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# EATS NEWS

**The Newsletter of the European Association of Taiwan Studies**

<http://eats-taiwan.eu/>

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## Communicating Taiwan's Democracy

**Gary Rawnsley**

**A**s the keynote speaker at the annual conference of the European Association of Taiwan Studies (EATS) in 2013, Professor T.J. Cheng of William and Mary College delivered a characteristically interesting paper on Offshore Democracies: An Ideational Challenge to China. His intention is to



understand how Taiwan is perceived in mainland China through examining the official and non-official discourses there about the island's democratic institutions and procedures. Two sections of his talk provoked a response from a soft power and public diplomacy (PD) perspective.

First, T.J. outlined the *sibau minzhu*, the 'quartet of evils' that define the official view about Taiwan's democracy. Discourses about the 'evils' are framed by key-words that focus on the more disturbing side of Taiwan's political evolution - black-gold, party-splitting etc.

From a PD perspective, such official discourses constitute part of the environment in which Taiwan must operate. It is unfortunate that China chooses to view Taiwan in such an out-dated way - the problems of corruption are now far worse in the mainland than they are in Taiwan where there is much less electoral corruption than previously - but the question that Taiwan must confront is how to respond and work within the constraints?

### **EATS News Issue 3**

**31/1/2014**

#### **Content**

Communicating Taiwan Democracy	p.1
Editorial	p.4
Taiwan Fellows	p.6
Institutional Profiles	p.11
Workshop Reports	p.18
Brno Student Workshop Special	p.22
Notice Board	p.29

Taiwan is not in a position to change the Chinese conversation, so must pay far more attention to its soft power capital and the quality of its public diplomacy strategy than previously. The external environment frames the architectures, methods, success and failures of Taiwan's international communications and determines their impact on elite audiences and mass opinion. I have talked about this many times in published papers and in blogs, and this argument forms the core of the book I am now writing which examines the interaction of structure and agency to understand Taiwan's soft power.

I felt that T.J. had inadvertently stumbled on a set of contradictions when he claimed that 'Taiwan's democracy is like a silent movie, more palatable than soundbites', and he applauded Taiwan's government for not hectoring the PRC about human rights abuses. T.J. is right to isolate the *practice* of democracy as a particularly useful communications strategy - in Public Diplomacy, actions really do speak louder than words - and by providing a model Chinese democracy, Taiwan is demonstrating



**(Keynote speaker T. J. Cheng, left)**

the fallacy of so-called Asian values: There really is a political alternative for China. However, silence is not an option for Taiwan, and measured, strategic soundbites do have

their value. Why be silent when the world is not listening to you anyway? For a state facing Taiwan's predicament, silence means an absence of attention, and so the government does not/cannot challenge the dominant narratives conducted in Beijing. Silence will not undermine a depiction of Taiwan which centres on 'the quartet of evils', circulating within a tightly controlled media and education system.

T.J. is correct to commend the absence of hectoring and pontificating in Taiwan's interactions with the PRC, but such methods of communication are neither strategic nor desirable as they can backfire on the source of the message. Rather, Taiwan must strike a balance between silence - letting the story of Taiwan's democracy speak for itself - and making sure that story is heard by audiences conditioned to have a very different perception of reality.

Another speaker on the Senkaku/Diayutai dispute prefaced her paper with a reference to 'manipulation' by the international media on this subject, evidence for which is provided by the fact that the media concentrate overwhelmingly on Japan and China and ignore Taiwan's claims on the islands. This sounds very similar to claims by Beijing that the international (read western) media deliberately demonise China, and that this accounts for the continuing popularity of the theory of cultural imperialism in China. As a communications scholar, I would reply that the international media know and understand China and Japan; their frames are familiar. Taiwan, however, is largely unfamiliar to international media consumers who have no real understanding of Taiwan or why Taiwan matters. The media will choose to sideline Taiwan because of the competition of voices, interests, stories and news-space, but also



*(The 10<sup>th</sup> EATS Conference in Lyon, 2013)*

because journalists are denied the kind of structured and continuous interaction with diplomats and press officers that may yield coverage. My research reveals that Taiwan is passive in its acceptance of this situation - that its public diplomats and press officers sit back, see a crowded market place and believe that change is impossible. Being voiceless therefore becomes a self-fulfilling prophecy.

These comments connect with my discussion of T.J.'s paper and the consequences of accepting a 'silent movie' approach. Again, the international media are not necessarily ignoring Taiwan; Taiwan is not getting the message out and its voice heard because of the inadequacies of the public diplomacy structure.

*(This article has been published in Gary Rawnsley's blog on public diplomacy:  
<http://www.pdic.blogspot.co.uk/2013/05/silence-is-not-always-golden.html>)*

**Gary Rawnsley is Professor of Public Diplomacy, Department of International Politics, Aberystwyth University.**

## **“UNDERSTANDING TAIWAN THROUGH FILM AND DOCUMENTARIES” PROJECT CENTRE OF TAWAIN STUDIES SOAS, UNIVERSITY OF LONDON**

The Centre of Taiwan Studies, School of Oriental and African Studies (SOAS), University of London will screen a series of Taiwanese films and documentaries in February 2014 as a part of its “Understanding Taiwan through Film and Documentaries” project, funded by the Ministry of Culture’s Spotlight Taiwan Program. The project will host nine film screenings during each academic year, including a mixture of feature films, short films and documentaries. The Taiwan Film Week in February 2014 is arranged as follows:

- 10 February 2014, 7-10pm, [The Affair of Three Cities: The Game](#) 台北京之比賽
- 11 February 2014, 7-10pm, [The Chai-Wan Matchup](#) 我們 (with Q&A with director Chung Chuan)
- 12 February 2014, 7-10pm, [Face to Face](#) 正面迎擊 (with Q&A with director Chung Chuan)
- 13 February 2014, 7-10pm, [Book launch Documenting Taiwan on Film “Issues and Methods in New Documentaries” & screening of Viva Tonal: The Dance Age](#) 跳舞時代 (hosted by Sang Ze-lan, Oregon)
- 14 February 2014, 7-10pm, [Boys from Fenggui](#) 風櫃來的人 (hosted by Dr Ming-yeh Rawnsley)

For more information please consult the website of the [Centre of Taiwan Studies, SOAS](#).

## Editorial:

### *Self vs. Other*

Ming-Yeh T.  
Rawnsley



As the EATS Board are busy organising the forthcoming annual conference in Portsmouth, which will take place between 30 April and 2 May 2014, the conference theme, “Self vs. Other”, is very much in our mind. Hence the 3<sup>rd</sup> issue of *EATS News* is designed to follow a similar idea. The intention is not to make a direct comparison or contrast about anything specific, but to broaden the context of Taiwan Studies by incorporating multiple viewpoints. As Professor Gary Rawnsley’s article has illustrated, when he engages the keynote speeches delivered at the

2013 EATS annual conference in Lyon from the perspectives of public diplomacy, the intellectual interaction has given him further insight into the problems of the practice and communication of Taiwan’s democracy.

The evidence of the expansion of Taiwan Studies as a field comes from many directions. We are pleased to have two recent Taiwan Fellows to share their experiences in this newsletter. Dr Colin Alexander comes from the discipline of international communications and visited Taiwan for the first time in 2013, while historian Niki Alsford is an experienced Taiwan researcher. They both obtained Taiwan Fellowships last year and delight us with fascinating personal stories and reflections. We are also proud to present two active institutions of Taiwan Studies from two continents – Asia and Europe. Dr Ann Heylen introduces us to the International Taiwan Studies Center of the National Taiwan Normal University (NTNU), and Dr Saša Istenič writes on the Taiwan Research Center of the University of Ljubljana, Slovenia. Coincidentally both

centres were established in 2009.

There was an explosion of Taiwan-focused or Taiwan-related academic and cultural activities in the UK and Europe last year. The two workshop reports commissioned by the newsletter – “Hard Power vs. Soft Power: Intra-Regional Dynamics in East Asia” in Portsmouth (organised and reported by Dr Isabelle Cheng) and “Taiwan in Motion” at the University of Edinburgh (reported by Dr Jens Damm) – are interesting samples of these exciting developments.

Moreover, many of the events are not simply isolated one-offs. As our special features on “Brno Student Workshop” have demonstrated, some workshops can be long-term with accumulative effects and may potentially

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news, reports and  
articles to the EATS  
News editor at:*

*[mytrawnsley@gmail.com](mailto:mytrawnsley@gmail.com)*

cultivate future generations of students and scholars in the field. Dr Tána Dluhošová organised the first graduate workshop on Taiwan Studies in Masaryk University in 2010, which attracted 20 students. When she organised the second workshop in Brno in summer 2013, it welcomed 37 participants. Dr Dluhošová then selected five undergraduate and postgraduate students to visit Taiwan in December 2013, which became a student workshop on “Topics in Taiwanisation”, hosted by the International Taiwan Studies Center of NTNU. The contributions by Dr Dluhošová, Dr Ann Heylen and Miss Denisa Hilbertova help us form a more rounded impression about the history, arrangement and impact of the “Brno Student Workshop” from the different positions of organisers and participants.

Once again, the Notice Board of the newsletter serves as a platform to announce new publications, the recent movement of EATS members, as well as activities of Taiwan Studies institutions around the world. We hope all EATS members will remember to drop an email to the editor

of the newsletter when you have news to share with *EATS News* ([mytrawnsley@gmail.com](mailto:mytrawnsley@gmail.com)). We look forward to hearing from you and to announcing more good news and innovative initiatives with the Taiwan Studies communities.

**Dr Ming-Yeh T. Rawnsley is Secretary-General of EATS Board and Editor of EATS News. She is also Research Associate, Centre of Taiwan Studies, SOAS, University of London and Associate Fellow, China Policy Institute, University of Nottingham.**

## ERCCT VISITING FELLOWS PROGRAMME

The European Research Center on Contemporary Taiwan (ERCCT) at the University of Tuebingen, Germany, runs a Visiting Fellows Programme in cooperation with its Taiwanese partner institutions. Two Taiwanese PhD or Postdoc students are invited each semester to join the ERCCT for a

period of one month. Successful applicants will be granted a living stipend of 900 EURO (including accommodation) and insurance provided by the ERCCT, and a free round trip air ticket (economy class). During their stay in Tuebingen, Visiting Fellows will be officially affiliated to the ERCCT and be provided with office space. Working languages at the ERCCT are English and Mandarin Chinese.

