

The Seventeenth Annual Conference of
North American Taiwan Studies Association

第十七屆北美洲台灣研究學會年會 大會手冊



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Organized by

- North American Taiwan Studies Association (NATSA) <http://www.na-tsa.org>

Sponsored by

- Chiang Ching-kuo Foundation for International Scholarly Exchange
 - Taiwan Research Fund 台灣研究基金會

Co-sponsored by

- Asian Studies Center, University of Pittsburgh, PA

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Welcome Letter from the President

Dear Colleagues,

Welcome to the 17th Annual Conference the North American Taiwan Studies Association in Pittsburgh. The University of Pittsburgh is deemed prestigious in the academic field. Therefore, it is our great honor to have the University's Asian Studies Center as our co-sponsors this year. On behalf of the NATSA, I would like to express my immense gratitude to our sponsors, Chiang Ching-Kuo Foundation for International Scholarly Exchange. Without its assistance in the funding affairs, the conference would still be in the air. My gratitude also goes to the Taiwan Research Fund for its generous sponsorship, and its founder, Mr. Huang, Huang-hsiung, for his faithful companionship with the NATSA for the last seventeen years.

The NATSA was initially established by a group of enthusiastic graduate students from Taiwan in 1994. In 2009, we finally registered as a non-profit organization in the United States, which makes fundraising from public sources much easier and allows more collaboration possibilities. In the next few years, we aim to advance our mission statement of promoting Taiwan Studies by honing in on the notion of boundaries such as by discipline, method, and application. Simultaneously, we will respond accordingly by establishing long term connections and collaborations with academic institutes.

Taiwan has seen crucial transformations in the past decade such as in politics and economics. So many different categories of transformations intermingle and act on individuals' everyday life, especially the relationship between the both sides across the Taiwan Strait. Last year, two different viewpoints were presented in the historic debate over the Economic Cooperation Framework Agreement (ECFA) on April 25th, 2010. President Ma and DPP Chairperson Tsai provided their alternative approaches to Taiwan's economic future. We are inspired by the debate to discover valuable insights on not only how Taiwan could secure its own national interest, but on how Taiwan as a global citizen could make a positive contribution to the international community as well. In this sense, this year, we invite scholars from different disciplines to consider the remapping of space in the context of Taiwan from political, ecological, to cultural perspectives. We hope our theme arrangements will inspire your thoughts, as we are confident that you will enjoy the intellectual stimulation in the course of exchanging ideas with other conference participants.

Last but not the least, I would like to thank all of my colleagues, who have diligently worked on the

conference preparatory business throughout the past year via emails. Beyond all doubt, it was the most amazing experience of teamwork I have ever had. Thank you all for being here to share the results of our effort. We encourage any comments and suggestions about the current and future conferences, and invite you to get involved in next year's NATSA planning committee.

Sincerely,

A handwritten signature in black ink, appearing to read "Hsin-Yang Wu". The signature is written in a cursive, flowing style.

Hsin-Yang Wu

President, NATSA 2011

Guidelines for Participants

The University of Pittsburgh

Welcome to the University of Pittsburgh. Founded in 1787 as a small, private school, the Pittsburgh Academy was located in a log cabin near Pittsburgh's three rivers. In the more than 220 years since, the University has evolved into an internationally recognized center of learning and research.



The Flick Fine Art Building

This year, the NATSA annual conference is held at the ***Flick Fine Art Building***, home of the University of Pittsburgh's History of Art and Architecture Department and Studio Arts Department. This beautiful building houses famous reproductions of 15th-century Florentine Renaissance artworks by Russian Artist Nicholas Lochoff. In 1911, Lochoff was commissioned by Moscow Museum of Fine Arts to travel to Italy and make a series of copies of the finest examples of Renaissance Art. Those copies, considered by some to be the closest replicas to the original works, came to the United States and were acquired by the University and placed in the Fine Arts building. The building's Italian Renaissance architecture, complete with a cloister-style inner courtyard, makes it truly unique in Pittsburgh.

For further information regarding the Flick Fine Art Building, please refer to:

<http://www.tour.pitt.edu/tour-060.html>

http://en.wikipedia.org/wiki/Frick_Fine_Arts_Building

Campus Map

Please refer to http://www.na-tsa.org/new/pdfs/2011_PittsburghCampusMap.pdf

Travel information

➤ *By Air*

Flying to Pittsburgh is a simple affair. Travel experts agree that Pittsburgh boasts one of the best international airports in the United States; large and modern, it features daily flights to locations all over the world.

The carrier with the most flights to and from Pittsburgh International Airport is US Airways. Reservations through US Airways and other carriers can be made through online travel sites, and detailed information may be obtained from the Allegheny County Airport Authority.

Public transportation from the airport to Oakland, including the 28X Airport Shuttle, is operated by the Port Authority of Allegheny County.

Private companies also provide service between Oakland, Downtown Pittsburgh, and the airport, including Express Shuttle. Taxi companies serving the airport include Yellow Cab (412-321-8100) and Checker Cab (412-664-5600).

Some hotels have airport shuttle service as well. Contact your hotel directly to inquire about airport travel arrangements.

➤ *By Bus or Train*

We recommend you Route 28X (\$2.75, no change available) which usually takes you 30-40 minutes from the airport through downtown to the campus.

1. To the Frick Fine Art Building: Please take off at "Forbes and Biglow" (Hillman Library).
2. To the Ruskin Hall: If you will stay in the Ruskin Hall, please take off at the stop of "Forbes and Biglow" (Hillman Library) and go to the Panther Central for check-in first.

Regular intercity bus service to Pittsburgh is provided by Greyhound and Trailways. Rail service is provided by Amtrak's Capitol Limited and Pennsylvanian, which connect Pittsburgh with cities to the east and west, including Chicago, Baltimore, Philadelphia, and New York City. Consult your travel agent for detailed information.

Pittsburgh's Amtrak station is located in Downtown Pittsburgh. The main bus station is located along Second Avenue near the Armstrong Tunnels. The University of Pittsburgh's campus in Oakland is accessible from downtown by taxi or by Port Authority bus.

➤ *By Car*

From Pittsburgh International Airport and points west

1. Take I-279 toward Pittsburgh. Pass through the Fort Pitt Tunnel, stay to the right, and bear right at the first ramp over the bridge onto I-376.
2. Exit I-376 at the Oakland/Forbes Avenue Exit.
3. Turn left at the third light (McKee Place).
4. Proceed straight through next two lights.

You are now on Darragh Street. Proceed up the hill to the stop light at Allequippa Street. Turn right towards the Petersen Events Center.

From the Pennsylvania Turnpike and points east

1. Take the Pittsburgh/Monroeville Exit (Exit 57). Follow I-376 toward Pittsburgh.
2. Take the Oakland Exit (Exit 3B). Proceed up the hill through the first traffic light.
3. Make the second left after the light onto McKee Place.
4. Continue straight through two traffic lights, up the hill.

You are now on Darragh Street. Proceed up the hill to the stop light at Allequippa Street. Turn right towards the Petersen Events Center.

From Erie, Pa., and points north

1. Take I-79 South to I-279 South to I-579 (Veterans Bridge, Exit 8A)
2. Exit at the Boulevard of the Allies (Exit 14) toward Monroeville/Oakland.
3. Turn left onto Halket Street beside Magee Hospital.
4. Turn right onto Forbes Avenue.
5. Take the first left onto McKee Place. Continue straight through two traffic lights, up the hill.

You are now on Darragh Street. Proceed up the hill to the stop light at Allequippa Street. Turn right towards the Petersen Events Center.

From Washington, Pa., and points south

1. Take I-79 North to I-279 North towards Pittsburgh.
2. Pass through the Fort Pitt Tunnel, stay to the right, and bear right at the first ramp over the bridge onto I-376.
3. Exit I-376 at the Oakland/Forbes Avenue Exit.
4. Turn left at the third light (McKee Place). Proceed straight through next two lights.

You are now on Darragh Street. Proceed up the hill to the stop light at Allequippa Street. Turn right towards the Petersen Events Center.

Full Paper Submission Rules

To be eligible for the travel grant, all participants must comply with the following submission rules:

1. For participants for theme 1 to 5, only completed papers will be considered for panel presentations at the conference. In other words, a paper that only consists of outlines, charts, and pictures will not count as a completed paper.

In keeping in accord with our mission statement to create a quality and efficient platform of scholastic exchange, we ask presenters to be mindful that the submissions are: (1) Complete, (2) Abiding by the rules for full-paper submission, (3) Consistent with their respective abstracts. This is especially important not only to insure quality, but also to be considerate of discussants' time and planning. Keep in mind that most discussants and participants are active and established scholars in the field of Taiwan Studies--and that NATSA seeks to facilitate professional connections throughout the conference--your 'presentation' really begins the moment your full paper is received by the discussants, as they may lead to future career opportunities.

2. Document format: Presenters are asked to please submit their papers as a Microsoft Word document (Version 97 through 2010) or PDF file. The length of the paper should be limited to 12 -20 pages on A4/Letter size paper (excluding references, tables, or any presentation format other than words). The minimum paper length should be 12 full pages, and the maximum cannot exceed 20 pages. The submitted paper should be typed in 12pt Times New Roman, double-spaced, and with one-inch margins.

Papers without legible citations and references might risk plagiarism; therefore, please follow accepted and consistent citation methods. NATSA recognizes the most widely used reference styles such as the Chicago Manual of Style and MLA. Authors are advised to remain consistent in their choice of reference style throughout the paper.

3. For participants in the Special Workshop, please submit and upload a 12-20 page material to facilitate workshop discussion. The content and format of such material is not limited. However, if participants choose to upload a research paper, the general rules for document formats still apply.

Please submit your paper as a Microsoft Word document (Version 97 through 2010) or a PDF file. The submitted paper should be typed in 12pt Times New Roman, double-spaced, with one-inch margins, and on A4/Letter size paper. The minimum paper length should be 12 full pages, and the

maximum cannot exceed 20 pages (excluding references, tables, or any presentation format other than words).

4. Submission deadline: A full version of the paper should be submitted via the NATSA's online system by the due date, June 5, 2011.
5. Failure to meet the deadline of submission will disqualify the presenter from applying for the travel grant.
6. All papers must be written in English.

North American Taiwan Studies Association is a student organization promoting Taiwan Studies on the North American continent. Therefore, English will be the official language for NATSA, and all papers must be written in English. Presenters, however, can choose their preferred languages (Mandarin, Holo (Taiwanese), Hakka (Hakkanese), an indigenous language or English for instance) for their oral presentation. If presenting in a language other than English, presenters **MUST** provide an English PowerPoint to accommodate our diverse audience.

The submitted full-length papers will be uploaded onto the NATSA database system, and will be made accessible to 2011 conference participants **ONLY**. In order to protect the intellectual property of our conference participants, NATSA has ensured that the system is password-secured and no search engine will be able to index the content of the papers. However, if a presenter's paper is currently under review or under contract with a publisher, they should check with their publisher before submitting the paper. Also, if a presenter does not wish to give other participants access to their paper, please notify us so that we could make further arrangements.

Travel Grant Program

The NATSA is pleased to announce our travel grant program in the upcoming NATSA 2011 conference. This program is open to all registered panel and poster presenters who need to travel domestically or international to our conference in University of Pittsburgh, Pennsylvania, USA. Please carefully read the program's details.

I. Eligibility

Interested applicants should follow the instructions listed below. Failure to accomplish any of the listed requirements will result in a denial of the grant application without any exception. Due to a limited budget, we regretfully announce that local residents of Pennsylvania are not eligible for the travel grant application.

Complying with the Following Deadlines and Guidelines:

- The early-bird registration deadline is **midnight April 7, 2011 EST**. A ten-dollar registration discount will be given to conference participants registering by this due date. The final registration deadline is **midnight May 7, 2011 EST**
- Applicants must successfully **upload the final version** of your paper by **midnight June 7, 2011 EST**.
- Conference participants must sign-in with our staff each day, and attend the conference's full-three day events.
- A paper may be presented jointly but only one single application should be submitted. Each paper is limited to one offer of grant.
- Each individual is eligible for one travel grant only.
- To receive the travel grant, please bring the required documents listed below to present and/or submit to the Treasurer at the conference check-in desk. To ensure that you can receive your reimbursement in time, please submit them to the Treasurer by **6:00 p.m. on June 17, 2011**, the first day of the conference.
- All qualified applicants will receive the reimbursement check in U.S. dollars and **only on site** after **3:00 p.m. on June 18, 2011**. Please be advised **no** travel grant will be awarded **off site** and before this time. This rule will be strictly observed.

II. Covered Expense of Travel

Only **ONE** major mode of transportation that the applicant used for traveling to the conference destination is eligible for travel grant application. When a trip consists of **multiple destinations**, the NATSA will only reimburse the portion of the trip beginning from the **departure origin (not including transit points) where you board the vehicle bound for Pittsburgh**. No other expenses, including lodging, will be compensated. There are four travel grant categories: 1) Local, 2) Neighboring States of Pennsylvania, 3) The U.S Mainland Domestic, and 4) International and Intercontinental. Your category of travel grant is determined by the location of your **academic institution**. For **independent researchers**, your category of travel grant is determined by the location of your **residence**.

Eligible transportations include:

➤ Air Travels

The tickets should be purchased at the most reasonable and economical rate available. If there is any dispute over the reasonableness of airfare, the NATSA reserves its right of final decision. Members are strongly encouraged to book well in advance of the traveling date to secure the lowest fares. Please note that the NATSA 2011 will reimburse each eligible applicant for the amount up to 50% of their air travel expense ONLY, with the limitations shown in this chart:

For Panel Presenter:		
The location of your academic institution in:	Reimbursement Cap / Limitation	Examples
All of the neighboring states of Pennsylvania	Up to \$100	Mary Land, West Virginia, Ohio, New York, New Jersey, Virginia& Washington D.C.
The rest of the U.S. Mainland domestic	Up to \$200	Oregon, Nevada, and Arizona
International and intercontinental regions (Alaska and Hawai'i)	Up to \$300	Honolulu, London, and Taipei

Travel Grant Policy for Poster Presenters (if applicable):	
The location of your academic institution in:	Reimbursement Cap/ Limitation
All of the neighboring states of Pennsylvania	Up to \$50
The rest of the U.S. Mainland domestic	Up to \$100
International and intercontinental regions (Alaska and Hawai'i)	Up to \$200

Required documents to reimburse the air travel:

- ❖ **Complete the travel grant reimbursement Cover Letter**
- ❖ The original boarding pass, air tickets or receipts of ticket purchase. These must be shown to the Treasurer on site. If the purchase is an e-ticket, please bring a printed copy accompanied by your itinerary.
- ❖ Two photocopies of your air ticket or other forms of purchase proof. Please make sure in your photocopies the required information is clearly included and distinguishable; otherwise the Treasurer reserves the right to refuse any reimbursement.
- ❖ The applicant's full name as the ticket user.
- ❖ Itinerary: including departure/arrival cities and dates, transit cities, and dates (if applicable).
- ❖ Ticket value: if not indicated on the ticket, other forms of receipts can be attached as supporting materials, including but not limited to, an invoice or a credit card bill.
- ❖ Please clip (not staple) all materials together. All submitted materials should be photocopied or attached on A4/Letter size papers. Please write your full name in both Chinese and English on all photocopies in the upper left hand corner.

