

科目：英文作文與文化分析

系所組：英國語文學系碩士班
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In a world where AI-generated contents and digital economy thrive, how will you ensure that the creative content creators, producers, distributors, and consumers all get their fair share in the CCI (Cultural and Creative Industries) value chain? **Read the following quote and produce ONE well-written essay to express your view about how to nurture a sound ecology for the development of cultural and creative industries locally or globally. Be sure to provide a thesis statement that articulates your central argument and provide concrete examples or evidence to support your view. (100%)**

According to *Cultural Times: The First Global Map of Cultural and Creative Industries*, despite the profits, job opportunities, and other benefits that may be generated by CCI, two problems pose obstacles in their development:

CCI players face two difficulties: trying to persuade consumers to pay for something they may have been accessing for free, and extracting a fair share of the value generated by cultural content, which has been largely captured by online intermediaries. The problem of a value chain distorted in favor of internet intermediaries needs to be addressed by policy makers across borders, so that the internet becomes a fair-trade place for creators and their works.

If you were one of the policy makers, CCI scholars, or influencers, what will you do to deal with the difficulties and ensure a better environment and future for CCI development?

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※ 注意：

1. 考生須在「彌封答案卷」上作答。
2. 本試題紙空白部分可當稿紙使用，試題須隨答案卷繳回。
3. 筆試可使用英英字典，但不可使用電子字典，亦不可攜帶其他資料入場。