Interested applicants should submit an academic CV, an exposé of their PhD or postdoc research project of no longer than 10 pages, and a letter of recommendation by a professor of the partner institution where they are enrolled. All application materials should be sent in electronic form to Dr Stefan Fleischauer at [stefan.fleischauer@ercct.uni-tuebingen.de](mailto:stefan.fleischauer@ercct.uni-tuebingen.de)

**Application deadline for the summer semester 2014 (April 7th to July 19th) is February 15th, 2014, and for the winter semester 2014/2015 (Oct. 13th, 2014 - Feb. 14th, 2015) is June 15th, 2014.**

For more information on the ERCCT please refer to our website at [www.ercct.uni-uebingen.de](http://www.ercct.uni-uebingen.de)



# My Experience as a Taiwan Fellow

Colin Alexander

“Ben Gollings” the chirpy woman said as I entered the 7-11 in Shida Night Market. Or at least that’s what I thought she said.

Ben Gollings is a recently retired English rugby player. ‘Does she think I looked like him? I guess my dark bearded complexion could be construed as similar. Perhaps Gollings was famous in Taiwan, maybe he released a pop video some years back that passed me by but had been ‘big in Asia’?

‘Bee boo, bee boo’, the doors opened again and this time a man of Han Chinese complexion entered. Once again I heard the cry of, “Ben Gollings”. ‘Jesus’, I thought in my jetlagged daze, ‘Gollings was so famous they greet people with his name.’

I chuckled to myself, paid for some sushi, a big bottle of water and a chocolate bar and left the shop. That first night I wandered the streets of Taipei taking it all in. I had arrived at 6pm after departing the UK some 16 hours earlier and didn’t want to go to sleep just yet for fear that I would wake up at 2am and be in a whole world of bother the rest of that day. Needless to say, that still happened.

After breakfast in my cheap, windowless, Taipei hotel I headed back to my room to get my bag full of documents. I had to register at the Center for Chinese Studies (CCS) at the National Central Library that morning. As I approached the elevator in the foyer an elderly man was already waiting at the doors. The elevator arrived, and moments after the airtight doors had closed he let out a large, post-breakfast burp to which I, as any Western man would, giggled like a school boy. The elderly gentleman just looked at me bemused as though I had started laughing for no reason. ‘I think I’m going to like this place’, was my thought as I held my breath until the elevator doors opened again.

Those were my first few hours in Taiwan, and I subsequently found out that the greeting said by shop assistants is ‘*huanying guangling*’, so not really similar to ‘Ben Gollings’ at all, but the personal joke stayed with me throughout my time there.

I arrived in February 2013 after being selected for a Taiwan Ministry of Foreign Affairs Research Fellowship, applied for via the Taipei Representative Office in London. The stipend was for six months. However, I stayed for just five and half months due to other commitments.

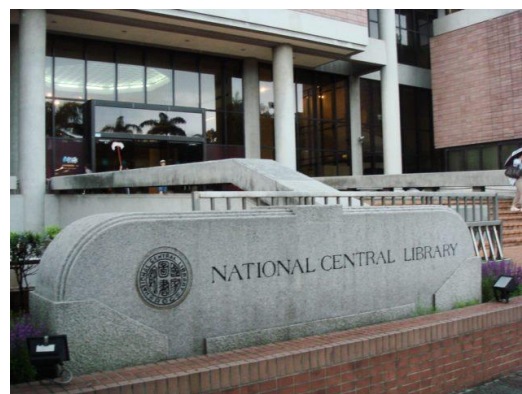
The research topic of my successful application was ‘Taiwan Public Diplomacy towards its Formal



Diplomatic Allies in the Caribbean’ and I was affiliated with the International Taiwan Studies Center (ITSC) at National Taiwan Normal University. My time was spent reading a lot about Taiwan’s political communications, with the aim of re-testing some the theories and conclusions that I had developed in my PhD thesis. I also conducted various interviews with high profile government and military figures with responsibility for communications. Academically speaking, I consider the time I spent in Taiwan to be academically worthwhile, stimulating and successful overall.

However, at times I struggled to gain access to some government institutions, the KMT being the most prolific of these. I put this occasional stonewalling down to a number of factors that those thinking of conducting similar research should take note of. Firstly, Taiwan remains in the process of democratisation, and so commitments to transparency are varied from organisation to organisation and department to department within government. The second reason is that Taiwan, while technologically advanced, continues many of its traditional business practices around patronage. As such, a Western academic without much in the way of reputation will struggle to access some organisations and/or prominent individuals. The best way to get round this is to network widely and to find a local person with some kudos to sponsor you in or make introductions on your behalf. The added problem is that your interviewee is unlikely to tell you anything other than the standard answer at first interview, so if they suggest a second more informal meeting over dinner or drinks then jump at the chance. Be prepared to put in some serious man hours to getting an audience with those you desire.

The CCS is helpful when, or if, help is required. I did not really require their assistance during my stay in Taiwan though. However, I am sure that had need arisen then Peter Chang and his team would have been most willing to advise on a resolution. I found my living accommodation myself with the assistance of an English-speaking agent. The accommodation I found really suited my needs and budget and I have no real complaints about the processes that occurred, although other people did tell of nightmare scenarios. There are good and bad landlords in all countries though.



Finally, I must add a point about loneliness. I was fortunate that my wife was able to take a sabbatical from work and come out to Taiwan. She arrived after I had been there for seven weeks, stayed for four weeks and then travelled South East Asia with a friend for three weeks, before returning to Taiwan for a further three weeks. This option is not available to many people though. To combat loneliness I joined a local [very] amateur football team called the On Tap Badgers that was made up mainly of ex-pats. Sunday morning fixtures followed by pub lunch and a few beers were always something to look forward to. What is more, most of the people playing in team were in a similar situation to myself; working abroad with family and friends back at home. The welcome I received and the immediate integration that they provided is something that I will look back on with real fondness.

Taiwan is a wonderful country. It is safe, clean and orderly. Part of our job as Taiwan Studies scholars is to inadvertently promote Taiwan as an intellectual concept. However, I cannot help but think that I quite like it being the exclusive club that it is.

**Dr Colin Alexander is Lecturer in Communications Studies, Nottingham Trent University, UK.**



# An Island of Fellowship, Adventures and a Cave with Barbarian Words

Niki Alsford

In 2013, I found myself the lucky recipient of the Taiwan Fellowship, a grant awarded by the Ministry of Foreign Affairs (MOFA) to scholars engaged in research related to Taiwan, cross-strait relations, China, and Chinese studies.<sup>1</sup> I was pleasantly surprised as scholarship awards and academic positions for the study of Taiwan have tended to favour the social sciences. This of course, to a certain degree, makes perfect sense considering the attention that contemporary Taiwan studies has made on disciplines within social science faculties



throughout the world. As a scholar who is engaged in the humanities (history, in my particular case), there is often not much meat left on the carcass of international research funding — although perhaps one is now witnessing a change in tides. So you can imagine my delight to be informed that I was able to take some leave and return to an island that I once called home, but would now call fieldwork.

On a cold, damp spring morning in April I began to pack, readying to leave my London home to embark upon my fellowship. *Fellowship*, I think, is an interesting word, a better alternative perhaps to drier words such as grant or scholarship. It is a word that continues to remind me of something out of *The Lord of the Rings*. When J.R.R. Tolkien wrote about fellowship, he said: “It’s the job that’s never started as takes longest to finish.” A certain degree of truth to that, no doubt, but yet Tolkien also wrote: “It’s a dangerous business, Frodo, going out your door. You step onto the road, and if you don’t keep your feet, there’s no knowing where you might be swept off to.” This particular quote thrills me, and if one looks up the word *fellowship* in any respected dictionary, the feedback often draws to a condition of sharing similar interests, ideals, or experiences, as well as a financial grant made to a fellow in a college or university. I would like, therefore, to take this more to mean the former and write about an experience that was shared during my fellowship period.

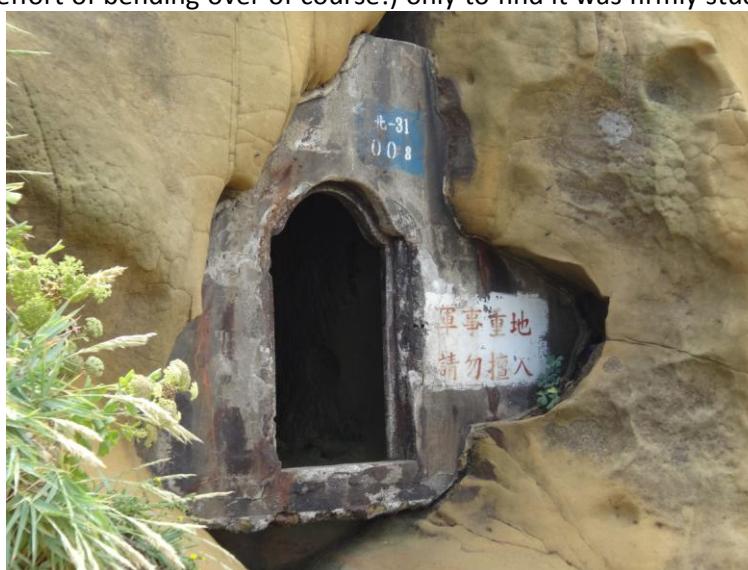
Those who know my research will know that I have tended to focus on one particular fellow who sojourned in Taiwan in the late nineteenth century. In an article titled *Keelung and the Neighbourhood*, John Dodd wrote about a cave, “the entrance [of which] is narrow and the apartment very small; it will only contain, two or three persons, and is not more than seven feet or so high”. Situated within “are a few names cut in the walls bearing rather ancient dates”.<sup>2</sup> The cave,

known to Dodd as “The Dutch Cave”, has over the course of Taiwan’s history been visited by a number of people of different nationalities. The earliest graffiti inscriptions date to the Dutch period, and in the early-modern and modern periods of its history the cave was visited by the French author Camille Imbault-Huart, and the Japanese anthropologist Ino Kanori who ventured there in 1902. Today it is referred to as *fanzidong*, politely translated as “Cave of Foreign Words”.