* Please contact your travel agency or the airline company if you have question in accessing the itinerary for the e-tickets.

➤ **Ground Transportation**

Conference participants traveling by train, long-distance bus, or rental or personal car are also eligible to apply for a travel grant. Please note that the 2011 NATSA will reimburse each eligible applicant for the amount up to 50% of their ground travel expense ONLY, with a maximum cap of \$100.

In addition to the travel grant cover letter form, please also submit the respective required documents to receive a travel grant:

Public Transportation	Proof of payment for the trip to the conference. For example, an invoice or a bus or a train ticket receipt.
Self-owned Car	Proof of payment for gas expenses incurred during the trip to the conference.
Car Rental	The receipt of a car rental contract, indicating the rental rate.

- * Applicants will receive a travel grant amount equivalent to a round-trip ticket value or a round-trip car expenses.
- * When there is more than one member traveling by car from the same locality to the conference, only the driver should complete and submit the application for a travel grant.
- * The NATSA reserves the right of final decision on the qualification for reasonable reimbursement.

Required documents for reimbursement:

- Applicants should submit two photocopies of the appropriate documents indicated in the chart above depending on the transportation used.
- All submitted materials must also follow the same required document standard as indicated for the air travel reimbursement.

III. Important Notes on Reimbursements

To ensure all conference applicants are treated equally and the grants are awarded fairly, the following principles will inform our decisions on the reimbursement:

- The academic institution address of the anticipated presenter, accompanied by his/her abstract submission.
- The presenter's itinerary may be used for judging if a trip is made for the purpose of conference

attendance, or for personal activities. Therefore, departure dates, traveling origins and destinations, and the location and the length of a trip will be carefully examined to justify his/her travel grant application.

- If any unexpected confusion occurs, the NATSA committee board reserves the rights to justify and clarify the situation and to make the final decision.

Privacy policy: all submitted application materials will be used ONLY for the legal procedures of issuing the reimbursement check and the justification of the conference budget. All personal information will be kept in ultimate confidential. In case of any concern, the financial sensitive information on the photocopies, such as credit card numbers and checking account numbers, should be (partially) crossed out. Please ensure that other information is still distinguishable.

Should you have any concern or question, please do not hesitate to **contact us** before you purchase the ticket.

Best Student Paper Award

The 2011 NATSA Planning Committee is pleased to announce the Best Student Paper Award for the 2011 conference. The purpose of this award is to encourage graduate student participation. It targets student authors who can display extraordinary research potential in their paper and make significant contribution to Taiwan Studies. Both independent papers and papers under a panel proposal are eligible for this award. Those who participate in the Special Workshop can also join the competition if the material they submit for the purpose of presentation is in the form of a research paper. However, faculty members who have already established their academic reputation are not eligible for this competition.

Eligible authors must submit their full papers by April 30th. The NATSA staff will forward these papers to our reviewers from different disciplines for a comprehensive evaluation. Authors intend to take part in the competition are required to attend the conference in person. Award recipient will receive

- ✧ a certificate of the award from the NATSA
- ✧ a grant of 100 USD
- ✧ a registration fee waiver for the 2012 NATSA Annual Conference

If two papers are selected, the grant will be evenly divided among the authors. The awards will be presented to the recipients at the Dinner Reception.

Conference Theme

Conference Title:

The Trajectory of Taiwan in a Global Context

In their historic debate about Economic Cooperation Framework Agreement (ECFA) on April 25th, 2010, President Ma and DPP Chairperson Tsai provided their alternative approaches to Taiwan's economic future. President Ma emphasized that Taiwan should use the Chinese economy as a channel for broader integration into the global market. Miss Tsai countered that it is much more prudent to expand Taiwan's cultural and economic ties with China after Taiwan has secured its strategically advantageous position in the global economy. Regardless of the immediate political impact, the debate is groundbreaking in that both leaders highlighted the global dimension of the cross-strait relationship, a dimension that has long been overlooked in Taiwan's political discourse. Instead of referring to convenient political language that portrays China as either an evil regime or an imminent super power, both sides framed the debate as a pursuit of the best strategy to a new international order, in which both China's global influence and its economic clout over Taiwan are growing rapidly. Where will this debate lead us? What is the best response to the new international order? The pursuit of the best strategy has not ended, even after the signing of ECFA on July 7, 2010 in Chongqing, China. Rather, increased economic integration with China will likely trigger more discussion on how to think globally in order to secure a better future for the Taiwanese people. The discussion will definitely involve more than economic development, but extend to other aspects of Taiwanese life as well. Last year's NATSA conference discussed how expanding ties with China might affect Taiwanese society. This year NATSA invites participants to think one step further on how Taiwan could respond to the China effect by better positioning itself in the new global context. How could Taiwan maximize gains while minimizing risks during the next phase of globalization? How should the Taiwanese people balance the local, Chinese, regional, and the global dimensions of their future development? We hope to discover valuable insights on not only how Taiwan could secure its own national interest, but on how Taiwan as a global citizen could make a positive contribution to the international community as well.

Theme I:

Responding to Crises and Challenges: Rethinking the Concept of State and Government

In the past few years, Taiwan has witnessed a series of crises. The economic downturn caused by the U.S. financial meltdown brought the Taiwanese economy to its knees. Natural disasters like the flood and mud-slide caused by Typhoon Morakot in 2009 claimed hundreds of lives and made even more people homeless. These types of crises call for immediate government response, but oftentimes the Taiwanese government seems to possess neither enough expertise nor institutional capacity to properly deal with them. In addition to these crises, two new challenges are on the horizon. The Five Metropolitan Elections scheduled to be held in December, 2010 are expected to tremendously alter the governance structure of Taiwan. Additionally, the signing of the Economic Cooperation Framework Agreement (ECFA) with China in July, 2010, marked a new era of cross-strait economic interaction, which may further test the limited capacity of the government to tackle regulatory missions indefinable by traditional nation-state boundaries.

All these developments force us to rethink an old question: What is the role of state and government? In today's globalized world economy, is our conception of the nation, state and sovereignty still up-to-date? Are the traditional concepts of law, government, and regulation still sufficient in responding to the new challenges of a risk society? In particular, how is the principle of separation of powers evolving? What are the future functions of different constitutional branches and levels of government? How should these branches and levels of government coordinate and cooperate with each other in order to deliver better governance? Answering these questions also requires that we consider them in historical context. How have the concepts of state and government evolved in Taiwan? How do previous government structures and practices influence current governance? Furthermore, what are the intersections between global governance and Taiwan's governance challenges? How does Taiwan's entering into trade agreements and participation in international organizations such as the World Health Organization affect Taiwan's sovereignty? What are Taiwan's past, present, and future roles in global governance? This theme invites scholars to present their insights on these timely issues. In a time when Taiwan is navigating itself through greater integration with both the Chinese and the global economy, we hope to explore potential governance approaches that can best improve the risk-management and forward-thinking capacity of the Taiwanese government.

Keyword: Risk society and risk management, Morakot Typhoon, Global Financial Crisis, Five Metropolitan Elections, ECFA, Nation, State, Sovereignty, Law, Government Regulation, Domestic and Global Governance, Federalism, Devolution, Separation of Power

Theme II:

The Global Footprint of the Taiwanese People and the Boundaries of Taiwanese Society: Description and Critique

Taiwanese society is enmeshed in global flows. There are millions of Taiwanese people investing or working overseas, most of them in China. The recent Foxconn scandal exemplifies the impact of the Taiwanese capitalists on the Chinese labor market. Hundreds of thousands of Taiwanese students are studying all over the world. Many of these travelers end up settling down and becoming residents or even citizens in other countries. Taiwanese people also engage in volunteerism overseas, a domain whose size and influence is rapidly growing. People move into Taiwan as well. Immigrant workers have contributed significantly to the economy and family life. The children of immigrant spouses are accounting for an increasingly larger proportion of newborn babies in society. Furthermore, as early as 2011, thousands of Chinese students are expected to enter university campuses in Taiwan. The admission of these students has been one of the most bruising political fights this year, and it is likely to provoke even more social and political debates in the years to come.

This theme invites researchers to present their studies describing important aspects of these cross-border population flows. What are the faces of these migrants? Why and how did they migrate? In what way do they affect Taiwanese society? This theme also calls for rethinking how Taiwanese people define and self-construct the conceptual boundary of Taiwanese society. Who do we allow to enjoy citizenship and be part of the political community? Does our civil society and political process successfully capture the complexity of such dynamic population flows? Furthermore, the rethinking of social boundaries will inevitably lead us to reflect upon how we identify ourselves, and how we are identified by others. We encourage participants to explore the richness and possibilities of identity politics in Taiwan. We also invite researchers to analyze the interaction and mutual perceptions between the Taiwanese people and people from other countries.

Finally, the complex reality of transnational flows through Taiwan has profound implications for discussions of national identity. Do the politics of national identity really capture the multilayered complexity of Taiwanese society? Are there groups or subcultures whose understanding of national identity defies the mainstream political discourse? For example, what is the relationship between various immigrant subcultures and the Taiwanese national identity? Also, does the younger generation of Taiwanese, who have grown up in such a dynamic and diverse environment, really perceive their national identity in the same way as the older generation does? We invite papers addressing these complex intersections of identity, social boundaries and transnational flows.

Keyword: citizenship, political community, civic society, national identity, identity politics, subculture, immigrant spouses, immigrant workers, foreign students and businesspeople in Taiwan, Taiwanese businesspeople and students overseas, Overseas Taiwanese, overseas volunteerism, Foxconn Scandal

Theme III:

National Political Agenda for the 21st Century: Assuring Social Fairness, Environmental Integrity, Food Safety, and Healthcare Quality

For developmental states like Taiwan, it is a common mentality to prioritize economic growth over other developmental goals such as social fairness and environmental integrity. The Taiwanese government, both under the rule of the DPP and KMT, generally follows this pattern. Both parties share a capitalist-friendly philosophy, but differ only in their attitude toward national identity. The signing of ECFA on July 7, 2010, however, may reshape the way the Taiwanese people perceive their national political agenda. ECFA, many people worry, may increase the GDP at the expense of increasing unemployment and income inequality. Such a development might make social justice and equality a potential subject for future political mobilization. Also, the liberalization of cross-strait trade relations makes the regulation of food safety and product quality a timely but politically contentious issue. In addition to issues related to ECFA, when the conference theme was produced in August, 2010, the Taiwanese people were vigorously debating about how to reform the National Health Insurance system, a world-renown initiative that is currently in fiscal trouble. Also, the fiasco around the Central Taiwan Science Park further reminds us that the conflict between environment and growth will continue to be hot-button issues in the next phase of Taiwan's national development.

None of these issues can be resolved by simply referring to ones' national identity. Instead, all of these issues demand citizens and political leaders to conduct civil, pragmatic, and evidence-based debate. This theme therefore invites scholars to reexamine Taiwan's national political agenda. How do we improve Taiwan's social policy and welfare system? How do we secure social justice and maintain basic living standards for people who lost their competitive edge due to the liberalization of foreign trade relations? The discussion of social fairness may also cover the laborer-employer relationship and agricultural development in Taiwan. Research and comments on the farmland acquisition incident that occurred in Miaoli County in summer 2010 are particularly sought. Also, how do we balance environmental protection and economic growth? Is "economic development versus the environment" the only way we can frame this debate? Can concepts like clean energy, green building, green business and green economy, corporate social responsibility (CSR), and social responsibility investment (SRI)

re-conceptualize terms like "economy" and "environment" so that they are seen as mutually dependent, rather than inherently contradictory? Also, how do we assure the quality of imported food and other products? Finally, what is the past and future of Taiwan's healthcare system? Papers that focus on the direct impact of ECFA on Taiwan's political agenda are encouraged, but research outside of the ECFA context is equally welcomed. Also, we expect presenters to criticize the status quo and make suggestions for future improvement. However, exploration of the past, and how it affects the present, is also highly appreciated.

Keyword: ECFA, national and economic development, social policy and social welfare, social fairness and equality, labor-employer relationship, agriculture, the Miaoli farmland acquisition incident, environmental integrity, the Central Taiwan Science Park incident, clean energy, green building, green business and green economy, corporate social responsibility (CSR), and social responsibility investment (SRI), food safety, national health insurance and health care quality

Theme IV:

Culture and Political Economy: Symbol, Capital, and Power

For Marxists, culture, as religion and law, is a product of the material conditions and production relations, which in turn is used to legitimize the overall political economy structure. For Taiwan, a country not officially recognized by the international community and still ambivalent about the direction of its economic future, the issue of culture is also intertwined with the flow of capital and power. Some people believe that "Taiwanese culture", just like Taiwanese athletes, is an important source of "soft power" allowing Taiwan to promote itself to the world without invoking political pressure from China. Others simply argue that in the era of globalization, globalizing local elements is a cost-efficient approach to secure a niche in the global market. Domestically, the evolution of "Taiwanese culture", setting aside what this term actually means for a moment, also reflects the power structure of the Taiwanese society. On the one hand, people who possess capital and power can easily define and interpret what "Taiwanese culture" means. It is also within their power to decide what cultural assets the society should preserve, and what developmental goals society should pursue. On the other hand, however, disadvantaged peoples or minorities are often portrayed according to cultural stereotypes or even subjected to cultural exploitation.

This sub-theme invites presenters to reflect upon the issue of culture in Taiwan and its interaction with other aspects of Taiwanese life. In particular, it welcomes papers focusing on the following dimensions: 1) culture as a means for economic growth, in particular, issues related to cultural and creative industries; 2) cultural preservation policy in Taiwan; 3) the representation and misrepresentation of minorities, the disadvantaged, and ethnic groups; 4) cultural diversity and the education system; 5) the impact of the mainstream or other types of media on the Taiwanese culture. Finally, after talking about "the China effect" last year, this year's conference also invites researchers to reflect on Taiwan's cultural impact on China and the world. For example, popular singers like Jay Chou have considerable cultural influence over the younger generation in China and East Asia. What is the impact of Taiwanese culture on China, the East Asian region, or even the World?

