

MAKING CITY IMAGE: A FILM STUDY RELATED TO KAOHSIUNG

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Abstract

In 2000, the Kaohsiung Film Archive was set up, and the Kaohsiung Cultural Affairs Bureau was set up three years later. The noted Kaohsiung Film Festival has also been held for 15 years and become a popular public activity for the citizens. Moreover, in recent years KCG set up the Film Support Center to support the filming teams who want to shoot movie in Kaohsiung and offer some film-related subsidies.

The destination of these series of programs from KCG is to improve the visibility of Kaohsiung City. KCG want to make Kaohsiung become a city which can produce films. So, "Kaohsiung-ren", a specialized film brand for Kaohsiung City was born.

The main point of this paper is to analyze the movies assisted by Kaohsiung-ren. By sorting out the script to analyze what kind of Kaohsiung's characteristics these selected films consistent with. Then, compare the results with people's impressions of Kaohsiung from the travel notes.

According to the analysis of this paper, people can know if the image KCG create in their invested films fit the impression of the city for those people who have been to Kaohsiung.

Keywords: Kaohsiung, Kaohsiung Film Industry, Film Analyzing, Image of City