

## Abstract

Since 2002 Taiwan has transformed its cultural policy, following the lead of the UK's creative industry discourse in particular and neoliberal policy regimes in general.

This thesis investigates the processes through which neoliberal thinking shaped changing cultural policy and the impact this has had on cultural workers and practices in Taiwan's cultural landscape.

I examined policy making documents and interviewed a range of involved actors, including government officials and cultural workers to learn more about the policy process and its impact.

The research argues that the creative economy has heavily influenced the development of cultural policy discourse and generally failed to promote the public interest in Taiwan. The results of neoliberalisation have been embodied in several salient characteristics such as the privatisation of public space, marketisation of public subsidy and investment, commercialisation of higher education, and flexibilisation of cultural labour market.

I argue that cultural policy needs to be reshaped to represent the public interests and diversity of our cultural landscape.

**Keywords:** Creative economy, Cultural industries, Cultural policy, Marketisation, Neoliberalism, Privatisation