Keyword: Cultural and Creative Industries, Cultural Restoration, Cultural Symbol, Social Capital, Power, Identity, Mass Media, Cultural Studies, Film Studies/Cinematography, Literature, Taiwanese Aborigines, Hakka, Southern Min Language (閩南語), Cultural Diversity and Education, Taiwanese Pop Culture

Theme V:

Cross-strait Relations in the Making: Adding New Dimensions to an Old Debate

Revolutionary ideas often arise when different viewpoints are forced to confront each other. When it comes to cross-strait relations, an intractable issue that has defied all attempted solutions for decades, the need for innovative thinking is particularly justified. We therefore design this subtheme to serve as a forum in which scholars, particularly Chinese and Taiwanese scholars, can have direct dialogue on the following issues: 1) elections and democratization in Taiwan; 2) the geopolitics of Taiwan and the influence of cross-strait relations on regional security and power structures; and 3) the role of Taiwan in Asia-Pacific economic integration. These issues are selected to add new dimensions to the current debate, which has been focusing almost exclusively on Taiwan's statehood and national sovereignty. There should be more issues involved in this debate. For example, democracy has increasingly become a decisive factor in formulating Taiwan's attitude toward cross-strait relations. Not only is democracy now seen as a symbol of Taiwan's self-identity and its main distinction from communist China, but many believe the flourishing of Taiwanese democracy actually holds the key to the democratization of China in the future, which may be one of the ultimate solutions to the current cross-strait political gridlock. How do Chinese scholars perceive Taiwan's electoral process and democratic system? What is the impact of Taiwan's democracy on China and vice versa? Also, cross-strait relations are closely

tied with Taiwan's geopolitics. Taiwan used to be the forefront of the U.S. Cold War alliance against communist countries. It is now seen by many as an important part of the U.S. strategy against the military expansion of China. How will the change of the Taiwan-China relationship alter the regional security and power structure? Will Taiwan become a strategic site for China's military expansion into the Pacific Ocean against the military alliance between USA and Japan, and Korea and India? How will the struggle between regional superpowers such as the U.S., Japan, and China impact the future development of cross-strait relations? Finally, in year 2010, Japan, Korea, China, Australia, and the U.S. have all expressed their interests and visions of further Asia-Pacific economic integration. Taiwan is in the geographical center of countries seeking leadership roles in such an integration process. However, Asia-Pacific integration has never been a huge issue in Taiwan's political arena. Why is that? What is the potential role of Taiwan in the regional integration process? Can Asia-Pacific integration serve as a future solution to the current cross-strait political deadlock? We invite Taiwanese and Chinese scholars to share their thoughts on the issues mentioned above. Participation from researchers from other part of the world is also welcomed.

Keyword: cross-strait relation, elections and democratization in Taiwan, democracy and China, geo-politics of Taiwan, regional security and power structure, Asia-Pacific economic integration

NATSA 2011 Conference Schedule

Date: June 17~18 (Fri-Sat), 2011

Frick Fine Art Building,
University of Pittsburgh, USA

June 17, Friday			
08:00-09:00	<p style="text-align: center;">Check-in Front Desk</p>		
09:00-10:30	<p style="text-align: center;">Panel 1 Theme II+IV (Individual Paper) Room: FA 202</p> <p>Moderator: Mr. Weiting Guo (Department of Asian Studies, University of British Columbia)</p> <p style="text-align: center;">Panel Title</p> <p style="text-align: center;">Taiwan with Multiple Faces: Imaginations, Narratives, and Identity Construction in a Trans-national Context</p> <p style="text-align: center;">Ms. Yen Hoang Nguyen (Department of Chinese Literature, National Cheng Kung University)</p> <p style="text-align: center;">On unpublished document about Taiwan: Taiwan image in Notebook of Vietnamese Scholar in the 19th century</p> <p style="text-align: center;">Ms. Nga-i Tenn (Graduate Institute of Taiwanese Language, Culture and Literature, National Taiwan Normal University)</p> <p style="text-align: center;">A Glocalized National Narrative---A Siraya-based discourse in the Taiwanese Puppet Show, Blitzkrieg Siraya</p> <p style="text-align: center;">Mr. Karl Wu (Department of Sociology, University of British Columbia)</p> <p style="text-align: center;">The Elastic and the Ambiguous: border control and identity politics in the case of Taiwanese political refugees in Canada</p>		
10:30-11:00	<p style="text-align: center;">Break</p>		
11:00-12:30	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;"> <p>Panel 2 Special Workshop (Panel Presentation) Room: FA 202</p> <p>Moderator: Ms. Chiting Peng (Hong Kong University of Science and Technology)</p> </td> <td style="width: 50%; text-align: center;"> <p>Panel 3 Theme I+III (Individual Paper) Room: FA 203</p> <p>Moderator: Mr. John Chung-En Liu (Department of Sociology, University of Wisconsin Madison)</p> </td> </tr> </table>	<p>Panel 2 Special Workshop (Panel Presentation) Room: FA 202</p> <p>Moderator: Ms. Chiting Peng (Hong Kong University of Science and Technology)</p>	<p>Panel 3 Theme I+III (Individual Paper) Room: FA 203</p> <p>Moderator: Mr. John Chung-En Liu (Department of Sociology, University of Wisconsin Madison)</p>
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12:30-13:30	Lunch	
13:30-15:30	<p style="text-align: center;">Panel 4 Theme V (Panel Presentation) Room: FA 202</p> <p>Moderator: Mr. Chien-Yuan Chen (Department of Anthropology, University of Hawai'i, Manoa)</p> <p style="text-align: center;">Panel Title</p> <p>The Living Forest: Memories, Imaginations, and Multiple Constructions of Chineseness in Contemporary Taiwan</p> <p>Ms. Szu-Yun Hsu (Department of Geography, University of British Columbia)</p> <p>The Performativity of the Free Market Economy in Taiwan:Lessons from the U.S. Beef Import Dispute in 2009</p> <p>Mr. Dominic Meng-Hsuan Yang (Department of History, University of British Columbia)</p> <p>Exile and Collective Trauma in Formation of Mainlander Identity in Taiwan: History, Memory, and</p>	

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June 18, Saturday	
8:30-9:00	Check in Front Desk
09:00-10:00	<p style="text-align: center;">Panel 5 Special Workshop (Individual Paper) Room: FA 202</p> <p>Moderator: Mr. Yang-Yi Kuo (Department of Anthropology, University College of London)</p> <p style="text-align: center;">Panel Title</p> <p style="text-align: center;">Taiwanese History Refreshed: the repeated future and the repressed past</p> <p style="text-align: center;">Prof. Stéphane Corcuff (Lyon Institute of Political Studies) Ma Ying-jeou's China leaning Policy and the 1683 Fall of the Zheng in Taiwan: A Cross-Centuries Geopolitical Comparison</p> <p style="text-align: center;">Prof. Mike Shi-Chi Lan (Division of Chinese, Nanyang Technological University) Taiwanese-native Japanese Soldiers and the Politics of Remembrance</p>

10:00-10:30	Break	
10:30-12:30	<p style="text-align: center;">Panel 6 Theme IV (Panel Presentation) Room: FA 202</p> <p style="text-align: center;">Moderator: Ms. Laura Jo-Han Wen (Department of East Asian Languages & Literature, University of Wisconsin - Madison)</p> <p style="text-align: center;">Panel Title</p> <p style="text-align: center;">The Multiple Representations on Historical Memories of Taiwan</p> <p>Ms. Shih-Yun Lo (Graduate Institute of Taiwanese Literature, National Chengchi University)</p> <p>South, Memory, and Colonial Youth in the 1940s: a Discussion on the Taiwan Panorama of Nakamura Chihei and Lung Ying-tsung's Autobiographical Novels</p> <p>Ms. Yu-Ju Chang (Graduate Institute of Taiwanese Literature, National Chengchi University)</p> <p>Railway, Tourism, and Modernity: a Study on the Chang-Liou Magazine in Taiwan during the 1950s and 1960s</p> <p>Mr. Kun-Lin Lu (Graduate Institute of Taiwanese Literature, National Chengchi University)</p> <p>Memory of White Terror in Taiwan: An Examination of "White files"</p> <p>Ms. Shu-Jhen Liu (Graduate Institute of Taiwanese Literature, National Chengchi University)</p> <p>Surveillance of Memory: The Wall and the Post Traumatic Stress Disorder</p>	<p style="text-align: center;">Panel 7 Theme III+V (Individual Paper) Room: FA 203</p> <p>Moderator: Mr. John Chung-En Liu (Department of Sociology, University of Wisconsin-Madison)</p> <p style="text-align: center;">Panel Title</p> <p style="text-align: center;">Red, Blue, and Green: Social and Political Dynamics across the Strait and Nationalism in the Taiwanese society</p> <p>Dr. Shao-Cheng Sun (Association for Managing for Defense and Strategies (AMDaS))</p> <p>The Building of the Cross-Straits CBMs: The Rational Actor Model Analysis</p> <p>Ms. Caterina Fugazzola (Asia Pacific Studies Program, University of San Francisco)</p> <p>Surfing the Digital Strait: People-to-People Cross-Strait Interaction in the Internet Era</p> <p>Dr. Dongtao Qi (East Asian Institute, National University of Singapore)</p> <p>The Disadvantaged Social Groups' Support for the DPP in Taiwan: Globalization, Social Justice and Economic Nationalism</p> <p>Mr. Feng-yi Chu (Oriental Institute, University of Oxford)</p> <p>Adherents of an Imaged Chinese Nation: a case study of pan-blue political cults in Taiwan</p>
12:30-13:30	Lunch &	

2011 Committee Report and the Election for the 2012 Committee (13:00-13:30)		
13:30-15:30	<p style="text-align: center;">Panel 8 Theme IV (Individual Paper) Room: FA 202</p> <p>Moderator: Mr. Chih-Yuan Lin (Department of Sociology, The New School for Social Research)</p> <p style="text-align: center;">Panel Title</p> <p style="text-align: center;">Cultural Performance in Everyday life</p> <p>Ms. Christy Ann DeLair (Department of Anthropology, Brown University) Craft Ephemera as Representation and Creation of Indigeneity</p> <p>Ms. Sydney Hsin-I Yueh (Department of Communication Studies, University of Iowa) The Politics of Playing Cute: A Critical Analysis of Femininity in Taiwanese Popular Culture</p> <p>Mr. Brian Brubaker (Department of Anthropology, University of Pittsburgh) A sociolinguistic analysis of metapragmatic speech in Taiwan</p> <p>Mr. Shih-Hsiang Sung (Department of Anthropology, University of Pittsburgh) The Life History of Fengshui Commodity: the global flow of crystal from Brazil, Guangzhou to Taipei</p>	<p style="text-align: center;">Panel 9 Theme II+IV (Individual Paper) Room: FA 203</p> <p>Moderator: Mr. Dale Albanese (Graduate Institute of Development Studies, National Chengchi University)</p> <p style="text-align: center;">Panel Title</p> <p style="text-align: center;">Contemporary Issues on Taiwanese Education System and A Case Study on Cultural and Creative Industries in Rural Taiwan</p> <p style="text-align: center;">Dr. Wei-Ju Chen (Independent Scholar) and Dr. Kai-Yuan Ho (Independent Scholar)</p> <p style="text-align: center;">Does same mean equity? Teachers' treatments between immigrants and native-born students in Taiwan-three cases studies in primary education</p> <p style="text-align: center;">Ms. Hsin-Yi Kao (Department of Leadership and Counselor Education, University of Mississippi) A comparative study of student loans between the United States of America and Taiwan higher education</p> <p style="text-align: center;">Mr. Dale Albanese (Graduate Institute of Development Studies, National Chengchi University) Internationalization and the Impact on College Youth: Challenges in Developing National Chengchi University's International Association</p> <p style="text-align: center;">Mr. Dan McMackin (Graduate Institute of Development Studies, National Chengchi University) From "Creative Cities" to "Creative Rural Areas": A Case Study of an Innovative Cluster in Yilan County and its Implications for the Cultural and Creative Industries in Rural Taiwan.</p>

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* Check-in Procedure: For travel grant applicants: when receiving your tickets, please ensure that you have also signed in. The sign-in sheet will be used to help us determine each conference participant's eligibility for a travel grant

Conference Panel Sessions

Panel	Name	Title	Discussant
Panel 1: II+IV (Individual Paper Presentation) Panel Title: <i>Taiwan with Multiple Faces: Imaginations, Narratives, and Identity Construction in a Trans-national Context</i> Moderator: Mr. Weiting Guo (Department of Asian Studies, University of British Columbia) 09:00-10:30, June 17 th (Friday)			
1	Ms. Yen Hoang Nguyen (Department of Chinese Literature, National Cheng Kung University)	On unpublished document about Taiwan: Taiwan image in a Notebook of Vietnamese Scholar in the 19th century	Ms. Laura Jo-Han Wen (Department of East Asian Languages & Literature, University of Wisconsin – Madison)
	Ms. Nga-i Tenn (Graduate Institute of Taiwanese Language, Culture and Literature, National Taiwan Normal Univ)	A Glocalized National Narrative---A Siraya-based discourse in the Taiwanese Puppet Show, Blitzkrieg Siraya	Prof. Scott Simon (Department of Sociology and Anthropology, University of Ottawa)
	Mr. Karl Wu (Department of Sociology, University of British Columbia)	The Elastic and the Ambiguous: border control and identity politics in the case of Taiwanese political refugees in Canada	Dr. Fang-long Shih (Taiwan Research Programme, London School of Economics)
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	Mr. Aristotle Bulaclac (Department and Institute of Public Administration, Chung Hua University)	"Analyzing the Corporate response to the Taiwan Sustainable Energy Policy Framework through Corporate Social Responsibility: The AsusTek case"	Mr. John Chung En Liu (Department of Sociology, University of Wisconsin- Madison)
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	Mr. Weiting Guo (Department of Asian Studies, University of British Columbia)	Remembering the "Righteous People": The Temple of Loyal Fighters and the Transformation of Yimin Discourse in Taiwan	Prof. Mike Shi-chi Lan (Division of Chinese, Nanyang Technological University)