The cave, situated on Heping Island Park (*Hepingdao binhai gongyuan*) can be accessed via a man-made opening in spite of what seems to be an old Cold War remnant with the inscription *junshi zhongdi qingqu shanru* (roughly translated as “military point, please do not enter without permission”).

So a few days after Typhoon Trami deposited her substantial rainfall in August 2013, I embarked on my adventure with a fellow companion — though a comparison with Frodo and Sam should not be made. The cave provided all that it should: It gave a couple of aging men a sense of boyhood adventure. John Dodd described the area when he went as the “sort of place where one would expect to meet Sinbad the Sailor out for a stroll”.<sup>3</sup> For us of a much more recent generation, it is a place that one might find in an Indiana Jones film (note to Hollywood studios — suggestion for a new film: *Indiana Jones and the Cave of Barbarian Words*). With our torches we began frisking the walls, removing cobwebs and prehistoric insect-like creatures in search of names. The cave, as John Dodd rightfully describes, can fit about two to three people (in our case it just managed the two of us — well we both are still carrying a little Christmas holiday weight in spite of it being the middle of the summer!). Situated along the wall were piles of spirit money (probably due it being ghost month), and in one crevice we encountered two mysterious clay jars covered in the exoskeletal remains of those prehistoric insect-like creatures that I briefly mentioned earlier. What was more, my pipe-smoking, Captain Haddock look-a-like companion stumbled upon an “authentic”, though somewhat plastic, Buddhist icon (to which the tomb-robbing so-and-so claims ownership over and pocketed) — Is he cursed, like in a Howard Carter and the curse of King Tut’ sort of way? Well he did claim to have a summer cold a few days later, so you never can tell. In a separate crevice, the beam of my torch caught a small reflection of something sticking out of the muddy floor. I did the usual tap with the foot (to avoid the effort of bending over of course!) only to find it was firmly stuck in the ground, so

with the back of to dig around it. suspension knelt down, and that I can only being similar to a bone, I pulled bottle. What item? Was it Chinese could it have receptacle for Holy Water used Dominicans who



my foot I began As the heightened I in a manner describe as a dog digging up out a glass was this magical from an ancient apothecary? Or been a the carrying of by the Spanish may have once

held a secret mass in the cave? Upon much closer inspection, three Chinese characters — *ai zhi wei* — began to appear. Alas it turned out to be nothing more than sauce for dumplings! A product perhaps of the recent typhoon.

The typhoon though, and the spirit money indicating that it was ghost month, meant we pretty much had the area to ourselves. Knowing that this was the very cave that was written about by the men whom I have spent a considerable amount of time researching, I was nevertheless in my element. I knew John Dodd had visited the cave circa 1875, so I was keen to catch a glimpse of that date with the beam of my light. About an hour or so into our mysterious cave art exploration, and discussing all things historical, we came across the date: 1875, with the initials: J.D. Now, it is impossible to know for sure, but a part of me knows that in spite of John Dodd's warning that: "it is not certain whether [the] Dutch sounding names have not been engraved by some waggish 'Arry' of the present century",<sup>4</sup> he himself had decided that the situation called for a personal inscription, and I had, nearly 140 years later, stumbled onto that very engraving. As you can imagine, we left much fulfilled.

As my fellowship draws to a close, I find myself wondering if perhaps Tolkien was right, and that the job that's never started takes longest to finish, but surely this doesn't matter. I for one enjoyed my adventures, and the Taiwan Fellowship to me goes beyond the status of being awarded a grant, and is more of a companionship of individuals that share similar interests in a congenial atmosphere.

#### Notes:

1. Taiwan Fellowship, *Introduction* (<http://taiwanfellowship.ncl.edu.tw/eng/about.aspx>, accessed 23 September 2013).
2. Alsford, Niki J.P. *The Witnessed Account of British Resident John Dodd at Tamsui*. (Taipei: SMC Publishing Inc., 2010), 263.
3. Ibid, 262.
4. Ibid, 263.

**Niki Alsford is Senior Teaching Fellow in the Department of History at the School of Oriental and African Studies, the University of London.**

### TAIWAN FELLOWSHIPS

The Taiwan Fellowship is established by the Ministry of Foreign Affairs (MOFA) to award foreign experts and scholars interested in researches related to Taiwan, cross-strait relations, mainland China, Asia-Pacific region and Chinese studies to conduct advanced research at universities or academic institutions in Taiwan. For further details please see <http://taiwanfellowship.ncl.edu.tw/eng/index.aspx>

# **Institutional Profile (I):**

## **International Taiwan Studies Center, National Taiwan Normal University**

Ann Heylen

The International Taiwan Studies Center (ITSC) was established in December 2009 as one of the initiatives taken by the College of Liberal Arts at National Taiwan Normal University (NTNU) to promote the internationalization of Taiwan Studies within the university. I was appointed the Center's first acting director, not long after I started working at NTNU as associate professor at the Graduate Institute of Taiwan Culture, Languages and Literature in 2008. The activities of the Center, as the name suggest, mainly focus on internationalization, either in attracting international scholars to Taiwan or providing opportunities for our students to gain an international experience abroad. In its initial stage the Center was in charge of the new journal publication *Monumenta Taiwanica* (台灣學誌) (2009-2012) edited by the Graduate Institute.

Over the past five years,



we have seen some changes taking place that relate to the internationalization of Taiwan Studies from within Taiwan society - academically and politically speaking. Within the structure of the university system, the Center is an independent body and dependent on external funding. The staffing of

the center consists of the director and a deputy director Yin C. Chuang with our office

located in the Department. Activities are extracurricular to the teaching and research duties of the Department, but there exists room for integration within the curriculum. We strive to create a pattern with the academic activities that can set a tradition.

What we have achieved in this respect is the collaboration with George Mason University





(GMU); the Center acts as host for the recipients of the Taiwan Studies Program selected by the Center for Asia-Pacific Economic Cooperation at GMU. This collaboration was set up in 2011, when the first group of four undergraduate students visited NTNU for a period of two weeks. Usually the visit is for two weeks and takes place in May or December. The students are selected based on their research proposal related to a Taiwan topic, which can range from history, social work, popular culture, religion and economics. Students arrange their own schedule, but can rely on the Center for additional information and support. The rationale behind this exchange is to make the

students at an early stage in their higher education interested in Taiwan's culture and society. To date some of the students have integrated their Taiwan experience in their master

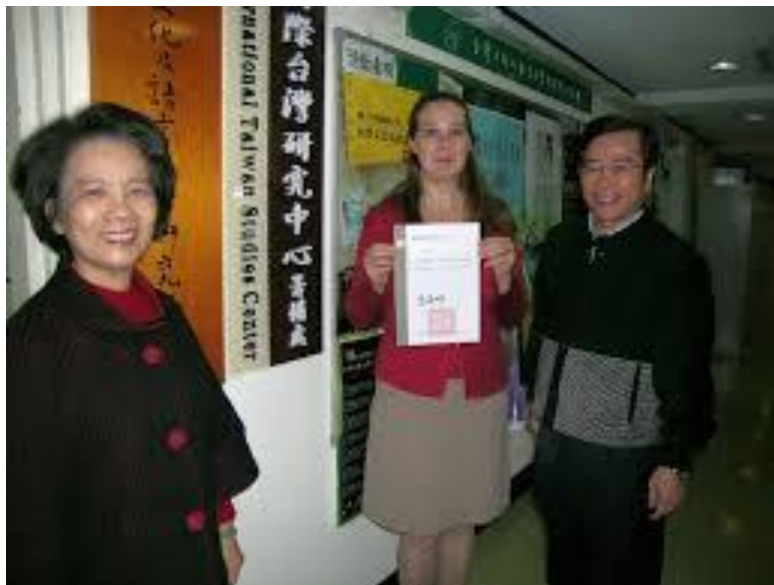
thesis or applied for scholarships to take Chinese language classes. We feel this collaboration is one of the productive investments and applications of Ministry of Education (MOE) support for Taiwan Studies abroad.

Another venture of a similar kind that the Center fulfils as service to the International Taiwan Studies community regards the Taiwan Fellowship program initiated by the [Ministry of Foreign Affairs](#) (MOFA).

Since 2011, the Center has been host to a number of researcher recipients of the Taiwan

Fellowship. During their stay the Center can provide office space and assist with academic support. Under this scheme, we have welcomed Táňa Dluhošová (2012) from Charles University, Prague to do the final research to complete her doctoral dissertation dealing with the literary field and Taiwan literature in the early post-war period. In 2013, the Center hosted Dr Colin Alexander, University of Leeds with a postdoctoral project Taiwan's Public Diplomacy towards its Formal Diplomatic Allies in the Caribbean Islands and also archeologist Dr Maria Cruz Berrocal working on the archaeology of early colonialism: Europe in Taiwan in the 17<sup>th</sup> Century. Both researchers regularly took part

in academic exchanges with the department's students through lectures and participation in the 2013 NTNU Summer School. The 2014 recipients are two doctoral students, Poppy Toland,



Bangor University, Wales with the project "That Summer, the Calmest Sea 《那年的夏天，最寧靜的海》 Translating the work of Hao Yuxiang within its context" (February – May 2014) and Ms Philippa Riley, University of Melbourne with the project "Space of the nation, soft power and cultural policy in contemporary Taiwan: a case study of Taipei Station as the national gateway" (March - May, September – October 2014). We expect to continue this trend; it not only offers visibility to Taiwan Studies internationally but also creates opportunities for future



exchanges and collaboration with researchers in Taiwan.

