門多扮演關鍵推動或執行的角色。因節慶活動的組織運作與網絡管理有別於傳統的政策執行，本研究即以 2005 台北燈節為觀察平台，欲探究公部門辦理節慶活動的組織結構及運作方式，並從網絡的形成過程中，瞭解行動者彼此的角色位置及參與活動的態度認知，同時也探討行動主體整合關係網絡的過程與結果。

根據研究目的，並經文獻探討、參與觀察及深度訪談的綜合分析，研究發現：在個案部分，活動組織係依階段動態組成，具有系統功能特質，其網絡係在不同認知及權力基礎的行動者間多向互動，並仰賴行動者間的合作信任關係形成，因此可說非正式結構具有實質影響性，而在網絡整合過程，核心行動者雖能善用諸多策略，惟整合結果各行動者對達成認知仍有差異；此外在理論部分，本研究以行動與結構調和觀點提供了網絡研究的若干價值，同時也提出了若干省思。研究最後在政策層面提出了短、中、長程的建議；而在執行層面則是對活動規劃、執行組織及網絡整合等提出相關建議。

關鍵字：組織結構、政策網絡、網絡分析、節慶活動、台北燈節

Abstract

Festivals celebrations play a significant role when cultures evolve. With the change of economic and social development, their forms and functions are getting more diversified while government departments mainly take the role of promotion or execution. Unlike common policy administration, management of networks and organization operation in festivals celebrations are much different. So the research observes Taipei Lantern Festival 2005 to probe into the organization structure and its implementation when government departments dealt with festivals celebrations. And through the forming of network, we seek to understand the position of actors and their expectations of the activity and meanwhile study the course and result of integration of executive sectors.

According to the research purpose, document study, observation and in depth interview, it concludes that in the case study, the dynamic activity changes as occasions arise and characteristic of organizationic functions. The network interacts between different sectors of diverse expectations and authorities and it leans on relationship and cooperation between sectors. The informal structure, so to speak, is influential. And during the integration of network, the sector in charge could employ strategies to get work done, but other sectors might expect differently toward the result.

Theoretically the research, in terms of reconciliation of actions and structures, focuses on the network and provides also some reflections. At last it forwards short-term, mid-term, and long-term political suggestions. For the execution part, it offers some advice for activity planning, executive organization and integration of network as well.

Key word: organization structure, political networks, analysis of networks, festival celebrations, Taipei Lantern Festival