	Mr. Chien-Yuan Chen (Department of Anthropology, University of Hawai'i, Manoa)	Crafting Chineseness at the Palace Museum: the CCTV Documentary liangan gugong and the Souvenir Business	Prof. Mike Shi-chi Lan (Division of Chinese, Nanyang Technological University)
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	Ms. Caterina Fugazzola (Asia Pacific Studies Program, University of San Francisco)	Surfing the Digital Strait: People-to-People Cross-Strait Interaction in the Internet Era	Dr. Dongtao Qi (East Asian Institute, National University of Singapore)
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9	Dr. Wei-Ju Chen (Independent Scholar) and Dr. Kai-Yuan Ho (Independent Scholar)	Does same mean equity? Teachers' treatments between immigrants and native-born students in Taiwan-three cases studies in primary education	Dr. Dongtao Qi (East Asian Institute, National University of Singapore)
	Ms. Hsin-Yi Kao (Department of Leadership and Counselor Education, University of Mississippi)	A comparative study of student loans between the United States of America and Taiwan higher education	Dr. Wei-Ju Chen (Independent Scholar)
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	Mr. Dan McMackin (Graduate Institute of Development Studies, National Chengchi University)	From "Creative Cities" to "Creative Rural Areas": A Case Study of an Innovative Cluster in Yilan County and its Implications for the Cultural and Creative Industries in Rural Taiwan.	Mr. Chien-Yuan Chen (Department of Anthropology, University of Hawai'i, Manoa)

Keynote Speech

Keynote Speech

Title: Taiwanese Identity for the Next Generation: Where We Are, How We Got Here, and Where We Are Heading

Keynote Speaker: Prof. Lin Man-houng 林滿紅 (Research Fellow at the Institute of Modern History at the Academic Sinica in Taiwan)

Time: 16:00 - 18:00, June 17, 2011

Discussant 1: Prof. Scott Simon (Associate Professor of the Department of Sociology and Anthropology at the University of Ottawa)

Discussant 2: Prof. Stéphane Corcuff (Associate Professor of political science at the Lyon Institute of Political Studies)

Description:

This year NATSA is honored to have Prof. Lin Man-houng (林滿紅), a leading historian in Taiwan, as our Keynote speaker. In the speech, Prof. Lin will present her latest research paper titled "Taiwan's Sovereign Status and the Neglected Taipei Treaty of 1952." The paper is built upon her latest book *From witch hunting, soulstealing, to Taiwan's identity crisis: New historical perspective of Taiwan's legal status* (獵巫、叫魂與認同危機：臺灣定位新論), in which Prof. Lin argues that after the signing of the Sino-Japanese Peace Treaty in 1952, the territorial sovereignty of Taiwan was transferred to the Republic of China. This conclusion has provoked numerous comments and critiques from both historians and scholars studying identity politics in Taiwan in other disciplines. More importantly, it defies the traditional political discourse that treats Taiwan and the Republic of China (ROC) as separate and competing concepts. In this discourse, we are either Taiwanese or citizens of the ROC. Instead, Prof. Lin seems to suggest that both are inalienable elements of the same state, with Taiwan as the territory and the ROC as the government. Prof. Lin has already presented this paper in other academic venues. For additional information on her previous presentation, please see [here](#).

Prof. Lin's research finding seems to echo the thinking among the younger generation. Most people on this year's NATSA planning committee are Taiwanese students in their 20s and 30s. Different from our parents' generation, most of us grew up during or after Taiwan's democratization. This background makes it easier for us to think outside the ethnic boundary that we inherited when it comes to the issue

of national identity. Although we still have different political views, the way we understand the constitutive elements of our state is virtually the same. The experience of living under a democratic regime has given us a natural tendency to identify the territory of the government (the ROC) with the population who have the constitutional rights to elect their public servants and the geographical space (Taiwan, Penghu, Kinmen and Matsu) where these servants are selected to represent. Is this a unique view, or does it actually reflect an emerging consensus on national identity in our society? After two decades of democratic exercise, are we finally coming to a point where, no matter how politicians try to argue otherwise, Taiwan is no longer a country divided by competing national identities?

We are eager to share these issues with all the participants in this year's annual conference. Are our observations of the younger generation and Taiwanese society correct ones? If not, what is the correct description of the current status of the identity politics in Taiwan? Are there dimensions that have not yet been sufficiently addressed in the past discussion? If the answer is positive, on the other hand, what does this mean to different aspects of our society in the next decade? For example, the evolution of national identity may affect ethnic relations in society. How will the emergence of a national identity consensus alter the dynamic among ethnic groups, classes, genders, subcultures, or even generations? Also, is the experience of living in a democracy, along with the experience of global population flows, adding new elements to the social fabric and posing new identity challenges to our society? What are the potential solutions to these challenges? Finally, how will the evolution of national identity impact the way we understand the boundary and the content of Taiwanese culture? In a world featuring open borders and global connections, to what extent should we believe that there are fixed boundaries or content of Taiwanese culture? In addition, how should we situate Taiwanese culture in the global context, particularly in relation to Chinese Culture? Is it possible to see Taiwan as an air traffic hub, through which diverse life experiences intersect with each other and create a rich and creative cultural environment?

To help us sort through these complex issues, Prof. Scott Simon and Prof. Stéphane Corcuff, both renowned experts in the field of Taiwan Studies and in particular on ethnic relations in Taiwan, will offer their responses to Prof. Lin's speech and share their insights on the current status of identity politics in this nascent democracy. The event is scheduled for two hours. The speaker will first give a 30-35 minute speech, followed by 30-40 minutes of responses from both discussants (15-20 minutes each), and end with a 45-60 minute Q&A session.

Roundtable Forum

Title: From National Identity to Global Citizenship: Discovering Taiwan's Niche and Responsibility

Time: 16:00~18:00, June 18, 2011

Discussant 1: Prof. Joseph Wong (Associate Professor of Political Science at the University of Toronto and the Director of the Asian Institute at the Munk School)

Discussant 2: Dr. Fang-Long Shih 施芳瓏 (Co-Director of the Taiwan Research Programme at the Asia Research Centre of the London School of Economics)

Discussant 3: Prof. Mike Shi-Chi Lan 藍適齊 (Assistant Professor at the Nanyang Technological University)

Based on the general topic, NATSA 2011 are also planning to have a Roundtable Forum on the second day as the concluding event for the conference. The purpose of this forum is to create a dialogue to discover new opportunities and visions for Taiwan's future development without being distracted by the traditional political divide based on national identities. We look forward to exploring the role of Taiwan's economic and cultural power during the next phase of globalization. In addition to secure Taiwan's own national interest, we also expect to discuss how Taiwan as a global citizen should take responsibility and make positive contributions to the international community. This year we are honored to have three outstanding scholars joining this meaningful event, including Prof. Joseph Wong of the University of Toronto, Dr. Fang-Long Shih of the London School of Economics, and Prof. Mike Shi-Chi Lan of the Nanyang Technological University. The topic of Prof. Wong's presentation will be "Mediating Integration and Autonomy: Taiwan as a Gateway Economy," while Dr. Shih will present her paper titled "From Nationalism to Global Green Civility." Prof. Lan, on the other hand, will make a presentation titled " Crossing (off) National Boundaries: Taiwanese transnational experiences in a historical perspective" Prof. Lan's presentation will based on two of his recent research projects, which include: 1) Crossing Colonial Boundaries: Wartime Experiences and Postwar Trials of the Taiwanese Soldiers in Southeast Asia, 1941-1955; and 2) Taiwanese and Their Multiple Identities in China before 1945. The event will last for two hours. Each discussant will make a 20 minute presentation on their paper in the first hour, followed by a 60 minute Q&A session in the second hour.

Special Workshops

The Vision of Taiwan Studies: Meeting the Next Generation of Taiwanese Historians, Geographers, Anthropologists, and Scholars from Film Studies

The challenge of thinking globally in order to act locally is confronting academic circles in Taiwan as well. How academia approaches this issue today may be an early indicator of the future direction that Taiwanese society needs to pursue. This special workshop is an experiment to test NATSA's potential as a multi-disciplinary platform for young scholars in Taiwan Studies. The platform aims to explore the vision of the new generation of researchers in this area, in particular, how they approach the local, national, regional, and global elements of their research.

As an initial attempt, the workshop invites scholars from Anthropology, Geography, History, and Film Studies to share their current research projects or recent publications. There is no keyword for this special workshop. Applicants submit a one-page, approximately 300 word, abstract detailing the issues, methodology, findings, and contributions of their research projects or publications. If admitted, participants are required to submit and upload a maximum of 20 pages of material to facilitate workshop discussion. The content and format of such material is not limited. Applicants are also encouraged to share their personal experiences and the challenges they faced during their research. Researchers taking on a similar subject using different methodologies are encouraged to form a panel presentation. The workshop is open to researchers from all over the world, provided that they are working in these disciplines and their research subjects are Taiwan-related. This year NATSA has received dozens high quality abstracts for this workshop, and, after rigorous evaluation, accepted and organized two Special Workshop panels. The titles of these panels are: 1) “*The History of Colonial Taiwan under Japanese Rule*”; and 2) “*Taiwanese History Refreshed: the repeated future and the repressed past.*” The detail and schedule of them are as following.

June 17, 11:00-12:30

Panel 2 (Special Workshop, Panel Presentation)

Panel Title: *The History of colonial Taiwan under Japanese rule*

Moderator: Ms. Chiting Peng (Hong Kong University of Science and Technology)

Paper 1: *The Flows and Networks of Fishing Technocrats of Colonial Taiwan in Global History - with A Focus on Investigation and Experiment of Fishing Industry*

Mr. Te-chih Chen (Program of History, National Taiwan Normal University)

Paper 2: *The Formation of Medical Educational Facilities in colonial Taiwan - from Taiwan Governor - General Medical School to the Department of Medicine of Taihoku Imperial University*

Mr. Tetsuzo Suzuki (Program of History, National Taiwan Normal University)

Paper 3: *The formation of "Nanbo kyoei ken" (the Southern Co-Prosperity Sphere) in colonial Taiwan*

Mr. Shuji Nakamura (Program of History, National Taiwan Normal University)

June 18, 9:00-10:00

Panel 5 (Special Workshop, Individual Paper Presentation)

Panel Title: *Taiwanese History Refreshed: the repeated future and the repressed past*

Moderator: Mr. Yang-Yi Kuo (University College London)

Paper 1: *Ma Ying-jeou's China leaning Policy and the 1683 Fall of the Zheng in Taiwan: A Cross-Centuries Geopolitical Comparison*

Prof. Stéphane Corcuff (Lyon Institute of Political Studies)

Paper 2: *Taiwanese-native Japanese Soldiers and the Politics of Remembrance*

Prof. Mike Shi-chi Lan (Division of Chinese, Nanyang Technological University)

Film Screening Schedule and Introduction

In order to introduce films concerning Taiwanese society to the participants, faculty members, staff, and students of the University of Pittsburgh as well as people from nearby areas, NATSA 2011 holds a documentary film screening for the community. All the films are legally licensed from their publishers or directors. The common theme among this year's selection is land justice. The list of films and the screening schedule is as following:

June 17, Friday Frick Fine Art Auditorium	
09:00-10:30	Formosa Plastics Group: Factories of Mass Destruction (2010)* Chun-Chia Lo (40 minutes)
10:30-11:00	The "Missing" Village & "Give Back My Lands" (2010)* Boom-Fong Col (20 minutes)
11:00-12:30	We Fight for Water (2009)* Lung-Hua Chuang (56 minutes)
12:30-13:30	Ebb and Flow (2011)* Chin-Yuan Ke (40 minutes)
13:30-15:30	Farm-O-Matic (2010)* Yun-Ju Chen (66 minutes)
15:30-16:00	Life's Big Questions (2011) Guan-Kai Liao (20 minutes)

June 18, Saturday Frick Fine Art Auditorium	
09:00-10:00	Formosa Plastics Group: Factories of Mass Destruction (2010)* Chun-Chia Lo (40 minutes)
10:00-10:30	The "Missing" Village & "Give Back My Lands" (2010)* Boom-Fong Col (20 minutes)
10:30-12:30	We Fight for Water (2009)* Lung-Hua Chuang (56 minutes)
12:30-13:30	Ebb and Flow (2011)* Chin-Yuan Ke (40 minutes)
13:30-15:30	Farm-O-matic (2010)* Yun-Ju Chen (66 minutes)
15:30-16:00	Life's Big Questions (2011) Guan-Kai Liao (20 minutes)

*We are very sorry that this film does not have English subtitles.

Film #1: Formosa Plastics Group: Factories of Mass Destruction
(台灣塑造 國土裂解廠, 2010)

Director: Chun-Chia Lo (駱俊嘉)

Length: 40 minutes

Introduction: In 1991, the Formosa Plastics Group entered Mailiao Township in Yunlin County to begin land reclamation and construction of the Sixth Naphtha Cracker Plant (6-NCP). The industrial project was presented as a glorious joint effort between capitalists and the government, but it fraudulently gained citizen support. Once it was put into operation, there was total environmental damage: destruction of coastal and river ecosystems, erosion of the coastline, pollution of water and air, reduction in fish stocks vital to the fishing industry, and even an increase in cancer mortality among local residents. Over the past 20 years, in order to keep this industry going, there has been a complete handover of the air and land to the capitalists. The industrial zone has led to the disappearance of Mailiao's coastline, which was completely handed over to the private ownership of Formosa Plastics Group. Without a coast, there is no fishing industry.

In addition, in order to meet the high energy and water demands of this polluting industrial zone, an enormous amount of water has had to be dammed up in lakes and reservoirs. As early as the period of Japanese administration, however, this area was evaluated as unsuitable for reservoir construction. In fact, the Zhuoshui River Basin is located within one of the most prolific seismic zones in Taiwan. There are multiple fault lines found within the 50 kilometers surrounding the dam site. Despite lacking an environmental impact report, the dam went ahead with construction as initially planned. The result is that citizen tax dollars have been used to subsidize these capitalists, representing a complete lack of social justice. We must think reflectively about what Taiwan or Yunlin has actually gained. As economic policy currently supports another round of projects, investing in Formosa Plastics Group's steelmaking plans, what price will citizens again be asked to pay? This film painfully attempts to dissect how Formosa Plastics Group's enterprises continually tear apart our national territory.

