

Darrell William Davis **Marketization, Global China, Hollywood**
戴樂為 **市場化、全球中國、以及好萊塢**

The paper analyzes progress and paradoxes of China's transition from socialist propaganda to more commercial forms of movie enterprise and marketing. Maintaining a signal difference between market and "marketization," the aim is to boost growth, diversity and state cultural consolidation. Market mechanisms unleashed in China are subject to rules that "serve the people," stipulated by officials, party, and domestic industry. Marketization is not a midway point enroute to matured capitalism, but strategic exercise of market incentives, while managing externalities and risk.

本文旨在分析中國電影從社會主義政宣取向轉變成較為商業性的電影企業形式和行銷模式，此一過程當中的發展及弔詭之處。維持市場與「市場化」間的字面差異，目的即在於促進市場成長、多樣性和鞏固官方文化。中國的官員、政黨與國內電影產業皆明定市場機制仍需從屬「為人民服務」的原則。因此，市場化並不是邁向成熟資本主義的中途點，而是掌握外部效應與風險的同時，針對市場激勵的策略性手段。