The Center also benefits from the research projects programs initiated by the Ministry of Education to promote Taiwan Studies at foreign universities, either through short research stays, international conference organization or workshops. To this end, the Center hosted Professor Mark Harrison, University of Tasmania (UTAS) and Dr Haiqing Yu, University of New South Wales (UNSW), Australia, with a project “Taipei as a Global City: Place-making between the screen and the everyday” from October 2009 to February 2010. In November 2010, the Center organized in collaboration with the Taiwan Research Unit at Ruhr University Bochum an international symposium “Taiwan literature off the mainstream: Between languages, ethnicities and medias.” Both projects were sponsored by the MOE The Talent Cultivation Project of Taiwanese Literature, History and Art in Globalization (January 2007- December 2010).

The research directions of the Center focus on popular culture, Taiwan history and heritage, missionary linguistics, Taiwanese literature. We try to see that the invited scholars and applications for our students to go abroad fit these research directions. For instance, we are quite active in the field of popular culture, and this also thanks to my colleague Dr Yin C Chuang’s expertise and extensive network. Invited researchers in the field of popular culture to have spent short research stays at the Center over the past

years have been Professor Masashi Ichiki, (Chikushi Jogakuen University, Fukuoka, March 2011), Prof. Jeroen De Kloet (University of Amsterdam & Director of the Amsterdam Centre for Globalisation Studies, October 2012), Prof. Kim Ik Ki (Dongguk University, Seoul, January 2013). In April, we’ll be welcoming the two week stay of Dr Sang Yeon Loise Sung (University of Vienna). The highlight so far has been the 2011, 1-4 September inaugural East Asian Popular Culture Association Conference (EAPCA). This conference was organized by East Asian Popular Culture Association ([EAPCA](#)), the Center, and the Department of Taiwan Culture, Languages and Literature, NTNU. At the meeting, scholars from eighteen nations delivered almost one hundred papers. The cooperation between the three organizations brought in very lively and thoughtful discussions of the issues that participants developed. Keynote speeches were delivered by the famous Professor Inuhiko Yomota (Meiji Gakuin University), Dr Toni Wood – Johnson (University of Queensland) and Professor John Bratzel (University of Michigan & 2011 President of the American Popular Culture Association (PCA)).

Following the inaugural conference of the East Asian Popular Culture Association, the timely topic of popular culture has been added as one of the Center’s research clusters. Needless to say, the above mentioned research stays prove beneficial to the courses within the department that focus on popular culture. I refer to ‘Taiwan Popular Culture’

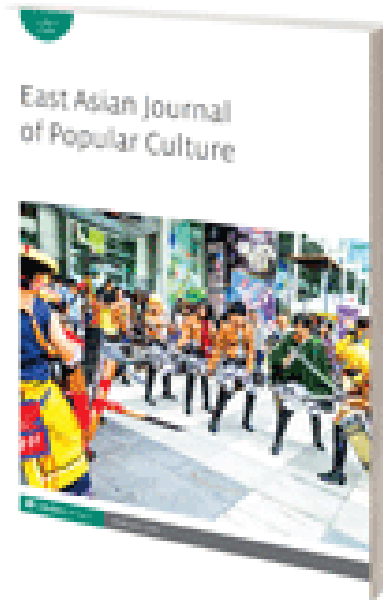


# 國際台灣研究中心

## International Taiwan Studies Center, NTNU

(<http://twpopculture.blogspot.com>) and 'Taiwan Popular Music' (<http://popsong991.blogspot.com>)' two courses taught by Dr Yin C. Chuang and which are to lead students to read relevant materials of and discuss the issue of identity experienced in Taiwan popular culture. Both courses look into this issue through historical perspectives as well as the ways in which Taiwanese-ness has been re-presented through different cultural forms, including popular music, cinema, popular Literature, betel-nut beauties, electronic-fancy-float girls, shopping and queuing, wedding and portrait photography, adult films, comics and trendy Dramas, night markets, food culture and political consumerism in Taiwan. Within this scope, the Center also welcomed the sabbatical visit by Dr Yoshihisa Amae from Chang-jung Christian University for the autumn semester 2013 with a project on Hatta Yoichi and George MacKay: Colonial Modernity, Memories, and Cultural Production.

A significant development is the establishment of the *East Asian Journal of Popular Culture* (EAJPC), published by Intellect Publishers in United Kingdom. Editors-in-chief are Kate Taylor-Jones (Bangor University, Wales), Ann Heylen (NTNU) and John Berra (Tsinghua University, Beijing), with Yin C. Chuang (NTNU), Ming-Yeh Rawnsley (SOAS, University of London) and Yan Ying (Bangor University, Wales) as associate editors. The Chinese-language research community is expanding rapidly, including the growing Chinese communities to nations in Southeast Asia (Singapore, Malaysia, Indonesia, and the Philippines) and elsewhere. These communities have been inserting new cultural & linguistic elements that, over time, merge with the local popular traditions, hence creating new ways in which these cultural phenomena are being circulated, reproduced



and consumed locally and abroad. The notion of history and memory is key in this process, and as such, the East Asian Journal of Popular Culture (EAJPC) encourages imaginative perspectives and critical interpretations of popular culture as a medium to convey memory. The journal strongly encourages articles that explore the way popular culture has been utilized to convey meaning to past events, how the global flow of popular culture changes the way people recognize their own history and how popular culture affects the socio-cultural map of East Asia. The inaugural issue is scheduled for spring 2014 with a selection of 7 articles, field reports and book reviews on a representative range of topics in East Asian popular culture (<http://www.intellectbooks.co.uk/journals/>).

The domain of linguistics makes up another focus of the research directions. To date, the emphasis has been on encouraging doctoral students to spend short research stays and internships abroad, such as Leiden University in the Netherlands, Universiti Sains Malaysia (USM) in Penang, Malaysia, Nanyang Technological University (NTU), Singapore, and Grace Christian College, Quezon, the Philippines. Making use of available internships opportunities, the Center has been successful in receiving MOE funding for

doctoral fieldwork on comparative research between Minnan in Taiwan, and among the ethnic Chinese communities in Singapore, Malaysia and the Philippines (2010, 2011, and 2012).

From October – December 2012, the Center organized the Experimental Taiwanese Language Course, which provided Mr Yoann Goudin, ph.d. candidate at Institut National des Langues et Civilisations Orientales (INALCO, Paris) to gather pedagogical data to complete his dissertation in Didactics on theories of language variation in Chinese dialectology.

The most recent projects are the Graduate student workshop series. The first workshop was organized in 2010 at Masaryk University in Brno, Czech Republic with the theme “Historical Legacies of Taiwan Culture: A Cinematic Approach” (5-12 September 2010) <http://www.phil.muni.cz/relig/archiv/pozvanky/pozvanka002a-historical-legacies-of-taiwan-culture.pdf>

The second workshop took place in 2013, 26-31 August (see the reports by Táňa Dluhošová and Denisa Hilbertová in this newsletter). In order to provide full benefits to the students, we were successful in applying for a funding scheme that allowed Masaryk students to come to Taiwan for two weeks in December to partake in the follow up student workshop with the theme “Topics in Taiwan *bentuhua*.” The two workshops are part of a larger MOE sponsored project promoting Taiwan Studies abroad combined with interactive learning through an e-learning pilot project making use of the edited volume *Becoming Taiwan: from colonialism to democracy* (Heylen and Sommers, Studia Formosiana, Harrassowitz Verlag 2010). (See the report on the December workshop in this issue.)

Planned activities for the future will continue in the form of lecture series, as

started in the autumn semester of 2013 with talks by Dr. Astrid Lipinsky (University of Vienna, 4 October) “Civil Movements in Taiwan: The Example of the Women’s Movement”; Dr Hardina Ohlendorf, (University of London, 18 October) “The Taiwan Dilemma in Chinese Nationalism – Taiwan Studies in the People’s Republic of China (PRC)”; Dr Corrado Neri (University Jean Moulin, Lyon 3, 13 November) “Tsai Ming-Liang: From Cinema of Ghosts to the Ghost of Cinema”; Dr Maria Cruz Berrocal (University of Konstanz, 15 November) “An Archeological Perspective on Spanish Early Colonialism in the Pacific” and Dr. Táňa Dluhošová (Masaryk University & Oriental Institute Prague, 5 December) “Early Post-war Literature in Taiwan.”

On a concluding note, the Center welcomes donations to fund new research projects and to advance its research agenda. We encourage research institutions, nonprofit organizations and individuals to become involved in the Center’s future. Donors would contribute to our vital activities:

- Fellowships open to international scholars
- Fellowships open to graduate student research and learning
- Support for visiting scholars
- New program development
- Interdisciplinary research projects

For further information about the ITSC, please check the website of the Center: <http://www.ntnu.edu.tw/itsc/>

**Dr Ann Heylen is Associate Professor in the Department of Taiwan Culture, Languages and Literature and the Director of the International Taiwan Studies Center, National Taiwan Normal University.**

## **Institutional Profile (II):**

### Taiwan Research Center in Slovenia

Saša Istenič

The story of the Research Center in Slovenia is very recent and is one that is inextricably linked with the National Sun-Yat-sen University in Kaohsiung, where I studied for my PhD. Upon finishing my studies, I pondered on the ways and means to utilize my knowledge back home. Lacking a proper Taiwanese representative office in Slovenia, the establishment of a research centre seemed a brilliant idea. However, without the encouragement of my mentor and the then president of the Taiwan Foundation for Democracy (TFD), Professor Wen-cheng Lin 林文程, this idea would have never come to fruition. Coupled with the support from my alma mater, the University of Ljubljana, and its Department of Asian and African Studies, the Center saw the light of



day in August 2009. Ever since, the Center has endeavoured to enhance cultural and academic exchange and promote the knowledge about Taiwan in Slovenia, as well as other former Yugoslav republics, especially neighbouring Croatia.