中文簡介: 一九九一年台塑六輕於雲林縣麥寮鄉，開始著手進行填海造陸與建廠計劃。整個離島工業區的設置過程，首先是，資本家和政府聯手營造一個工業城的美好願景，騙取人民支持。廠區運轉之後，公害糾紛如影隨行，所造成的環境衝擊是全面性的，包括整個沿海及河川的生態破壞、海岸線的侵蝕、空氣的汙染、水汙染、漁業減產的衝擊，甚至是當地居民的癌症死亡率偏高。至此，不到二十年，賴以維生的產業、空氣、土地全數拱手交付資本家手中，工業區讓麥寮的海岸消失，海岸變成台塑私有，漁民變成了沒有海岸、失去海的漁民。此外，為了應付這樣一個高耗能、高耗水又高汙染的工業，我們必須去掠奪大量的水資源來供應它，湖山水庫的興建就是個例子。早在日據時代就評估過，認定這個地方極不適合蓋水庫。其實，整個濁

水流域的上游清水流域，是台灣造山運動最旺盛的地區，壩址周圍五十公里內的多處活動斷層，也未納入環境影響評估報告中，但水庫仍按照原訂計畫執行。這個結果就是，全民用納稅錢去補貼這些資本家，這是非常欠缺公平正義的。我們必須省思的是，從過去六輕的例子，到底台灣或是雲林得到了什麼？目前經濟部支持的八輕、台塑大煉鋼投資計畫，人民又將付出什麼樣的代價？本片沉痛地試圖剖析——台灣塑造扶植的企業，如何不斷地裂解我們的國土。

Film #2: The "Missing" Village & "Give Back My Lands"
(太平路上的相思寮 & 還我土地 第八號, 2010)

Director: Boom-fong Col (許文烽)

Length: 20 minutes

Introduction: Since the fourth phase of land seizures began for the Central Taiwan Science Park in Chunghua County, The "Missing Community" of Erlin Township, located on Tai-ping Lu ("Peacefulness Road" in Mandarin), is no longer peaceful. The director provides a deep critique of the state violence of land seizure in the name of public interest. Disregarding the disapproval of Erlin's citizens, the state destroyed the homes these people built with great effort. This documentary depicts the story of townspeople fighting against land-reclamation by recording their attitudes towards land seizure and their own protest. The "Give Back My Land No. 8" is a music video that was often heard at every protest from 2010 to 2011, which was the peak of the government's land seizures.

中文簡介: 太平路上的相思寮因為中科四期的徵收，而變得不太平。許文烽導演藉由這一部紀錄片深刻批判，國家藉著公共利益之名，行土地徵收的暴力之實，人民的意見與聲音被忽略，於是人民辛苦建立的家園將遭到摧毀。本片記錄彰化相思寮的村民反對政府為建中科而要徵收他們的土地，呈現他們對於徵收的態度與抗爭的過程。其中還我土地第八號是音樂錄影帶，在2010-2011年土地徵收頻繁的一年，各個抗爭場合都可以聽到這首歌。

Film #3: We Fight for Water (我們為水源而戰, 2009)

Director: Lung-Hua Chuang (莊榮華)

Length: 56 minutes

Introduction: The Yong-Yang Landfill is planned to be established in a former water preservation area. The Landfill "passed" an environmental impact report in 2001 only because of false information

provided by the developers, and the impropriety of the local government. Although the water preservation area no longer exists, the Landfill is still closely located to Ushantou Reservoir. Local people and environmental organizations are greatly concerned about water safety once the Landfill starts to function. Starting in 2002 the people of Lingnan Village have fought against the mistakes of the environmental assessment. However, despite its unlawful foundation, the construction is still “legal” in form and the Government of Tainan County has yet to withdraw *ex officio* the construction license.. In order to please the Landfill owners and certain city councilors, the Government of Tainan County has risked the water safety of the whole country. Eight years later, the people of Lingnan Village have been defeated but come back again. The fight continues.

中文簡介: 永揚事業廢棄物掩埋場場址，本來是水源保護區，但因民國九十年的不當解編，導致垃圾場環評通過。雖然這個垃圾場址已不是水源保護區，但距離烏山頭水庫集水區只有不到十公尺。村民們和環保團體擔心，這個垃圾場若開始運作，會嚴重影響到烏山頭水庫的用水安全。因此，保護這個水庫水源安全的工作，就落到緊鄰垃圾場的嶺南村村民身上。自民國九十一年起嶺南村民開始抗爭，到現在已經七年，在居民及環保團努力下，找出環評書內的各種錯誤。但是，即使環評書錯誤百出，民國九十年的環評結論還是具有效力，垃圾場還是合法興建。但面對這樣的業者，台南縣政府卻遲遲不拿祭出行政程序法117條將垃圾場撤銷。只擔心縣政府的財政和業者議員的壓力，卻賭上全台南縣的用水安全。八年過去，村民們一再的被主管機關欺騙，卻又一次次的站起來。一場打了八年的水源戰，還在持續著。

Film #4: Ebb and Flow (退潮, 2011)

Director: Chin-yuan Ke (柯金源)

Length: 40 minutes

Introduction: When it comes to understanding Taiwanese environmental movements in the twenty-first century, the movement against the Kuokuang Petrochemical Project cannot be neglected. The Kuokuang Petrochemical Technology Corporation proposed to build a new plant in a wetland along the coastal area of Dacheng Township in Changhua County. Director Ke Chin-yuan spent three years filming *Ebb and Flow*, recording the local people’s life stories, and the beauty of the wetland in Dacheng. *Ebb and Flow* shows the history of the wetland in Dacheng by depicting the residents’ life of labor and love of the land. The life of the wetland is embodied by the rhythms of the people’s lives presented in the film.

中文簡介：談起廿一世紀的臺灣環境運動史，不可不提反對國光石化運動。國光石化所要爭奪

的土地就是彰化大城的沿海濕地，而本紀錄片將呈現這一塊濕地的歷史。柯金源導演耗時三年在彰化沿海濕地觀察與拍攝，紀錄當地人民在水陸交界處的生活，以及濕地的美麗。從本片中可以看到人民勞動的痕跡與他們對土地的情感。在潮來潮往的低喃中，體現著土地的脈動。

Film #5: Farm-O-Matic (田：消失中的耕地, 2010)

Director: Yun-Ju Chen (陳韻如)

Length: 66 minutes

Introduction: The suburban farm village in Beigang, Yunlin had been a peaceful town until the leather factories intruded in about two years ago. These factories were known to be polluters, but the residents lacked the information kept in the factories' records. Starting in May, 2009, residents smelled strong foul odors billowing from the factories and saw waste water discharging into the local drainage. Forced by the unbearable situation, the residents assembled a self-help group that is currently roaring and fighting for their homeland. This documentary not only records farm life in Yunlin, but also reveals the difficulties and issues facing grassroots civil movements.

中文簡介: 雲林北港的一個純樸農村二年前開始遷入數家在台灣各地造成許多污染的皮革工廠，農村的居民在資訊相對弱勢的情況下，對於這種高污染的產業一無所知。從2009年5月開始，居民明顯的聞到皮革工廠陸續所排放出的惡臭氣味，眼睜睜看著工廠廢水正大光明排放入里內的水道，居民忍無可忍發出不滿與憤怒的怒吼，組成環保自救會來調查並處理此事。片子由三個段落組成，一是自救會的開會和討論。二是蒜頭採收和年輕農民的日常生活。三是果農的梨子園被污染的事件。從這些段落我們分別可以看到年輕一代農民的生活，不同於老農默默忍受的形象，他們對於公共事務的參與。

Film #6: Life's Big Questions (如果我當家, 2011)

Director: Guan-Kai Liao (廖冠凱)

Length: 20 minutes

Introduction: If we were to try to write a history of land and social movements in Taiwan, the Miaoli Dapu Incident of 2010 would be a milestone. The Dapu Incident revealed the government's violence in taking farmers' land to build a science park without taking the farmers' properties, memories or even their lives into consideration. The incident is a stain on the status of land justice in Taiwan. *Life's Big*

Questions shows Taiwan's environmental movements since the Dapu Incident. It claims that land belongs to the people and cannot be taken away by the government without due process.

中文簡介：如果要書寫臺灣的土地與社會運動的關係，那麼2010年的大埔事件肯定是要提到的。大埔事件掀起了一連串人民對於土地徵收爭議的抗爭，藉由2010年717凱道遊行等行動，讓人們更加重視土地正義一事。廖冠凱導演的這一部影片將帶我們回首大埔事件以來土地與社會運動的關係。土地不是國家可以予取予求的，土地屬於每一個人民！

PANEL 1 (INDIVIDUAL PAPER PRESENTATION)

(THEME II+IV) TAIWAN WITH MULTIPLE FACES: IMAGINATIONS, NARRATIVES, AND IDENTITY CONSTRUCTION IN A TRANS-NATIONAL CONTEXT

PAPER 1: ON UNPUBLISHED DOCUMENT ABOUT TAIWAN: TAIWAN IMAGE IN NOTEBOOK OF VIETNAMESE SCHOLAR IN THE 19TH CENTURY

Ms. Yen Hoang Nguyen (National Cheng Kung University)

As we all know, if you want to know about Taiwan in the 18th, 19th century, you can find it out in the documents of China Mainland, Holland, Portugal or Japan, etc. But I've myself just discovered a notebook of Vietnamese scholar writing about Taiwan in the 19th century. This document has not been discovered for a long time and also the first document of Vietnam that wrote about Taiwan up to present. Though its content was not very long, but it already presented an overall history, society of Taiwan at this period. I hope that after making in-depth analysis of the text, we can resolve several important questions about this document, such as: How did the author know about Taiwan? What is his opinion about Taiwan and the relationship between Taiwan and China at that time? What was his intent when writing this notebook, etc. I also expect that, through this paper, I can bring this rarely seen, valuable document to more and more people who are interested in Taiwan, and can help everyone understand more not only about the relationship between Taiwan and Vietnam, but also about the status of Taiwan in the World in the 18th, 19th century.

Keywords: Taiwan, Vietnam, China, 19th century

PAPER 2: A GLOCALIZED NATIONAL NARRATIVE--A SIRAYA-BASED DISCOURSE IN THE TAIWANESE PUPPET SHOW, BLITZKRIEG SIRAYA

Ms. Nga-i Tenn (National Taiwan University)

Globalization, which has become a hot issue in academic debates, is said to deconstruct nations and replace the latter in "the era of post-nationalism." On the other hand, fear of being inundated with globalism rekindles local consciousness, forging more "imagined communities" based on interlaced local liaisons. As a consequence, nationalism does not fade out, but undergoes a series of transformations. National narratives re-emerge with more varied facets and more localized substantiation. Blitzrieg Siraya, a Tai-gi (Holo-tongued) puppet show marks out this new breed of "glocalized national narrative"---a new discourse co-effectuated by both globalism and localism.

Debuted in 2010, Blitzrieg Siray has lured much applaud. It tells how descendents of Han immigrants and Sirayans, a lowland Austronesian group in southern Taiwan, transcend mutual animosity and prejudice, fight together against an evil spirit and protect their homeland. The narrative gives a vivid picture of Siraya's matrifocal culture and breaks up ethnic and gender stereotypes.

Two other reasons make Blitzrieg Siraya so distinguished. Unlike traditional puppet shows, which are centered on China's history or folklore, Blitzrieg Siray is one of the few exceptions that set Taiwan as background. Moreover, Blitzrieg Siray is the first Tai-gi puppet show that highlights Sirayans, who were seldom mentioned in Chinese/Han-centric discourse. Blitzrieg Sirya re-imagines Taiwan as a multi-ethnic society with solid Austronesian roots. Apparently the work corresponds to worldwide indigenes' movements and Taiwan's lowland Austronesian movements in the last two decades.

With a Siraya-based national narrative, the text provides "imagined" solutions to problems unresolved for generations and hints at challenges Taiwan must face in today's globalized, heterogenized surroundings, such as how to re-create a new tie between indigenes and new immigrants---including a new relationship between descendents of Austronesians and Chinese Han settlers.

Blitzrieg Siraya encompasses several elements in Taiwan's historical discourse. My article will explore how these elements interweave localism with globalism and co-constitute a new national narrative. In the concluding part I will discuss what this new narrative signifies in the contemporary glocal context.

Key words: puppet shows, Siraya, globalization, localism, national narrative

PAPER 3: THE ELASTIC AND THE AMBIGUOUS: BORDER CONTROL AND IDENTITY POLITICS IN THE CASE OF TAIWANESE POLITICAL REFUGEES IN CANADA

Mr. Karl Wu (University of British Columbia)

This paper looks into the interplay between state control over borders and the shaping of national identity for those affected. It is argued that the state, especially an authoritarian one, exerts, sometimes inconspicuously, its power to define who is a citizen or not in a domestic situation as well as on foreign soil. And the elastic nature of this imposed categorization of national identity (or identities if it involves multiple states) of the affected is a provocative opportunity for people to re-examine their taken-for-granted sense of belonging. This is particularly true for political refugees who are expelled or kept out of their birth countries and tagged as a threat to whatever interests the states claim to be protecting. From the late 1960s to the early 1990s, many Taiwanese Canadians were refused entry to visit Taiwan for their (suspected) involvement in the public affairs and social movements aiming at democratizing Taiwan wherein an authoritarian government was in power. Furthermore, some overseas Taiwanese who later become Canadian were refused entry to other countries as Taiwan was driven out of the United Nations in 1971 which made Taiwanese identity problematic in terms of their nationality. Through an analysis of the life histories of several Taiwanese Canadians in Vancouver who were blacklisted and deemed threatening to Taiwan, this paper argues that it is exactly the state's action of nationality-defining border control that prompts a re-examination of one's status of nationality and therefore a struggling self-definition out of the ambiguous identity imposed by political forces.

PANEL 2

(SPECIAL WORKSHOP) THE HISTORY OF COLONIAL TAIWAN UNDER JAPANESE RULE

STATEMENT OF PURPOSE FOR THE ENTIRE PANEL:

This panel is called "The History of colonial Taiwan under Japanese rule." It includes three fields, science and technology, medicine, and political thought. In fact, to study the history of colonial Taiwan under Japanese rule has developed prosperously in Taiwan, because the find, collection, and digitalization of archives promoted this trend. Therefore, under this situation, the study issues have become various and broad and also have been affected by social-scientific theories, presenting a positively competitive environment of academia. However, to fully utilize archives regarding colonial period and to pragmatically study history are most important works in historiography. Thus, this panel tries to indicate how Taiwanese history study use new materials to explore new issue, and hopes what these results of new researches mean could be discussed in the conference.

This panel constitutes three papers. First, Te-chih Chen discusses the introduction and dissemination of modern fishing science and technology, the relationship of fishery technocrats and fishing industry policy, and the development of in-shore fisheries. Second, Tetsuzo Suzuki discusses the formation of medicine educational facilities in colonial Taiwan and focuses on the process from the Medical School of Taiwan General-Government to the Medicine Department of Taihoku Imperial University. Third, Shuji Nakamura discusses the intellectual development of a special conception of "Nanbō kyōei ken" (the Southern Co-Prosperity Sphere), and compares the differences between it and the Greater East Asia Co-Prosperity Sphere.

