URN etd-0407109-183710-747
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Statistics This thesis had been viewed 38 times. Download 0 times.
Department
Year 2003
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The conversation between Medium and Culture: The future development of Hakka TV
Date of Defense 0000-00-00
Page Count 155
Keyword
Hakka TV
medium management
knowledge management
cultural creative industries
marketing strategy

Abstract
This paper is based on Knowledge Management, Cultural Creative industries, and Marketing Strategy. By the way of conferring with bibliography, case study, and in-depth interview, to know the program plans, the operating situation, the marketing strategy and the future objective of Hakka TV. Then compare the opinions from a lot of professionals and scholars. Discuss and analyze the eight parts, including management of medium, program content, marketing, government policy, technology, cultural creativity, audience, and education. To discover the current questions and the difficulties of Hakka TV form this paper. And then bring up the suggestions of the future management aspect of Hakka TV.

The conclusions and suggestions of this paper are divided into two parts, “the future development of Hakka TV” and “the question points of Hakka TV.” Explain and discuss the suggestions from following four aspects.

1. The cultural creative industries of Hakka TV.
2. The knowledge management of Hakka TV.
3. The marketing strategy of Hakka TV.
4.The total part of Hakka TV.

Finally, this paper provides the specific suggestions in the respects of fixed position, management strategy, market distinction, program content and marketing strategy.
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Files No Any Full Text File.
Date of Submission 2004-07-26