The Center, which has played a vital role in the development of academic courses and activities related to Taiwan has enabled the students to enhance their interest in the study of Taiwan. This is continually being developed and as a result of this development, bilateral academic and cultural exchange is further strengthened. The elective courses on Taiwan are well received among students as evident in the high numbers of enrolment. Accordingly, by arousing the students' curiosity and interest in Taiwan, the number of Taiwan-related research topics has increased and awareness of Taiwan has improved. In addition to delivering lectures and assisting in nurturing cooperation agreements and academic exchanges between Slovenian and Taiwanese Universities, the Center's activities have so far included: co-organizing various international symposiums and workshops on Taiwan, including hosting the 2011 EATS conference,



holding Taiwan-related cultural activities throughout Slovenia including Taiwanese film festivals, Taiwan-themed photo and painting exhibitions, radio broadcasts on Taiwanese literature, promoting publications on Taiwan in the departmental journal, gazette and other Slovene media, and other activities.



*(Workshop on Taiwan Culture)*

Just recently, two noteworthy conferences that connected Taiwanese and East European scholars and politicians took place in both the Slovenian and Croatian capitals: (1) A conference on the development of democracy in Ljubljana and (2) the first ever conference with a specific focus on Taiwan at the Faculty of Political Sciences in Zagreb. With Croatia recently joining the European Union, this has consequently provided many new avenues for strengthening cooperation and exchange with Taiwan in a number of areas. Tourism exchange for example, has witnessed a drastic increase. Ever since the Taiwanese passport holders were allowed to enter – initially Slovenia and Croatia in 2011, and afterwards most other former Yugoslav states – without a visa for a stay up to 90 days tour agencies were swift in attracting numerous Taiwanese visitors to this previously perilous, post-Yugoslav war zone. Since September 2012, Slovenian and Croatian tourists also no longer

need visas for visiting Taiwan and this will certainly enhance people-to-people exchanges. Hopefully, the economic, cultural, and academic exchanges will likewise receive an additional boost and further advance relations with Taiwan. By organizing Taiwan-related activities and academic lectures, the Center will continue to endeavour to enhance Taiwan's visibility in this part of the world and promote exchanges at various levels. Unfortunately, due to financial limitations, the Center lacks an institutionalized profile and does not offer any facilities. However, with its cyber platform [www.taiwan.si](http://www.taiwan.si) and as a regional contact point of the Taiwan Academy, it strives to provide the most relevant information on the past and current events and lectures on Taiwan in Slovenia and its vicinity.

**Dr Saša Istenič is Associate Professor of Sinology and President of the Taiwan Research Center at the Department of Asian and African Studies of the University of Ljubljana, Slovenia.**

## **THE 2<sup>ND</sup> WORLD CONGRESS OF TAIWAN STUDIES JUNE 2015, LONDON**

The 2<sup>nd</sup> World Congress of Taiwan Studies, co-hosted by Academia Sinica and SOAS, will take place in London in June 2015. Further information will be available at a later date. The World Congress of Taiwan Studies is the largest academic gathering within Taiwan Studies. The inaugural conference took place in April 2012 in Academia Sinica, Taiwan. The 2<sup>nd</sup> World Congress aims to offer a survey of the field.



# Workshop Report (I):

## “Hard Power vs. Soft Power: Intra-Regional Dynamics in East Asia”

University of Portsmouth  
6 November 2013

Isabelle Cheng

The workshop, “Hard Power vs. Soft Power: Intra-Regional

Dynamics in East Asia”, started with an opening speech delivered by Dr Lyushun Shen, the *de facto* Ambassador of Taiwan, followed by a roundtable discussion attended by four speakers from universities renowned for their East Asian Studies programmes. The four invited speakers for the roundtable were Mr Edward Griffith (University of Leeds), Dr Winnie King (University of Bristol), Dr Chun-yi Lee (University of Nottingham) and Dr Ming-Yeh Rawnsley (SOAS, University of London). Elaborating on the theme of the roundtable, they addressed the territorial dispute of Diaoyutai/Senkaku islands between China and Japan, the informal institutionalisation of economic interaction between Taiwan and China, the potential consequence of China’s investment in Taiwan, and the popularity of Korean TV soap operas in Taiwan.

Challenging the dichotomy of hard power and soft power, Dr Shen argued that ‘smart power’, coined by the former US Secretary of State Hillary Clinton, was a more useful



concept for diplomats of small powers like Taiwan for diplomatic negotiation. Dr. Shen laid out four illustrative cases in which Taiwanese diplomats utilised ‘smart power’ and succeeded in the negotiation of difficult issues, including the granting of observer status at the World Health Organisation to Taiwan.

After the opening speech, the event proceeded to the discussion of how East Asian states exercised in combination their hard power and soft power in foreign policy, political economy and export of cultural industry. Mr Griffith gave a talk on the Diaoyutai/Senkaku dispute between China and Japan. Applying a structuration approach, Mr Griffith argued that China seemed to have successfully shifted the normative structure of the issue and changed the international perspective of the dispute, although this may have been achieved at the cost of its newly acquired image of greater inclination to resort to soft power. Focusing on the intensive economic links across the Taiwan Strait, Dr King argued that an informal

institutionalisation has been formed between Taiwan and China after nearly three decades of steady increase of Taiwanese investment in China. Following the political economic implications of such institutionalisation elaborated by Dr King, Dr Lee led the audience to consider the interaction in an opposite direction – China’s investment in Taiwan – and suggested this may present an opportunity as well as risk for Taiwan’s economy. Dr Rawnsley’s presentation on the recent Korean wave in Taiwan offered the necessary look at the exercise of soft power in the form of TV soap operas. Using ‘Dae Jang Geum’ as a case study, she argued that one of the reasons for the popularity of Korean soap operas was the shared cultural values such as interpersonal harmony, filial piety, morals and hierarchy. During the Q&A session, the issues of China’s strategy in the Diaoyutai dispute, Taiwan’s investment in China (particularly Foxconn’s search of cheap labour) and the comparison of Korean soap operas and pop music was raised and debated between the audience and the speakers.

Attended by an audience of nearly 50 people, the event was well received by students and academic staff of the University of Portsmouth from the School of Languages and Area Studies, School of Social Science, Humanity and Literature Studies, and Business School. Academic Staff positively commented on the content of all presentations and found them useful for developing new research topics as well as cultivating opportunities for future collaboration. Students found the talks inspiring and informative for their dissertations.

Following this successful event, the University of Portsmouth will host the Annual Conference of the European Association of Taiwan Studies on 30<sup>th</sup> April – 2<sup>nd</sup> May 2014. Themed on ‘Taiwan: Self vs. Other’, the 11<sup>th</sup> EATS Conference will address the growing



interest amongst students and staff in Taiwan Studies at the university.

**Dr Isabelle Cheng is Lecturer in East Asian Studies, School of Languages and Area Studies, the University of Portsmouth.**

**ST ANTONY’S COLLEGE  
ASIAN STUDIES CENTRE  
TAIWAN STUDIES PROGRAMME  
SEMINAR SERIES  
FEBRUARY-MARCH 2014**

St Antony’s College, University of Oxford, runs a regular seminar series under its Taiwan Studies Programme. Seminars will be held from 5:00 to 6:30pm.

- 28 February 2014, Dr Richard C. Bush III (Brookings Institution), “The ‘Most Sensitive’ Issue: The US, China and Taiwan”
- 3 March 2014, Dr Ming-chin Monique Chu (St Antony’s, Oxford), Book Launch: “The East Asian Computer Chip War”
- 14 March 2014, Professor Yun-han Chu (Academia Sinica), “How East Asians Understand Democracy”

For more information, please contact convenor Dr Ming-chin Monique Chu at [asian@sant.ox.ac.uk](mailto:asian@sant.ox.ac.uk)

## Workshop Report (II):

### “Taiwan in Motion”

University of Edinburgh

29 November 2013

Jens Damm

A workshop that was part of a larger event showing various films from Taiwan was organized by Dr Chia-Ling Yang from the Department of Art History, University of Edinburgh. This workshop featured various directors who introduced their work and showed examples drawn from their films, which were mostly documentary movies. In this way, the workshop offered a platform for a discussion on the current state of Taiwanese cinema, cinematography and screen cultures.

The first session was opened by Ko-shang Shen 沈可尚 “Self-Exploration through Film: My Creative Venture.” He showed parts of *The Pigeon Game*, a documentary commissioned by the National Geographic Channel, which was aired in more than 160 countries worldwide and won the Best Documentary Director of Golden Bell Award, Taiwan’s Emmy Award. His feature documentary, *Baseball Boys*, was released in 2009 and although it won the Grand Prize in the Taiwan International Documentary Festival, it clearly demonstrated that there is a general lack of audience interest in art movies, both in Taiwan and abroad.



Yin-chuan Tsai 蔡銀娟 is a Taiwanese director and scriptwriter working in films and TV, as well as an acclaimed painter and book illustrator. She presented her own story, describing how she came to be a director. Her movies, which also won prestigious prizes, are highly appreciated by audiences.

During the break, a piano recital was performed by Yu-hsiang Huang 黃裕翔, a blind pianist who also played the lead in the semi-documentary film, *Touch of the Light*, by Jung-chi Chang 張榮吉. Director Chang talked about the problems



(from left: Yin-chuan Tsai, Ko-shang Shen, Jung-chi Chang)

that he had encountered in directing this movie, and also about the difficulties that he had experienced with the producers. Jung-chi Chang won the Best Documentary Award at the Golden Horse Awards for *My Football Summer* and, in 2008, *The End of the Tunnel*, his graduation film won the Best Short Film Award at the Taipei Film Festival; he explained the importance of the events in everyday life which provide inspiration for his movies.