Chen's paper belongs to the fields of history of academic research and technocrats, both are new issues in Taiwan. As to Suzuki's paper is of medicine history which is popular recently, no matter from the perspective of STS or environmental history. Last, Nakamura's paper in intellectual history is important but rare in Taiwan. In sum, these three papers in this panel present three aspects of new generation in Taiwanese history.

PAPER 1: THE FLOWS AND NETWORKS OF FISHING TECHNOCRATS OF COLONIAL TAIWAN IN GLOBAL HISTORY - WITH A FOCUS ON INVESTIGATION AND EXPERIMENT OF FISHING INDUSTRY

Mr. Te-chih Chen (National Taiwan Normal University)

In the context of globalization, the introduction of modern scientific fishing technology in Taiwan began from the period of Japanese colonial rule. In fact, China's modern fishing technology was also significantly influenced by Japan. Leading specialist like Li Shixiang graduated from Tokyo Fishery Institution. Modern fishing industry in China has been researched by Micah S. Muscolino. To understand the development of the fishing industry in East Asia, it is necessary to compare the various utilizations of Japanese fishing technology throughout the region. In this article, I try to take a multi-lingual and multi-archival approach, and use resources composed in Japanese and Chinese.

Firstly, I discuss the background of modern fishing technology. From the beginning of Japanese rule, fishing technical bureaucrats were sent to Taiwan to conduct investigations and experiments. The policy was designed for protection and propagation. About 1910, Japanese government researched on the relationship of bonito and ocean current by dispatching fishing technicians to Taiwan. Then the policy developed toward exploiting ocean resources. This was the first time a high class technician stayed in Taiwan to engage in fishing investigations and experiments.

Secondly, I analyze the personnel records of Taiwan fishing technical bureaucrats. According to the flows of technology, the mobility was caused by the political-economic force, and was closely related to capitalism and colonialism. However, this article shows that academic background and experience of those people was a substantial factor for this mobility. During the earlier stages, many of the technicians were graduates of the Tokyo Fishery Institution. Subsequently, the number of technicians from Hokkaido Imperial University and other imperial universities increased at a later stage. Therefore, interpersonal networks are important when discussing the flows of technology.

Thirdly, I explore the nature of these research results. These research results were published, diffused, and applied to the fishing industry. Furthermore, they also influenced contemporary fishing policy. Last but not least, I compare the differences between the technicians in Taiwan and China, particularly focusing on their opinions of modern fishery management.

In conclusion, I try to point out that the flows and networks of fishing technical bureaucrats were not only influenced by political-economic forces, but by interpersonal networks of academia, which cannot be neglected. By analyzing the research results and comparing with other areas, it could highlight how fishing technology interacted with local situation while it was disseminated there.

PAPER 2: THE FORMATION OF MEDICAL EDUCATIONAL FACILITIES IN COLONIAL TAIWAN - FROM TAIWAN GOVERNOR - GENERAL MEDICAL SCHOOL TO THE DEPARTMENT OF MEDICINE OF TAIHOKU IMPERIAL UNIVERSITY

Mr. Tetsuzo Suzuki (National Taiwan Normal University)

This study tries to explore the development of medical educational facilities from Medical School of Taiwan General-Government to the Medicine Department of Taihoku Imperial University, analyzing the discussion in government and the public opinion regarding establishing and expending these facilities, discussing the education and research by the perspective of social network, such as alumni, societies or professional certifications. In fact, though this study could agree with precedent researches, which held that the particularity existing in the relationship of these facilities, tropical medicine and

southern advance policy is important, this study does not limit in the “particular” nature but try to describe its total image. Because these researches emphasize its particularity and give up to seek its generality connecting with other medicine educational facilities in whole Japanese empire, the image of medicine educational facilities in Taiwan is still unclear. For example, they make hygiene and bacteriology as a metaphor of Taiwan, forming their framework of theory, limiting the analysis of medicine researchers to the two fields. In other words, this paper tries to generalize a conclusion from instances of medicine education and research in colonial Taiwan, including internal medicine, surgery, pathology, and physiology. Moreover, it tries to depict a whole picture of staff pedigree. In sum, this study aims to build a foundation of Taiwan medicine history for further academic advance.

PAPER 3: THE FORMATION OF "NANBO KYOEI KEN" (THE SOUTHERN CO-PROSPERITY SPHERE) IN COLONIAL TAIWAN

Mr. Shuji Nakamura (National Taiwan Normal University)

This study focuses on the conception of Nanbō kyōei ken in colonial Taiwan. On the one hand, it explores the position of Nanbō kyōei ken in the intellectual context of Asianism. On the other hand, it make the “Nanshin Ron”(South-advanced theory) more clear to understand. On the basis of precedent researches, Nanshin Ron was connected frequently with the Great East Asia Co-Prosperity Sphere to confirm the discourse of aggression in the Southeast Asia/ the southern Pacific. Also, it has been proved that the Koehumimaru Cabinet start to use the phrase of “ the Grate East Asia Co-Prosperity Sphere”. This phrase is involved in several aspects of politics, military, economics, and culture. In colonial Taiwan, however, the conception of “the Southern Co-Prosperity Sphere” has existed, and also was involved in those aspects. Furthermore, to put Taiwan as its center, it was considered an imaged community. Therefore, few people compared the phrases of “ the Grate East Asia Co-Prosperity Sphere” in Japan and “the Southern Co-Prosperity Sphere” in Taiwan.

Thus, this study tries to analyze various organizations investigating the southern Pacific, and academic researchers studying this region in order to understand the social-economic circumstances of intellectual background. It means that this study aims to discuss the formation of “the Southern Co-Prosperity Sphere” from a comprehensive view. Furthermore, to compare “the Grate East Asia Co-Prosperity Sphere” of Asianism in Japan and “the Southern Co-Prosperity Sphere” in Taiwan could presents the differences, and explore the beginning of the thought of “the Southern Co-Prosperity Sphere”. In the future, it will raise new intellectual issues in 1930s’ Taiwan.

PANEL 3 (INDIVIDUAL PAPER PRESENTATION)

(THEME I+III) PRIVATE ROLE IN PUBLIC GOVERNANCE: PROFESSIONALISM, CORPORATE SOCIAL RESPONSIBILITY, AND MARKET IDEOLOGIES

PAPER 1: THE CHARACTERISTICS OF MEDICAL PROFESSIONALISM IN TAIWAN- AN OBSERVATION ON MEDICAL HISTORY, HEALTH LAW, AND LEGAL MATTERS

Ms. Wan-Tsui Chiang (Indiana University Maurer School of Law)

Elements of professionalism can be organized into three sets: professional knowledge and skill, ideology, and recognition from society. From observing the history of the medical profession, current health law, and some examples of legal matters, the author illustrates some unique characteristics of medical professionalism in Taiwan. The author argues that the physicians plays a role of quasi-agent of the government and are required to take on some social responsibilities. Society and the law also have high expectations for physicians to devote themselves to their patients. These characteristics create a unique medical professionalism in Taiwan. This article further discusses the possibility that criminal charges and application of the Consumer Protection Act in cases of medical malpractice will lead to a change in medical professionalism in Taiwan.

PAPER 2: "ANALYZING THE CORPORATE RESPONSE TO THE TAIWAN SUSTAINABLE ENERGY POLICY FRAMEWORK THROUGH CORPORATE SOCIAL RESPONSIBILITY: THE ASUSTEK CASE"

Mr. Aristotle Bulaclac (Chung Hua University)

The partnership of the Public and Private sector has been one of the pillars of State development. This doesn't only contribute to the growth of the State's economy and social development but also a means in measuring, assessing and analyzing public policy. Analyzing policies has been important in the development of a State and also in improving the way authorities govern.

The partnership of the Public and Private sector is channeled to what is called Corporate Social Responsibility (CSR) wherein the corporate and industrial sector contributes in the development and governance procedure of the government by contributing financially, procuring and creating projects in developing the community or responding to the governments call through compliance and participating in enforcing public policies in solving societal problems and social issues.

One of the pressing social issues now is Climate Change. The fast meltdown of the Arctic glaciers and the high level of the Greenhouse Gas (GHG) emission drove the United Nation to launch the UN Global Impact to encourage countries and private firms in the effort of reducing the GHG emission and carbon emission that contributes to global warming due to climate change.

The Republic of China in Taiwan, not a member of the UN Global Compact, in effort to participate in this socio-environmental endeavor, launched the Taiwan Carbon Footprint program (CFP). Early January 2010, Taiwan's Environmental Protection Administration, first applied the labeling to PET-bottled beverages, candles, CDs and cookies. The corporate reception on the Carbon Footprint policy was characterized by companies striving to have their products labeled with CFP. Among the big Taiwanese companies, AsusTek Computer, Ltd. Receives the world's first carbon footprint label for notebook computer in 2009 and received the Taiwan Carbon Footprint label following its global success. This is through the company's green policy for its Corporate Social Responsibility. In answering to the government's policy on environmental protection, AsusTek used its Corporate Social Responsibility to perform its task in helping the government realize its goal for a better and carbon free Taiwan.

The research focuses on how the private sector response to public policy and how it can be used in analyzing and evaluating policies. The study will attempt to measure the level of responsiveness of the private sector and how it affects public policy especially in realization of the policy implementation. The research will use Taiwan Sustainable Energy Policy as a policy model and AsusTek Computer Ltd. as model for private sector.

The research will attempt to create a new concept on how to measure and analyze policy responsiveness through the Corporate Social Responsibility (CSR) and how it would help in developing a new form of Participatory Governance through Social Responsible Investment (SRI) and Environment Social Governance (ESG) which are a CSR system. With these, private sector can participate in governance as a stakeholder in the public affairs and government and society as stakeholders in the corporate affairs.

Keywords: policy analysis and implementation, Corporate Social Responsibility, Sustainable Energy Framework Policy, Taiwan computer industry.

PAPER 3: THE CONSTRUCTION OF STATE AND STOCK MARKET-THE TWO MARKET IDEOLOGIES IN TAIWAN AND CHINA STOCK MARKET

Mr. Chih-Yuan Lin (The New School for Social Research)

Before 1997 Asian financial crisis, Asian economic growth was viewed as the other paradigm of capitalism, different from the western formation. The most crucial difference between the two forms is

the intervention from the state. According to the theory of developmental state, the state played an important role in its accumulation of capitals and allocation of the capitals to the strategically industries. Paradoxically, after the Asian financial crisis, the same character, which is assumed to be the specific factor creating the so-called “Asian economic miracle”, became the main cause of the collapse of Asian economies portrayed in the name of “Crony Capitalism”. Because of the intervention of the state, the government officers had chances to become corrupt, and the companies wasted the rare capital on over-production or put government money into money games such as the stock market or real estate market. The interventions from the state are viewed as the burdens and restrictions which make the whole economic system function inefficiently; they also engender an abnormal and unreal situation in the financial market.

However, this explanation is not satisfactory. The same cause can be described in opposite direction. In particular, this view cannot clearly explain the role of the state in the market and the ways in which the state interacts with the financial market; and why do the western countries such as US and Britain tend to use the same way to rescue the economic situation? In order to understand these questions and go beyond the abstract discussion, in my point of view, we should jump into the market to see what really happens in that area. Therefore, in this article, I try to follow Fligstein’s approach, to see the market as the field and bring the actors back to the market. (Fligstein,2001) The market is not only the match mechanism of demand and supply, as economists portray it. The market is the field where the actors conflict, struggle or cooperate for exchange. In addition, we see the state as an independent actor who will interact with other actors in the field; they act together regardless of cooperation or conflict and rely on their own interests, which are formed by their beliefs or ideals. So I chose the stock markets in Taiwan and China for my specific fields; also, I view the states of Taiwan and China as actors in the stock market. In this article, I will first describe the fields, the stock markets between Taiwan and China, to illustrate the environment of these fields. Then, I provide two “market ideologies,” The capital market ideology, and the invest /speculate market ideology, in the stock market which guide the actions of actors in the stock market; after that I use two cases, the Taiwan national safety fund in 1996-2000 and the reducing government-owned shares policy of the Chinese government in 2001, to demonstrate the dynamic process of the conflict or symbioses between the actors depending on these two market ideologies.

PANEL 4 (PANEL PRESENTATION)

(THEME V) THE LIVING FOREST: MEMORIES, IMAGINATIONS, AND MULTIPLE CONSTRUCTIONS OF CHINESENESS IN CONTEMPORARY TAIWAN

STATEMENT OF PURPOSE FOR THE ENTIRE PANEL:

The Living Tree, published in 1995 and edited by Neo-Confucian scholar Tu Wei-ming, has initiated a heated debate over the meaning of being Chinese. While “living tree” represents Tu and his colleagues’ attempt to redefine Chineseness from the periphery—Hong Kong, Taiwan, Singapore, and Chinese overseas, Taiwan’s enthusiastic embrace of its own identity in recent years seems to suggest that Chineseness has become a minor issue on the island. However, Taiwan’s residual mentality of being the core of Chineseness, as well as being part of “Cultural China” continue to negotiate with the emerging Taiwanese identity. Consequently, China’s rise as a major political force and an economic powerhouse in the world and Taiwan’s increasing socioeconomic ties to the mainland offer a chance to rethink the perplexed issue of being Chinese/Taiwanese. The idea of “living forest” represents an attempt to expand on Tu’s “living tree.” The concept problematizes a clear-cut binary of core/periphery, and enables us to examine the evolving and diversifying Chineseness(s) in Taiwan in a global setting, paying attention both to local development/local agency and their complex interactions with the rising China. Under the rubric of “living forest,” the four panelists consider the construction of identity in daily life in Taiwan from different approaches—political-economy, history, and anthropology. Hsu Szu-Yun’s paper focuses on the American beef dispute in Taiwan in 2009. It shows how the notions of “market economy/free trade” were introduced, performed, and contested in post-war Taiwan, and

illuminates the complicated geo-politic dynamics among Taiwan, the US and China. Dominic Meng-Hsuan Yang and Guo Weiting investigate issues related to social memory and identity formation among different populations on the island. Yang's monograph argues that the articulation of collective trauma in the 1949 exodus became an important signifier of mainlander identity in contemporary Taiwan. Guo's study demonstrates how different representations of Hakka people as yimin were constructed in the island's history under different political contexts. Chen Chien-yuan's research looks into the growing number of PRC tourists in Taiwan in recent years through the nostalgic narratives presented in a CCTV documentary entitled *liangan gugong*. Chen suggests that the island's tourist industry has developed "commercialized Chineseness" to meet PRC tourists' demands.

