

公衛事件對中國文化產業的影響：以新冠肺炎為例

the Impact of Public Health Emergency on Cultural Industry in Mainland China: A Case Study of COVID-19

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摘要

去年歲末年初之際，突如其來的新冠肺炎疫情使國內外文化產業的發展均受到不同程度的衝擊。在中國大陸，各類文化產業的發展因此產生了巨大影響，線下文化產業受到了極大的限制，電影院、劇院等被迫關門停業，院線以及演藝公司面對著現金流緊張、票務處理繁複，諸如此類的尷尬困境，部分企業甚至被迫出局。然而，疫情封鎖期間居家文娛存在著巨大需求，促使了以互聯網為基礎的新興數字文化：例如串流媒體、數位音訊、數位遊戲等線上娛樂消費產業逆勢而上，重塑了文化消費的新形態。

本文旨在研究公衛事件對中國文化產業的影響，主要採質性研究。以新冠肺炎爆發時期作為此次研究的個案，搜集相關文獻，以及搜尋中國文化和旅遊部的網站，進行初步的研究、分析整理。同時利用實地田野調查，訪問大陸文化產業從業人員，瞭解文化產業受疫情影響發展的現況。

最後本文將彙整研究成果，重點探討在新冠肺炎疫情期間，以線上數位文化為首的文化產業出現的新業態、新模式，提煉互聯網文化產業的生存優勢。提出自身對於中國在以文化創新為核心價值和 5G 為首的數位科技的雙輪驅動下，重新審視未來文化產業數位化轉型的發展態勢，並對於與之產生的格局重組與升級、跨領域產業融合的策略進行探討。

關鍵詞：文化產業、文化消費、文化創新、新冠肺炎、公衛事件

Abstract

At the end of last year, the sudden outbreak of the COVID-19 has greatly impacted the development of cultural industries of the world. In mainland China, various cultural industries has suffered from the huge impact, which greatly affected many offline cultural industries, for example, Cinemas and theaters have been forced to close down. Performing arts companies is faced with dilemmas such as shortage of cash flow in business operation, complicated ticket information processing, and killing programs. However, there was a huge demand for domestic entertainment during this special period, which prompted emerging digital cultures, such as streaming, digital music, digital games, and other online entertainment consumer industries, and simultaneously reshaped the new form of cultural consumption.

This paper aims to study the impact of public health emergency on China's cultural industry, and mainly

taking the nature research and the outbreak of COVID-19 as a case study, taking the collection of related literature material, as well as searches for the website of the Ministry of Culture and Tourism of China for preliminary research, carries out preliminary reading, analysis and the reorganization. What's more, field investigation were adopted to interview practitioners of the cultural industry in mainland China to understand the current status of the development of the cultural industry affected by the epidemic.

Moreover, focusing on exploring the new formats and models of the cultural industry led by online digital culture during the epidemic, this paper will summarize the research results, extract the advantages of the Internet cultural industry. Last but not least, this paper puts forward that under the “driven by two wheels” strategy in the digital technology with cultural innovation as the core value and 5G technology as the leading technology. China should re-examine the development trend of digital transformation of cultural industry in the future, and discuss the strategy for restructuring and upgrading of the resulting pattern and the integration of cross-field industries.

Keywords: Cultural Industry, Cultural Consumption, Cultural Innovation, COVID-19, Public Health Emergency