The directors were followed by Dr Ming-Yeh T. Rawnsley (SOAS, University of London) who presented a more theoretical paper on "Culture, Democratization and Taiwan Cinema" with a particular focus on cultural democratization processes in Taiwan after the lifting of Martial Law in 1987. She argued that the contemporary Taiwanese film industry has been profoundly influenced and shaped by Taiwan New Cinema of the 1980s in terms of film education, film aesthetics and film economy. Finally, a round-table chaired by Professor Julian Ward, University of Edinburgh ended this fascinating workshop with a discussion on the differences in commercial productions and art productions in Taiwan. The three Chinese language markets were contrasted and a comparison was drawn between the specific productions emerging from Mainland China, Hong Kong and Taiwan.



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*[Society and Governance in Republican China Series: Berliner China-Hefte - Chinese History and Society, No. 43, ISBN 978-3-643-90471-3, pp. 134-35.\)](#)*



*(The Organiser Dr Chia-Ling Yang, 2<sup>nd</sup> from left, was interviewed on 29 November 2013 by Dr Ming-yeh Rawnsley, right. [The podcast of the interview can be accessed via this link.](#))*

**Dr Jens Damm is Associate Professor at the Graduate Institute of Taiwan Studies, Chang Jung Christian University, Taiwan.**

### **ERCCT TAIWAN SPOTLIGHT Tuebingen, 7-15 July 2014**

The European Research Center on Contemporary Taiwan at the University of Tuebingen will organize a week of cultural activities in Tuebingen from July 7-15, 2014. This "Taiwan Spotlight" week will feature a wide array of lectures on Taiwan's literature and culture, and several Taiwanese authors have been invited to read from their works. We will also have various concerts and dance performances of Taiwanese artists. Further, a selection of recent Taiwanese movies will be shown in one of Tuebingen's major cinemas.



## ***Brno Student Workshop Special***



**Tána Dluhošová**  
(organiser)

**S**ummer School on Taiwan Studies at Masaryk University, Brno, Czech Republic: “Taiwan: Past and Present”, 26–31 August 2013.

### **Why We Had the Workshop?**

In the summer of 2013, we organised the second workshop on Taiwan studies at Masaryk University. My reasons for doing so were down to my own previous experience. A few years ago, when I was a graduate student in sinology at Charles University and developed my interest in Taiwan literature, there were no Taiwan-related courses available. I was left to my own devices, though I thankfully enjoyed the support of my teachers in seeking guidance and advice outside the Czech Republic. In many ways, I was extremely lucky to get in contact with the

colleagues from the European Association of Taiwan Studies (EATS), who literally turned into my supervisors and became the most challenging critics of my work. Therefore I felt that there is a niche and a need for organising an intensive workshop that would supplement current study programmes in the Central and Eastern Europe, which are primarily oriented towards Mainland China.

### **Looking Back**

In 2010, Masaryk University organised a first graduate workshop on Taiwan studies in cooperation with the Chiang Ching-kuo International Sinological Center at Charles University in Prague and other partners. After advertising the workshop in neighbouring countries, we received applications mainly from undergraduate students. At that time, we were able to welcome about 20 students from the Czech Republic, Slovakia, Hungary, Germany, and Romania. Our main intention was to introduce to the students as many aspects of Taiwanese culture as possible, so they could pursue them further in the future according to their own interests. We invited eight teachers to give lectures on film, popular culture, religion, history, and language.

### **Participants**

To remedy these shortcomings, I decided on a slightly different strategy for the workshop in 2013. As before, I focused on students from Central and Eastern Europe as our main participants because they rarely have the



opportunity to study Taiwan at their home universities. Of course we did not intend to form a closed company. On the contrary, we were happy to invite anyone interested in the topic, and I was glad that we could also welcome two participants from the Netherlands and Italy. The majority of the participants were undergraduates, though among them were also some MA and PhD students. For this reason, the lectures on literature and history were designed more as general outlines with some revealing case studies added, rather than going into great detail. The other topics, like cinema, political science, social movements then supplemented these two core lectures.

This year (2013) we had participants from nine countries, including the Czech Republic, Poland, Croatia, Lithuania, Russia, Ukraine, Slovakia, the Netherlands, and Italy. When I advertised the course with the help of the EATS and the CCK-ISC networks (I would like to thank to Dr Bogdan Zemanek and Dr Saša Istenič for their contribution), I did not expect many responses from different countries. Altogether I received 46 applications, a number that greatly surpassed the 20 students I had expected. Thanks to the willingness of the lecturers to teach more students, and thanks also to the flexibility of our budget, I decided to accept all applicants. After all, our main goal was to attract as many students to Taiwan Studies as possible. On August 26, 2013 we then welcomed 37 registered participants and some spontaneous guests as well who were sitting in on the lectures.



## The Course and the Lecturers

The workshop was designed as an intensive course and treated as the equivalent of a one-semester course (4 credits). This made a huge difference and helped to turn this workshop into an even greater success than the previous one. The final ceremony, during which the vice-dean of the Faculty of Arts, Dr Jan Pavlík, and the representative of Taipei Economic and Cultural Office in Prague, Madame Christine Hsueh, awarded the successful participants a certificate on handmade paper was indeed, the highlight of the entire workshop.

The course was designed as a combination of lectures and seminars. With a bunch of great lecturers, mainly from the EATS community, we were able to give students a brief but substantial overview

of some aspects of Taiwanese society. The main emphasis was on Taiwanese culture, history, literature, film, and contemporary politics. In all this, the students were not merely passive participants. They had to prepare presentations for a topic they selected before. Study materials and audiovisual materials were available to them via an e-learning tool through which they received support and advice, where they could discuss their problems and could also submit their presentations. Because we had more students than expected, the participants formed small groups and thus were encouraged to enter into communication with each other even before the workshop started.

I should like to thank all the lecturers who were willing to take the time to teach at

our workshop and who gave great presentations that were enriching not only for the students but also for us as their colleagues. Namely Professor Faye Kleeman (University of Colorado), Dr Ming-Yeh Rawnsley (SOAS), Professor Ann Heylen (NTNU), Dr Astrid Lipinsky (Vienna University), Professor Gary Rawnsley (Aberystwyth University), and Professor Carsten Storm (Friedrich-Alexander-Universität Erlangen-Nürnberg). I am very grateful that, in addition to their teaching, they also attended all lectures and seminars, listened to other colleagues' talks, and gave stimulating comments to the student presentations. I think this format was academically fruitful, but more importantly it also delivered a message to the students that they are part of a larger intellectual community where every opinion counts and is taken seriously.

### **Outside the Classroom**

I believe that summer schools and workshops are not about studying alone, and the dynamics of our workshop proved that convincingly. The lecturers and students quickly merged into a group that spent time together in the classroom, but also went out together for meals and drinks, all the while continuing their conversations on academic as well as non-academic topics. As an additional non-curricular activity, I prepared a tour around the city of Brno and a trip to Olomouc, an old university town bishop's seat, where we also met our partners from Palacký University, who are running the project CHINET (co-funded by the European Structural Fund and the Czech Republic), which helped to finance the workshop.

Beside these outings, I tried from the beginning to encourage everyone to mingle and get acquainted with one another during an unofficial dinner on the first day of the

workshop. We concluded our meeting in a pleasant restaurant situated in a modernist pavilion that is among the architectonic highlights of Brno, a city known for its modernist architecture. The final dinner was hosted by Madame Hsueh, the Representative of the Taipei Economic and Cultural Office in Prague. The beautiful surroundings, the tasty food, and the happy faces all around were the best reward for me as the organiser.

But it was not just the "organised fun" that made this workshop special. At the beginning, there were three or four separate groups of students: one from Jagiellonian University in Krakow, one from Masaryk University, and another one from Croatia. But I was happy to see that the boundaries between them immediately started to melt away, and everyone was mingling and going out together.

I sincerely hope that the Facebook page of the workshop will survive, and that we will continue to share information about Taiwan-related topics and about a lot of other things as well.

### **What's Next?**

In spring 2014, we shall hopefully be able to enjoy another student workshop at Jagiellonian University at Krakow. It will be devoted to a comparative discussion of the democratisation processes in Taiwan as well as Central and Eastern Europe. I also hope that in three years' time, we will be able to organise another workshop at Masaryk University with more young, enthusiastic participants and interesting scholars!

**Dr Tána Dluhošová is a Research Fellow at the Oriental Institute of the Academy of Sciences of the Czech Republic. She also teaches part-time at Masaryk University.**



## Denisa Hilbertova

(participant)

**S**ummer School on Taiwan Studies at Masaryk University, Brno, Czech Republic: “Taiwan: Past and Present”, 26–31 August 2013.

The Workshop focused on Taiwan’s Past and Present. The main emphasis was on Taiwanese culture, history, literature, film, and contemporary politics. The goal of the workshop was to promote Taiwan Studies among Eastern and Western European students of Chinese Studies and other related fields. I believe (and I may speak for many, if not all, participants) that the workshop fulfils its aims and perhaps even more.

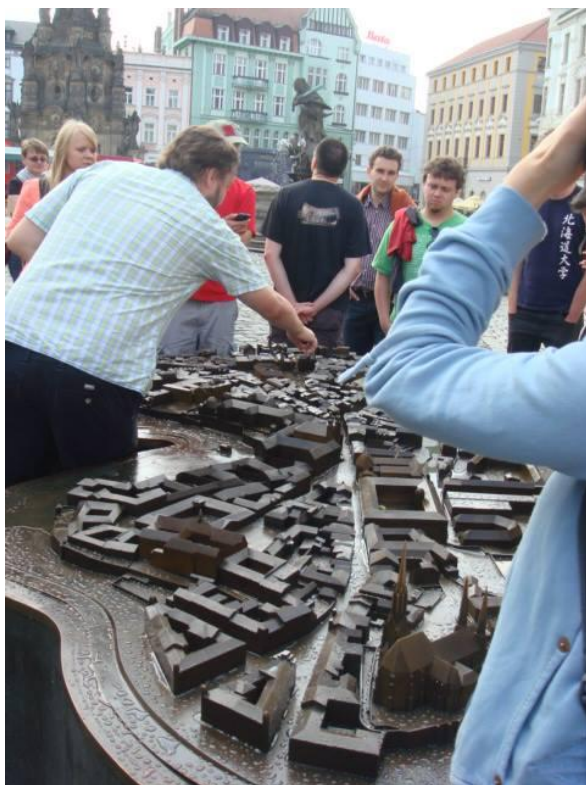
The whole organisation of the workshop was among one of the best in which I have ever taken part. In advance, the speakers uploaded movies and recommended readings.