Keywords: The Living Tree, Chineseness, identity, free trade, social memory, social imagination, mainlanders, Hakka, tourism

PAPER 1: THE PERFORMATIVITY OF THE FREE MARKET ECONOMY IN TAIWAN: LESSONS FROM THE U.S. BEEF IMPORT DISPUTE IN 2009

Ms. Szu-Yun Hsu (University of British Columbia)

Economic development, struggle for political sovereignty and contestation of cultural identities are intertwined processes in a nation-state but are seldom addressed as such. As for Taiwan – a developmental state casted as one of the 'East Asia miracles' for its economic success in the post-Cold War era – its development of market economy articulates with its political and cultural logics to provide a process that requires a more nuanced historical-geographical exploration.

In this regard, this paper aims to shed light on the inherent tension between Taiwan's transforming economic trajectory to capital export, its unresolved political sovereignty and its continuous national identity struggles. It first interrogates the specific geo-historical context in which the notion of 'market economy' was introduced, performed and contested in Taiwan as its domestic political struggles evolve in the face of 'the rising of China' at the end of the 20th century. It is in this particular geo-political constellation that the discourse of 'Going Global' and celebration of free market – marked by its successful enrolment of WTO membership in 2002 – that became Taiwan's mainstream national narrative. In effect, this symbolic meaning of being part of the global network was crucial to the full embrace and the eventual normalization of the free market in Taiwan's social and political arenas. Such a process will be critically reviewed by examining the eruption and evolution of the social dispute associated with the re-opening of U.S. beef import in Taiwan in the end of 2009. By explicating the controversial ways the state and the society respond to this dispute, I attempt to show how the symbolic geopolitical dynamics between Taiwan, the United States and China conditions and shapes the form of socio-political struggles, where the economic agenda is re/de/politicized.

Keywords: market economy, free trade, U.S beef import, post-Cold War geopolitics, Taiwan

PAPER 2: EXILE AND COLLECTIVE TRAUMA IN FORMATION OF MAINLANDER IDENTITY IN TAIWAN: HISTORY, MEMORY, AND NATION

Mr. Dominic Meng-Hsuan Yang (University of British Columbia)

On January 27 1949, a mid-size ocean liner named Pacific (Taiping lun 太平輪) sank after colliding with a cargo ship outside of Hangzhou Bay on its way to Taiwan from Shanghai. Hundreds of lives were lost, including several prominent statesmen, entrepreneurs, and socialites who planned to take refuge in Taiwan in the face of growing Communist threat. The shipwreck caught the attention of the KMT authorities and became the subject of much journalistic sensationalism in early 1949. However, the incident was soon relegated to obscurity when tens of thousands of routed troops and refugees began to pour into Taiwan a few months later, and when the Nationalist regime itself had to seek refuge on the island at the end of 1949. In early 2005, Pacific's tragic final voyage regained public attention when a made-for-television documentary film sparked new interest and popularity with subsequent publication of oral history and talks of making big budget romantic epics and TV dramas. This study examines the ways in which the great mainlander exodus (1948-1956) have been portrayed

in official propaganda, popular novels, personal memoirs, and oral history from the 1950s to the present under different political and social contexts. It shows how the KMT official discourse of strategic retreat, heroic martyrdom, and anti-communist nationalism in the 1950s was transformed in the subsequent decades, and then replaced by popular narratives that described the exodus as a harrowing refugee experience in recent decades. The process culminated in Lung Ying-tai's *Big River Big Sea 1949* (2009). The study argues that the idea of collective trauma embedded in the refugee discourse has become one of the most prominent signifiers of mainlander identity in contemporary Taiwan alongside the more recognized "military family village" (juancun 眷村) culture and literature.

Keywords: social memory, collective trauma, narrative construction, the Chinese civil war, mainlander identity, nationalism, post-war Taiwan

PAPER 3: REMEMBERING THE "RIGHTEOUS PEOPLE": THE TEMPLE OF LOYAL FIGHTERS AND THE TRANSFORMATION OF YIMIN DISCOURSE IN TAIWAN

Mr. Weiting Guo (University of British Columbia)

This paper explores the evolving images of the "righteous people" (yimin) in the Temple of Loyal Fighters (Baozhong-yimin miao) in Taiwan. Worshipped in this temple are local militia members whose clans migrated from east Guangdong to Taiwan. After the militia fought against Lin Shuangwen uprising in 1786, the fighters killed in the battle were conferred the title of "yimin" by the Qing court. While the court used the cult to promulgate the spirit of loyalty, various groups of Chinese immigrants used it to legitimize their battles against each other. Under the Japanese rule (1895-1945), the cult was mythologized as a symbol of resisting Japanese rule. Japanese government attempted to Japanize the temple, but it also utilized the cult to strengthen civilian obedience toward the Japanese government. During the Nationalist (KMT) era (1945-1987), the cult of "yimin" was associated with loyalty and linked with the preservation of "genuine" Chinese culture in the Chinese Cultural Renaissance Movement. In late 1980s, the native Taiwanese force emerged, and the descendents of east Guangdong immigrants gradually identified themselves as "Hakka" people (literally "guests"). The KMT's greater Chinese consciousness was criticized by the native forces. The "Hakka" group associated itself with the spirit of "yimin" (loyalty) and struggled between "Chinese" and Min-nan people (usually labelled as "Taiwanese"). All in all, the evolving images of "yimin" not only demonstrate how the spirit of loyalty was manipulated in different historical contexts, but also reflect the hybrid identity of "Hakka" people torn among "guest," "Chinese," and "Taiwanese."

Keywords: righteous people, Hakka, hybrid identity, Chineseness

PAPER 4: CRAFTING CHINESENESS AT THE PALACE MUSEUM: THE CCTV DOCUMENTARY LIANGAN GUGONG AND THE SOUVENIR BUSINESS

Mr. Chien-Yuan Chen (University of Hawai'i, Manoa)

This paper explores the current reconstruction of "Chineseness" centering on the National Place Museum in Taiwan for both political and commercial purposes. By examining the nostalgic narratives presented in a CCTV documentary entitled *liangan gugong* (兩岸故宮), as well as observing the behavior and proclivity of the visitors from the PRC at the National Palace Museum, the study proposes the idea of "crafted Chineseness"—a commercialized cultural formation emerged as a result of the PRC's romantic fantasies toward Taiwan and Taiwanese tourist industry's capitalization on these romantic fantasies. Different from the prevalent tone in China accusing that the Nationalist regime stole the Chinese national treasures (Guobao) from the Forbidden City, the documentary takes advantage of the museum exhibitions to claim the shared Chineseness between the "Two Chinas" (PRC and ROC), and thus implies both sides' strong desires for the reunification. Meanwhile, contrary to the rising sentiments of indigenization and Taiwanization, some Taiwanese businesses have crafted "commercialized Chineseness," and made huge profits from receiving mainland tourists. Rather than focusing on promoting its own unique culture, the Taiwanese souvenir and jewelry shops chose to present Taiwan strategically as the ancient and lost China. By promoting this familiarity, they offer

more Chineseness to attract the PRC tourists. This study thus contends that with increasing interactions with China, Taiwan's tourist industry has developed "commercialized Chineseness" in order to meet demands of the PRC visitors.

Keywords: the National Palace Museum, commercialized Chineseness, Taiwan tourism, social imagination

PANEL 5 (INDIVIDUAL PAPER PRESENTATION)

(SPECIAL WORKSHOP) TAIWANESE HISTORY REFRESHED: THE REPEATED FUTURE AND THE REPRESSED PAST

PAPER 1: IS HISTORY REPEATING ITSELF? THE 1683 FALL OF THE ZHENG AND MA YING-JEOU'S CHINA LEANING POLICY: A CROSS-CENTURY GEOPOLITICAL COMPARISON

Prof. Stéphane Corcuff (Lyon Institute of Political Studies)

The 1683 fall of the pro-Ming resistance to the Qing, the Chinese "thalassocracy" of the Zheng regime in Taiwan (1661-1683) is an episode far from being unknown by historians, both in Chinese and English literature. The nevertheless rare existing monographs have analyzed the conclusion of the decade-long feud across the Taiwan Strait from historians' point of view, detailing the course of events that led to the submission of the young Cheng Ke-shuang, the last Cheng. Some, like Wong Young-tsu, have nevertheless proposed an analysis that is closer to the geopolitical method, but for the wider 17th century period, and not on this particular event of 1683. Moreover, the text that Ke-shuang's advisors wrote for him, to be submitted to Emperor Kangxi, is surprisingly unknown, and has rarely, if ever, been (re)published. However, this text, beautifully written, is a masterpiece of diplomatic negotiations aimed at saving the defeated ruler's face (and not his regime or soldiers) in accepting his submission to the winner. More than that, because two Chinese powers dialogue in this text (in the sense that Zheng is here responding to Admiral Shi Lang's request for submission), the argumentation used is an indication of how the two powers, one continental, one insular, but all of them Chinese, diverge and converge on the perception of Taiwan and China's identity, nation, territory and culture, which are all very contemporary issues.

This presentation will first recall the general situation across the straits since 1624 (the arrival of the Dutch) and on Mainland since 1644 (the reemergence of China under the Qing regime), will then analyze the balance of power between the Zheng and the Qing, to later present the text in classical Chinese with a totally new English translation, followed by a text commentary on what it reveals in terms of Chinese perceptions of Taiwan (and beyond). It will conclude first on how the geopolitical situation has changed suddenly with the submission, and second on what historical studies of cross Straits geopolitics bring to the general knowledge about Cross-Straits relations.

In an effort to understand the subjectivity of Taiwan – or how Taiwan has been turned from an unknown land to a stake in regional geopolitics, in the Chinese nation, and finally in global power relations, the 1683 event and the subsequent hesitation by Kangxi to integrate in his Empire this recently "liberated" land (finally decided in 1684) are key to understand how the Chinese image of Taiwan has built itself during the geopolitical turning point of the 17th century, with consequences all the way to the 21st century.

Keywords: Taiwan, Cheng Cheng-kung, Cheng Ching, Cheng Ke-shuang, Chen Yung-hua, Feng Hsi-fang, Shih Lang, Kangxi, Taiwan straits geopolitics, imperialism, Chinese identity

PAPER 2: TAIWANESE-NATIVE JAPANESE SOLDIERS AND THE POLITICS OF REMEMBRANCE

Prof. Mike Shi-Chi Lan (Nanyang Technological University)

This paper studies the history and historiography of Taiwanese World War Two soldiers (commonly known as Taiji Riben bing or Taiwanese-native Japanese soldiers), who served as Japanese paramilitary fighting against the Chinese and Allied forces during the Second World War. Hundreds of thousands of Taiwanese were recruited to serve in the Japanese forces during the War across Asia. After the War, however, the experiences of Taiwanese fighting against the Chinese (and the Allied) were largely repressed and ignored in official and scholarly accounts of the War in Taiwan under the Chinese nationalist (KMT) rule. Consequently, the Taiwanese soldiers were absent in postwar discourse of veterans and public memory of the War. Borrowing from works on war memory by Paul Ricoeur and others, this paper argues that such a politically imposed amnesia in postwar Taiwan served as an amnesty on the Taiwanese veterans and allowed the KMT government to redeem and re-represent the Taiwanese veterans as a force in its anti-communist campaign since 1949. Overall, forgetting the history of Taiwanese-native Japanese soldiers helped to create and maintain national and social unity in postwar Taiwan under the KMT rule.

As a result of this amnesia, the Taiwanese soldiers have been rather insignificant, if not completely absent, in the postwar discussion and commemoration of war-related issues till the 1990s. With the publication of oral history projects and autobiographical works since the mid-1990s, history of the Taiwanese soldiers gradually emerged out of the private domain and began to draw more attention in the public discourse of the Second World War. This paper argues that the emergence of a new discourse of Taiwanese soldiers since 1990s has served as a (long-overdue) redemption for the Taiwanese soldiers and the beginning of recovering (and re-constructing) the long-neglected general wartime history of Taiwan. At the same time, however, this new discourse of Taiwanese soldiers (and recovered memory of the war) becomes a challenge to the national and social unity created by political amnesia in postwar Taiwan. Issues related to the Taiwanese soldiers such as the controversy over Lee Tang-hui's visit to the Yasukuni Shrine in 2007 continue to stir debate over the legacy of the Second World War in Taiwan and to generate conflict over the already divisive national identity in Taiwan.

PANEL 6 (PANEL PRESENTATION)

(IV) THE MULTIPLE REPRESENTATIONS ON HISTORICAL MEMORIES OF TAIWAN

STATEMENT OF PURPOSE FOR THE ENTIRE PANEL:

Ideological contestations on coloniality, nationality, and subjectivity are inevitably involved in the interpellation and reconstruction of the historical memories of Taiwan. In representing the past, manifold cultural and artistic forms come as deployments. Accordingly, one single approach or perspective has been insufficient for the significant task of dealing with Taiwan's own historical memories. This panel, consists of four papers exhibiting various artistic vehicles as fiction, magazine, film, and photography, contextually discusses above-mentioned multiple angles of the historical memories about Taiwan from the colonial period until contemporary age. Lo, Shih-yun will compare the autobiographical novels respectively out of Taiwanese writer Lung Ying-tsung (1911-1999) and Japanese writer Nakamura Chihei (1908-1963). She suggests a non-political possibility of constructing the subject memory of Taiwan under the Japanese rule, who also traces the formative processes of the colonial memories among Taiwanese and Japanese intellectuals. Chang, Yu-ju will focus on the magazine Chang-Liou. Under the dual conditions of "cold-war and civil-war" in 1950s Taiwan, the Chang-Liou(1950-1991) established as a comprehensive magazine of the Taiwan Railway Administration, yet it reveals a less-authoritative standpoint that partly eludes KMT nationalistic ideology. With analysis of the travel notes in the Chang-Liou, Chang displays an array of cultural memories and Taiwan images on the everyday life basis. Lu, Kun-lin will focus on the White

Files(1991), a photography of the White Terror convicts. Lu elaborates two dimensions of the memory—one is the memory of the respondent himself/herself, and the other is the viewpoint of the photographer representing this historical event, which expresses a confrontation between historical memories and audience cognition. Liu, Shu-jhen probes into the power mechanism inside the memory sign through indicating the paradoxical inter-surveillance relationship of the traumatic reality and cultural signs presented by the film *The Wall*(2008). The purpose of this panel seeks to broaden and to deepen Taiwanese culture and literature while investigating the multiple representations on historical memories through different angles.

