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研究生(中)	王靖婷
研究生(英)	Ching-ting Wang
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關鍵字 (中)	紐西蘭 電視政策 新自由主義 第三條路 文化經濟
關鍵字 (英)	New Zealand Television Policy Neo-liberalism The Third Way Culture Economy
摘要 (中)	<p>本文主要探討自 1980 年代末期以來紐西蘭電視政策的變遷歷程。在研究中，本文關注，在新自由主義的私有化下，紐西蘭商業電視政策的問題與限制，以及紐西蘭如何重新引進公共服務的概念，完成國有電視的公共化。本文指出，紐西蘭的電視發展過程深受國際資本主義經濟邏輯的影響，而且紐西蘭的電視政策也某種程度上反映出資本主義發展的進程與趨勢。在 1980 年代，國際間的主流意理是新自由主義。在新自由主義的影響下，紐西蘭走向私有化的途徑，並且制定出商業主義電視政策，以經濟獲利為目標。在此政策下，政府開放廣電市場，採取文化與經濟分離的策略改革廣電體制，將國有電視 TVNZ 商業化，然後成立公共補助機構 NZOA，由它負責鼓勵本地節目的製作。因此在這個時期，紐西蘭電視產業成為高度競爭的商業環境，公共廣電機制剩下公共補助機構 NZOA，而公共廣電的定義則僅為提供本地文化內容的節目。然而，私有化與商業電視政策的本質與社會的文化需求相衝突，引起社會極大的反彈，並且衝擊到國家黨政府的政治合法性。此時，英國提出第三條路的政策路線，紐西蘭工黨隨即引進，並依此理念提出競選政策的主軸，以區別新自由主義的路線，順利贏得 1999 年的大選。1999 年工黨政府上台後，即依循第三條路的政策理念，制定出文化與經濟並重的電視政策。在此政策下，政府重新恢復公共電視體制，並將公共廣電定義擴大為公共服務、文化多元、產業發展以及商業獲利等四大目標。轉型後，TVNZ 成為混合收入模式的公共電視，以廣告為主、政府補助次之。在營運</p>

	<p>目標上，TVNZ 必須提供公共服務，促進文化認同，扶植產業發展，同時須兼顧商業獲利的任務，以充實國庫。當電視政策轉向文化經濟邏輯，且 TVNZ 也轉型為公共電視之後，紐西蘭電視媒體的內容表現、節目品質與多樣性，以及本地節目製播比例等皆有所改善，然而，由於工黨政府的公共化改革行動並未完全跳脫既有的商業獲利思維，仍將電視看作是國家營利的工具，因此制定出來的公共化政策有所限制，致使 TVNZ 無法真正落實公共服務與文化多元的目標。紐西蘭的個案對台灣的電視發展具有以下的意義與啟示。首先，從本文的討論可知，TVNZ 公共化成果不如預期的主要原因是政策思維並未徹底轉向。新自由主義的商業邏輯仍主導政策行動者，並且影響政策內容的方向，致使 TVNZ 轉型不完全，並且陷入公共與商的雙重壓力之中。目前，我國正值華視公共化以及公共廣電集團的籌備期，為了能夠順利推動公廣集團，本文基於紐西蘭的經驗，建議政府宜重新修正我國的廣電政策，責成媒體（不論公共或私人）善盡社會責任。一方面，政府宜適度管制私人資本擴張以及市場競爭的程度，一方面則須長期規劃對公共媒體的投資。唯有雙管齊下，才能真正建立永續經營的影視產業。其次，紐西蘭公共補助機制 NZOA 可作為我們重新思考台灣廣電基金定位及功能的參考依據。從本文的分析可知，儘管 NZOA 的運作模式有些問題與限制，但它對紐西蘭的影視產業發展有相當程度的貢獻與重要性。台灣亦有一個類似 NZOA 的公共基金，即台灣廣電基金。然而，近年來廣電基金卻似乎沒有發揮協助產業發展的功能。基於紐西蘭的經驗與本文的討論，本文建議宜重新檢視我國廣電基金的功能與角色，讓這筆基金能夠發揮它最大的效用，真正協助本地影視產業的發展。</p>
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