This gave a particular edge for the attendees in the discussions. Each day of the workshop was led by a different scholar who introduced us to their field. The range of subjects was wide enough for each of us to find our own favourite topic. Moreover, each student was expected to give a presentation on a certain topic that he or she chose and prepared with the help of our speakers. This helped us to study a specific aspect of Taiwan Studies in depth, which greatly improved the level of discussion during the workshop.

Each speaker is a respected scholar in his or her own subject area. They work at universities all over the world, Taiwanese as well as Europeans, which ensured a good coverage of perspectives. Best of all, they were friendly and outgoing. Every day after classes, further discussions were carried out in pubs and restaurants of charming Brno. Personally, I liked this part best. I got a chance to talk to all our professors and, to be honest, I took it as an opportunity to have my own “private lessons”.

Workshop participants, who were from another city or country, were accommodated at student dormitories of Masaryk University, not far from the city centre. After the first day, many of us decided not to go to the breakfast since there was really good refreshment served during each break. Some students already had previous experience from Taiwan or China; some students were completely new to this area of study. To my surprise, this fact helped to create an amazingly interesting mix of questions and approaches towards our discussed topics. The whole workshop had a friendly atmosphere and the professors were open and encouraging. The organisers also helped to create this friendly approach by preparing bonding activities, such as a welcome reception, a guided Brno city tour, a day trip to the city of Olomouc with its great history, and a fabulous farewell dinner, which

was held in a unique restaurant in cubist style. This dinner was also attended by the representative of Taipei Economic and Cultural Office in Prague, Mrs Christine Hsueh, who together with the Dean of the Philosophical faculty of Masaryk University congratulated us on receiving our workshop certificates. Personally, I can say I had a great time, met many interesting people, learnt a lot; and moreover it did not feel like work at all.



(A trip to Olomouc)

**Denisa Hilbertova is a PhD candidate at the Institute of World History, Faculty of Arts, Charles University in Prague. Her research interests are the Social History of Taiwan, British Maritime Trade in Asia, Cultural Interaction of Western and Asian societies. Her dissertation topic is The Tea Industry and British diaspora in Taiwan, 1860-1895.**

## Ann Heylen (co-organiser)

**W**inter Workshop, “Topics in Taiwanisation (*bentuhua*)”, National Taiwan Normal University, 2-15 December 2013.

This student workshop brought together five undergraduate and graduate students, as well as two lecturers from Masaryk University, Brno to study about Taiwan’s democratisation and *bentuhua*. Students were selected based on their participation in the summer school of August 2013. The topic, *bentuhua*, was chosen because it was part of the course taught by Dr Táňa Dluhošová at Masaryk University. In that sense, the workshop was not only a lively introduction to Taiwan during which students could gain a first-hand international experience, but also an integral part of their taught course resulting in a term paper. Students were free to choose a related theme and to research for their term paper as part of their activities during the workshop. Thus the purpose of this interactive workshop was to deepen the Taiwan Studies course content taught in Brno by enhancing students’ participation in lectures, and even more importantly by doing fieldwork in Taiwan and



visiting museums that might be enriched with small tasks.

The workshop was designed with four teaching approaches: (1) lectures given by prominent Taiwanese scholars providing a theoretical and methodological framework; (2) seminars with students where particular research topics and literature used was discussed; (3) field work, exemplifying different aspects of the Taiwanisation movement, conducted by a mixed group of students, whose results were presented at the end of the workshop; and (4) arranged visits to important museums and historical sites which embody the Taiwanisation movement.

The invited talks and arrangement of the educational activities were streamlined to

Taiwan's transition from authoritarian rule to democracy and its impact on politicians and journalists (5 December) further contextualised the background against which to picture Taiwan's major societal changes over the past decades. The next day, Dr A-chin Hsiao (Academia Sinica) provided the cultural and historical explanation to Professor Rawnsley's political angle. Likewise, Dr Táňa Dluhošová's lecture addressed the conceptualisation of *bentuhua* in early postwar literature (5 December), while Dr Lin Pei-yin (University of Hong Kong) illustrated its development with examples from the 1960s up to the present day (6 December).

The afternoon sessions were reserved for educational visits to the Shung Ye Museum of



accommodate the students' needs. We arranged the morning talks and educational visits in Taipei and Tainan in the following order: starting with Dr Yoshihisa Amae's (Chang Jung Christian University, Tainan) lecture on Hatta Yoichi and George Mackay (4 December) appropriated the notion of *bentuhua* in the context of popular culture research on two historical figures in Taiwan Studies. Professor Gary Rawnsley's (Aberystwyth University, Wales) lecture on

Formosan Aborigines (4 December), the National Central Library (5 December), the Special Collection of National Taiwan University Library (6 December) and the Office of the President of the ROC on Taiwan (7 December). In particular the visits to the two libraries introduced the students to making use of the library systems needed to prepare their term paper presentation on 13 December. The lecture sessions in Taipei were followed by a 4-day visit to Tainan during which the students could see first-hand examples of Taiwan *bentuhua* in daily lives. To this end, we planned a visit to the Ye Shitao Museum of Literature (8 December), the National Museum of Taiwan History (8 December) and the Museum of Taiwan Literature (10 December). The visit to the Tainan Theological Seminar (10 December) and a direct encounter with the Siraya *pingpu* religious practices (8 December) provided an extra impetus for the 2 term papers related to aboriginal customs and the Presbyterian church in Taiwan. Likewise, the city tour in



Tainan on 9 December gave the students an extensive introduction to the richness of temples and historical buildings concentrated in its dense urban setting. Our stay in the traditional Japanese-styled house in the township Jiali gave an intimate feeling of a lived “Taiwan history” experience. On 10 December we took the High Speed Rail back to Taipei. The following two days the students were given the time to organize their own schedule to write up their presentations. During the general discussion, the overall opinion was that the students learnt a lot about Taiwan. One of the students remarked that during the two weeks she learnt more about Taiwan culture and society in this intensive workshop than when she was in Taiwan in 2012

studying Mandarin for six months. From the perspective of the organisers, this is a lovely compliment and we felt mission accomplished.

Free activities were planned on the final two days (14 and 15 December), which ranged from visits to Tamsui, the National Palace Museum, Shilin night market, Longshan temple among others. No need to repeat, what could not be missed on a daily basis was the variety of Taiwanese culinary dishes and delicacies both in Taipei and Tainan. Throughout the 2 week stay, there was also close interaction with some of the master students in the Department of Taiwan Culture, Languages and Literature. Conversations were partly in Chinese and partly in English, which proved beneficial for both groups of students.

In conclusion, the outcomes of the student workshop were successful and as expected:

- Introducing European students to Taiwan Studies
- Culturally friendly introduction to Taiwan
- Work and communicating Taiwan related topics according to the



international academic standards.

- Introducing important Taiwan libraries, archives, and museums, which are essential for further research
- Networking
- Students presentations will become part of prepared E-learning, as a case studies to be used for illustration of the Taiwanisation movement.
- Preparing the signing of a Memo of Understanding (MOU) regarding student and faculty exchange.

**Dr Ann Heylen is Associate Professor in the Department of Taiwan Culture, Languages and Literature and the Director of the International Taiwan Studies Center, National Taiwan Normal University.**

# Notice Board

## **ERCCT to Become a CCK Foundation Overseas Center**

Following a decision by the board of directors of the Chiang Ching-Kuo (CCK) Foundation for International Scholarly Exchange, the European Research Center on Contemporary Taiwan (ERCCT) will become a CCK Foundation Overseas Center, one of four such centres worldwide. A corresponding agreement between the University of Tübingen and the CCK Foundation will be signed at the occasion of a symposium in Tübingen in early July 2014. With its new status officially granted by July 1st, the ERCCT has done a major step to secure the continuation of its work in promoting postgraduate social science research on Taiwan and fostering academic dialogue and interaction between European and Taiwanese scholars.

## **ERCCT Winner of the 2013 French Taiwanese Cultural Award**

The European Research Center on Contemporary Taiwan is the winner of the 2013 French Taiwanese Cultural Award, which is awarded annually by the Paris-based Fondation Culturelle Franco-Taïwanaise de l'Académie des Sciences Morales et Politiques of individuals or institutions having made a substantial contribution to the understanding and spread of Taiwan culture. The award of 25,000 Euros will help to finance the numerous ERCCT activities and programmes. It will be handed over during a ceremony in October 2014 in Paris, attended by Taiwan's

Minister of Culture, Long Ying-tai, and ERCCT director Professor Gunter Schubert.

## **Call for Papers International Symposium on "China's Soft Power in Africa: emerging media and cultural relations between China and Africa" 4-5 September 2014 The University of Nottingham, Ningbo, China**

The School of Contemporary Chinese Studies at the University of Nottingham Ningbo China (UNNC), the University of Westminster's Africa Media Centre, and Rhodes University's School of Journalism and Media Studies, invite submissions of abstracts and panel proposals for the International Symposium. This symposium is to promote better understanding of China's involvement in Africa, using its media engagement as an entry point. It welcomes proposals addressing the following topics:

- China in Africa as a particular point of focus in media debates
- Types of media controversies around China's involvement in Africa
- Soft power by China and 'going out' via the media
- The representation of China's involvement in African media
- The perceptions of journalists and editors of China's soft power strategy and the implications of these

developments for the liberal democracy model of journalism and media systems in Africa

- The effectiveness of China's soft power media push in Africa
- The impact of China's soft power offensive on journalism in African countries
- China's influence on the balance of power in Africa's media sector
- China's model for utilising the media as a soft power tool in Africa
- The Africa media public's perspectives of China's media involvement
- Implications of China's media relations for the existing western liberal democracy model
- Implications of China's media push for the global media world order

All proposal must include (1) a paper title, (2) the author's name, title, institutional affiliation and full contact information (email, address and telephone numbers) and (3) a 500-word abstract.

Deadline for individual paper and panel proposals: 15 April 2014. Full fee: £120. Early bird registration fee: £80.

For further information consult <http://china-africamedia.vcwp.co/>

For abstract/paper submission: [chinesestudies@nottingham.edu.cn](mailto:chinesestudies@nottingham.edu.cn)

For general enquiries: Nathan Stone at [nathanstone27@gmail.com](mailto:nathanstone27@gmail.com)

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For local information: Vicky Zhu at [chinesestudies@nottingham.edu.cn](mailto:chinesestudies@nottingham.edu.cn)

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## **SCCS Scholarships for Doctoral Research**

**Deadline: 16 May 2014**

The School of Contemporary Chinese Studies, University of Nottingham is seeking applications for a number of SCCS PhD Studentships. This 3 year award would cover fees and a £9,600 annual living stipend and is open to international, EU and UK candidates who are from a social sciences background (those from economics, business and law are particularly encouraged to apply). For further information, please contact Mandy Felton ([mandy.felton@nottingham.ac.uk](mailto:mandy.felton@nottingham.ac.uk)).

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## **Call for Contributions The China Policy Institute Blog University of Nottingham**

The China Policy Institute Blog has three areas of interest to Taiwan Studies Scholars. First, there is a regular feature on Taiwan that runs every week on Fridays, written by Taiwan scholars from around the world on a diverse range of topics. Second, the CPI blog publishes regular columns by renowned scholars, in the Taiwan sphere: Gary Rawnsley, Ketty Chen, J Michael Cole, and Ming-Yeh Rawnsley. Third, the CPI blog has a regular section that acts as a platform for emerging scholars (PhD students and postdocs). Taiwan studies colleagues are cordially invited to share this information with their students and other potentially interested parties, and to get in touch if they are interested in contributing a piece on Taiwan to the blog.

For further information, please see <http://jonsullivan.com/2013/12/11/a-new-platform-for-contemporary-china/>

To access the CPI Blog: <http://blogs.nottingham.ac.uk/chinapolicyinstitute/>

The editor of the CPI Blog is Dr Jon Sullivan, Associate Professor and Deputy Director of the CPI. He tweets [@jonsullivan](#)

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### Recent Movements of EATS Members

- Dr Bi-yu Chang has been appointed Senior Teaching Fellow in Taiwan Studies, School of Oriental and African Studies (SOAS), University of London, since October 2013.
- Dr Ming-chin Monique Chu joined Oxford in October 2013 as a Research Fellow at St Antony's College and as a postdoctoral research officer in Taiwan Studies at the School of Interdisciplinary Area Studies.
- Dr Tána Dluhošová has been appointed a Research Fellow at the Oriental Institute of the Academy of Sciences of the Czech Republic since September 2013.
- Dr Simona Grano has been promoted to a fixed and permanent position as Wissenschaftliche Mitarbeiter (Lecturer), University of Zurich, since November 2013.
- Dr Lara Memosso passed her viva with minor corrections in November 2013 at the School of Oriental and African Studies (SOAS), University of London. She was a Research Fellow at the European Research Center on

Contemporary Taiwan (ERCCT), University of Tübingen. She lectures in the University of Portsmouth between November 2013 and May 2014 and will take up a Taiwan Fellowship from June 2014.

- Dr Christopher Payne has been appointed Lecturer in Chinese Studies, School of Arts, Languages and Cultures and the Centre for Chinese Studies, University of Manchester as of September 2013.
- Dr Ming-yeh T. Rawnsley has been appointed Research Associate, Centre of Taiwan Studies, SOAS, University of London since October 2013 and Associate Fellow, China Policy Institute, University of Nottingham since January 2014.

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### Latest Taiwan-Related Publications by EATS Members

- Calvo, Alex. "[China's Air Defense Identification Zone: Concept, Issues at Stake and Regional Impact](#)", Naval War College Press Working Paper 1 (23 December 2013).
- Cheng, Isabelle. "[Ballot Paper as the Weapon of the Weak: Resistance of Immigrant Women in the Private Home in Taiwan](#)", the China Policy Institute Blog (17 September 2013).
- Cheng, Isabelle. "Home-Going or Home-Making? The Citizenship Legislation and Chinese Identity of Indonesian Chinese Women in Taiwan", in Chiu, Kuei-fen, Fell, Dafydd, and Lin, Ping (eds), [Migration to and from Taiwan](#). London: Routledge, 2013.

- Cheng, T.J. Cheng and Arthur Liu. "Managing Chinese Foreign Exchange Reserves", *Journal of Post-Keynesian Economics* 35.4 (2013), 621-647.
- Cheng, T.J. and Peter Chow. "The Logical Links between the Pivot and the TPP", in Peter Chow (ed.), *The Pivot Strategy and Asia*, London and New York: Palgrave, forthcoming.
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- Damm, Jens. "The Overseas Chinese and Governance in Xiamen during the 1920s: Colonial Spaces and Nationalism Revisited", in Mechthild Leutner and Izabella Goikhman (eds), *State, Society and Governance in Republic China Series: Berliner China-Hefte – Chinese History and Society*, No.43, pp.29–48.
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- Jacobs, Bruce. "'Whither Taiwanization? The Colonization, Democratization and Taiwanization of Taiwan'", *Japanese Journal of Political Science* 14 (4), December 2013), pp. 567-586
- Jacobs, Bruce (ed. with an introduction), *Critical Readings in China-Taiwan Relations*, 4 volumes. Leiden and Boston: Brill, in press.
- Jacobs, Bruce. "Taiwan's Colonial Experiences and the Development of Ethnic Identities: Some Hypotheses", *Taiwan in Comparative Perspective*, Vol. 5 (2013), in press.
- Jacobs, Bruce. "Review of Dafydd Fell, *Government and Politics in Taiwan* (London and New York: Routledge, 2012) and Robert Ash, John W. Garver and Penelope Prime (eds.), *Taiwan's Democracy: Economic and Political Challenges* (London and New York: Routledge, 2011)", in *China Journal*, No. 69 (January 2013), pp. 205-209.
- Jacobs, Bruce. "China's Expansionism Echoes History", *The Australian*, 20 February 2013, p. 8.
- Jacobs, Bruce. "[A Taiwan Coda](#)", China Policy Institute Blog, University of Nottingham, 22 February 2013.
- Jacobs, Bruce. "[Comparisons to China's Regime](#)", *Taipei Times*, 25 August 2013, p. 8.
- Jobin, Paul and Tseng Yu-Hwei. "Guinea Pigs Go to Court: Epidemiology and Class Actions in Taiwan", in Soraya Boudia, Nathalie Jas (eds), *Powerless Science? Science and Politics in a Toxic World*. Oxford



- and New York: Berghahn Books, 2014, pp.170-191.
- Jobin, Paul. "Beyond Uncertainty: Industrial Hazards and Class Actions in Taiwan and Japan", in Ts'ui-jung Liu (ed.), *Environmental History in East Asia: Interdisciplinary Perspectives*, London & New York: Routledge, 2013, pp.339-382.
  - Kleeman, Faye Yuan. "Body, Identity, and Social Order: Japanese Crime Fiction in Colonial Taiwan", *Oriental Archive* 81.3 (2013): 581-601.
  - Lee, Pei-Ling. "All about 1895: An Ideological Analysis of TV Serials from the Two Sides of the Taiwan Strait", *Oriental Archive* 81.3 (2013): 495-514.
  - Lin, Pei-yin. "Gendering Cross-Strait Relations: Romance and Geopolitics in Li Ang's Seven-Generation Predestined Relationship and Ping Lu's East and Beyond", *Oriental Archive* 81.3 (2013): 515-538.
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***Welcome to***  
**The 11<sup>th</sup> EATS Annual Conference: “Self vs. Other”**  
**University of Portsmouth**  
**30 April – 2 May 2014**

**T**he 2014 EATS Conference will take place at the University of Portsmouth, UK. Portsmouth is the second largest city on the south coast of England and is situated 64 miles (103 km) southwest from London with convenient transportation systems. There is a direct train service between London and Portsmouth, and the journey takes approximately 90 minutes one way. As home of the Royal Navy, Portsmouth is a city of maritime heritage and houses both HMS Victory (upon which Lord Nelson died) and the Mary Rose, the flagship of King Henry VIII's fleet. Moreover, Charles Dickens, Rudyard Kipling, Isambard Kingdom Brunel and Sir Arthur Conan Doyle have all left their mark on the city. We are sure that the conference's location in Portsmouth will give participants the opportunity to explore a part of the UK they may not otherwise visit.



The 11<sup>th</sup> EATS conference will be co-hosted by the School of Languages and Area Studies (SLAS) and the Centre for European and International Studies Research (CEISR). SLAS teaches six languages to degree level (French, German, Italian, Mandarin, Spanish and English as a foreign language) and associated area studies. Amongst them are three degree programmes with a Chinese as well as Japanese pathway. Ranked first in the 2008 Research Assessment Exercise, CEISR is a vibrant interdisciplinary centre for research on Europe and the wider world, examining human cultures, conflicts, diasporas, and inter-relations. Hosting EATS by SLAS and CEISR in 2014 will introduce Taiwan Studies to an active international student community in the University. Moreover, as EATS enters a new decade in the Association's history, working with institutions with such strong capacity in European Studies is a reinstatement of EATS's mission of promoting Taiwan Studies in European institutions.

Welcome to Portsmouth. We look forward to seeing you at the 11<sup>th</sup> EATS conference!

From EATS Board Members:  
Niki Alsford (SOAS), Stefan Braig (Tübingen),  
Isabelle Cheng (Portsmouth),  
Jens Damm (Chang Jung), Ann Heylen (NTNU),  
Saša Istenič (Ljubljana), Ming-Yeh T. Rawnsley (SOAS/Nottingham)