PAPER 1: SOUTH, MEMORY, AND COLONIAL YOUTH IN THE 1940S: A DISCUSSION ON THE TAIWAN PANORAMA OF NAKAMURA CHIHEI AND LUNG YING-TSUNG'S AUTOBIOGRAPHICAL NOVELS

Ms. Shih-Yun Lo (National Chengchi University)

How do we rethink the trauma of the political prisoner, especially in the progress of democratization period? What are their images? Or, how do we think about them? “White Files”, photographed by Ching-tai Ho, is a photograph album of political prisoners in the White Terror period in Taiwan. This album included the oral historical narrative of political prisoners and their portrait photograph.

After reflecting this visual material, I found it revealed two kind of plot of memories about the personal experience in this political event. One is the memories of interviewees; another one is the photographer tries to represent these memories into the structure of the picture. Therefore, “White files” not only demonstrated the recall of the past, but also emphasized the tragedy of the individual experience.

“White Files” was published in 1991, a rapid democratized period in Taiwan. At that time, people need a new narrative about the past history. Hence, “White Files” stressed the strict censorship by KMT government, and interviewees in this album were represented by the terrible and awful images. In my perspective, this album not just revealed how sad the white terror was, but restructured the horrible images of these dark memories.

PAPER 2: RAILWAY, TOURISM, AND MODERNITY: A STUDY ON THE CHANG-LIOU MAGAZINE IN TAIWAN DURING THE 1950S AND 1960S

Ms. Yu-Ju Chang (National Chengchi University)

How is it possible to reexamine various signs facilitated by the trauma and the post traumatic stress disorder? How is it possible to get rid of the traumatic signs under the surveillance of the Other, and, at the same time, keep an eye on the observation of the trauma-sign collusion? After the lifting of Martial Law in 1987 for almost twenty years, it is necessary to reveal the paradoxical consideration relationship of the trauma and its signs via the exploration of the February 28th Incident. This paper starts from the discussion of the 228 Monument of Taipei set up in 1995. It seeks to point out how this Monument, as a psychoanalytical text, symbolizes the superego, that is the Other, and how it monitors the viewers. The Monument forges a terrifying gaze and surveillance by means of a call for the deep side of the history. As the traumatic scenario of the February 28th Incident from the real is assimilated into the historiography writing of modern nation-state, it reveals how the February 28th Incident turns out to be a specific memory sign, and how the trauma and the memory sign helps to form a kind of panopticon: a sense of surveillance from the trauma rather than “the reality” of the trauma itself is felt. Hence, whenever the February 28th Incident is mentioned in the cultural or political fields, no matter what political positions we take, we could only come to the same conclusion: peace, reconciliation, or something alike. This paper tries to suggest that the surveillance is a symbolic discipline as soon as the trauma becomes the sign of superego. The film *The Wall* by Zhi-ru Li in 2008 is effective to illustrate this paradoxical inter- surveillance relationship of the traumatic reality and cultural signs. *The Wall* escapes to be another February 28th monument and refuses to inherit the signs of February 28th Incident and its historical memory. On the contrary, it sets up a “wall” and separates a peeper, Kimura,

and A-Yi under surveillance. By means of the structure of sharing the same woman in the two sides of the wall, *The Wall* helps to reveal the power mechanism, which is a form of the gaze and the gazed, within the memory sign. In this regard, *The Wall* distinguishes itself from the previous 228 Incident films including *A City of Sadness* and *March of Happiness*. This film challenges the prior understanding to consider the film as a media to inherit historical memories. When seeing this film, audiences are frightened and the memory sign is split. The divinity of trauma as a memory sign is thus questioned in the process of shocking viewing. The contention of this paper is to clarify the ambiguity of sign as a symbol and furthermore develops a strategy of viewing the real in the historical trauma honestly.

PAPER 3: MEMORY OF WHITE TERROR IN TAIWAN: AN EXAMINATION OF “WHITE FILES”

Mr. Kun-Lin Lu (National Chengchi University)

The dual conditions of “cold-war and civil-war” have led the official discourse to the ascendancy over postwar Taiwan milieu. Meanwhile, the road of modernization is still trodden by the contemporaries as it initiated in East Asia since the 19th century. Hence in search of the historical memories of so-called “anti-communist period” under the modernization context, focusing on the aspect of everyday life practices may well be much more beneficial after unfolding the intricate relationship between nationalistic ideology and representative expressions. With the manifestation of the *Chang-Liou*(1950-1991), a comprehensive magazine of the Taiwan Railway Administration, this paper discusses why “tourism” becomes the focus of attention repeatedly, how a typical railway travel is proceeded, and what kinds of modern experiences and local characteristics are reflected from the travel notes and photography, especially mainly in the relative deprivation in 1950s and 1960s Taiwan. While the mainlanders build a gradual understanding into Taiwan by the sequence named as “from scenic spots to landscape,” the frequent replication of tourism activities shows rich vitality in the course of moving and commuting. In addition, non-everydayness, as the other side of the coin, could be perceived through travelers’ observation on local scenery and customs. Above all, the emergence of “location myth” surrounding the Central Cross-Island Highway and the Fulung Beach for example indicates a modern image and atmosphere during the martial law period. Therefore, a less-authoritative standpoint that partly eludes KMT nationalistic ideology would be revealed and continuingly influences the interpretation of representation on historical memories.

PAPER 4: SURVEILLANCE OF MEMORY: THE WALL AND THE POST TRAUMATIC STRESS DISORDER

Ms. Shu-Jhen Liu (National Chengchi University)

In accordance with Mike Crang’s definition of literature and for aspects of place and spatial constructions, landscape description could be treated as the kind of ideographic system. In other words, shaping the landscape not only is considered as a potential performance of social ideology, but also the interaction between people and place. However, the development of Taiwanese literature during the Japanese colonial period (1895-1945) has often been evaluated within political ideology and attitude formation that has sacrificed the interpretable spaces that literary significant. Under such a view, we must reread within inner context of colonial literary scenery under Japanese colonial rule. When we observe the representation of natural scenery of colonial intellectuals, Taiwanese texts during the colonial period, especially from the 1940s, we must see symbolizing of cultural constructions of that era. Therefore, this article will examine Taiwanese colonial author’s autobiographical writings from the 1940s. These texts will include Nakamura Chihei’s *Fresh Green Leaves* (Aoba Wakaba, 1942) and Lung Ying-tung’s series of autobiographical stories: *White Mountains* (1941), *Tequila and the Moon* (1943), *The Men on Cliff* (1943), and *The Sounds of Ocean Waves* (1944). All these texts belong to author’s autographical stories from their youth and life experience in colonial Taiwan. This paper explores textual representations and symbols of colonial Taiwanese landscapes from Japanese and Taiwanese authors’ autobiographical writings. We will discuss how they represent subject memories for the “South” during the Japanese colonial period to shed light on the construction process of

Taiwanese landscapes that express the significance of Taiwan beyond the political spectrum.

PANEL 7 (INDIVIDUAL PAPER PRESENTATION)

(THEME III+V) RED, BLUE, AND GREEN: SOCIAL AND POLITICAL DYNAMICS ACROSS THE STRAIT AND NATIONALISM IN THE TAIWANESE SOCIETY

PAPER 1: THE BUILDING OF THE CROSS-STRAITS CBMS: THE RATIONAL ACTOR MODEL ANALYSIS

Dr. Shao-Cheng Sun (Association for Managing for Defense and Strategies (AMDaS))

Taiwan's power transition in 2008 from the Democratic Progressive Party (DPP) back to the KMT provided a window of opportunity for Cross-Straits political dialogues. Making use of the "1992 Consensus" President Ma Ying-jeou called for a return to Cross-Straits negotiations. His Chinese counterpart, Hu Jintao, responded positively to his statement. On March 26, 2008, President Hu stated that his government was willing to resume dialogue with Taiwan under the "1992 Consensus." Increased Cross-Straits contacts thus began with the resumption of talks in June between the Taiwan's Straits Exchange Foundation (SEF) and the China's Association for Relations across the Strait (ARATS). For Taiwan's leaders, the improved relations will be beneficial to the domestic economy and to the removal of China's military coercion. For Chinese leaders, reduced tensions will help Hu Jintao to concentrate his efforts on domestic issues. Nevertheless while China and Taiwan have their individual strategic considerations in mind, both countries are seeking to advance common interests. The possible outbreak of war still exists. It mainly stems from China's unabashed demonstration of military might to threaten Taiwan, and the rise of Taiwan's independence-seeking agenda. In Cross-Strait relations characterized by political mistrust and possible military conflicts, Confidence Building Measures (CBMs) may play a helpful role in preventing any unintended conflict.

This paper examines the Cross-Straits CBMs by adopting the Rational Actor Model of decision-making theory. Graham T. Allison argues that rational people discern their objectives and the consequence of each alternative choice before making their decisions. The rational action is a conception of the nation-state as choosing among alternative actions in order to maximize strategic objectives. The core concepts of rational models are: 1) Goals and objectives. At the outset of the decision, the agent has a payoff function which ranks all possible sets of consequences in terms of the objectives set by the decision-makers. 2) Alternatives. The rational agent must choose among a set of alternatives available for the decision-makers in a particular situation. 3) Consequences. A set of consequences or outcomes will ensue for each particular alternative that is chosen. 4) Choices. A rational choice is value-maximizing while at a lower cost.

The methodology of this study is based on reviewing the literature available for the thinking behind the CBMs proposed by the Chinese and Taiwanese governments. These sources come from official documents, websites, and news from Taiwan, the U.S. and China. Examining and assessing these sources can help us understand updated government policies. This paper also intends to answer the following questions: 1) Can the current détente between China and Taiwan pave the way for the Cross-Straits CBMs? 2) What are the proposals from Taiwan, China, and the U.S. in establishing Cross-Straits CBMs? 3) What is the rational thinking behind the proposals of CBMs raised by China and Taiwan? In answering these questions, this study first examines the Rational Actor Model of decision-making theory. It then reviews government official statements from Taiwan, China, and the U.S. It concludes by suggesting feasible proposals to initiate military CBMs.

This study hopes to contribute with the following results: 1) expand upon the Rational Actor Model of decision-making theory from both theoretical and empirical perspectives; 2) understand the rational thinking behind the proposals of CBMs raised by China and Taiwan; and 3) foster trust and construct peace in the Taiwan Strait.

Key Words: The Rational Actor Model, CBMs, ECFA

PAPER 2: SURFING THE DIGITAL STRAIT: PEOPLE-TO-PEOPLE CROSS-STRAIT INTERACTION IN THE INTERNET ERA

Ms. Caterina Fugazzola (University of San Francisco)

In the field of diplomatic relations across the Taiwan Strait, existing scholarly works have been focusing mainly on high-level, government-to-government diplomacy and on the economic ties that bind the two regions together. The starting point for this study is a framework modeled on Louise Diamond and John McDonald's "multi-track diplomacy" system, i.e. an approach to cross-Strait relations that considers official diplomacy but one pixel of the complex picture that characterizes Taiwan-Mainland interactions. Addressing the issue from a new angle that elevates people-to-people communication as a key element towards peacemaking, my goal will be to add a new dimension to the cross-strait debate, approaching it from the field of media studies and concentrating in particular on a technology that has become the symbol of our present era: the Internet. How has the development of cross-strait online communication affected people-to-people relations? What channels exist for citizens on both sides, and how do they contribute to the creation of new links towards better understanding and constructive debate? And lastly, what can be done to improve the situation?

In a time in which translocal networks and communications are dominating political, economic and civil discourse in an increasingly interconnected globe, this research wants to open a new window on an aspect of informal diplomacy that holds the potential to play a major role in the future of cross-Strait relations.

PAPER 3: THE DISADVANTAGED SOCIAL GROUPS' SUPPORT FOR THE DPP IN TAIWAN: GLOBALIZATION, SOCIAL JUSTICE AND ECONOMIC NATIONALISM

Dr. Dongtao Qi (National University of Singapore)

This paper proposes a long term and historically based perspective of globalization, social inequality, economic nationalism and electoral politics to understand the disadvantaged group's support for the DPP during the DPP administration of 2000-2008 and since 2008. Globalization, such as move of Taiwanese investment from Taiwan to mainland China, have victimized a large group of the disadvantaged people and widened social inequality in Taiwan, which in turn made the disadvantaged receptive to the DPP's economic nationalism rhetoric. The disadvantaged in Taiwan found the economic nationalism attractive because it responded to their dual concerns on Taiwan's national security and their own economic security. Additionally, the DPP administration's better control of social inequality with progressive social policies credited its economic nationalism among the disadvantaged in Taiwan. This study of Taiwan case may connect two separate literatures on social policy and economic nationalism.

PAPER 4: ADHERENTS OF AN IMAGED CHINESE NATION: A CASE STUDY OF PAN-BLUE POLITICAL CULTS IN TAIWAN

Mr. Feng-yi Chu (University of Oxford)

The result of the Five Metropolitan Elections in Taiwan appeared to reach a new balanced status: the KMT harvested three of the five mayoral positions, and the DPP outpaced its opponent by over 5% in terms of the overall votes. Some commentators attributed the KMT's winning to the attack of Sean Lien on the eve of the elections, which successfully mobilized abundant potential KMT fundamental supporters. However, this explanation is rather slovenly and partial. More crucial questions are: Why are these followers unflinchingly support the KMT? What is the essence of this "political fundamentalism" (in arguable terms) in Taiwan? How does it forge supporters' identity and what is its relation to their preference for Taiwan's future? The purpose of my paper is to give a better understanding of these critical issues.

My paper presents an interesting case in my current fieldwork research, Pai, a fervent KMT supporter in Taichung. He sold the house that his father left him and debited over five million dollars,

commuting to Taipei “everyday” to sell his political commodities, which are designed by himself for the celebration of the centennial anniversary of the Republic of China. By analyzing prioritized considerations/discourses in Pai’s belief, my paper illustrates his fervent support as well as his complicated feelings toward “China,” Zhonghua-minguo, and the KMT. My paper also demonstrates the rationales behind his political passions. The paper not only offers one interesting example of how a grassroots second-generation waishengren might reconcile his “identity crisis,” but also shows how Taiwanese people might differently conceptualize the term “Taiwanren.” The paper suggests that the diverse strategies of how waishengren coping with conflicting discourses concerning his/her identity, and the different conceptualizations of certain identity terms, should be the crucial keys to thoroughly understand the essence of Taiwanese waishengren’s identity.

PANEL 8 (INDIVIDUAL PRESENTATION)

(THEME IV) CULTURAL PERFORMANCE IN EVERYDAY LIFE

PAPER 1: CRAFT EPHEMERA AS REPRESENTATION AND CREATION OF INDIGENEITY

Ms. Christy Ann DeLair (Brown University)

The classification of certain objects as “tourist art” has conditioned many of us to approach these items as less than authentic replicas of earlier and more traditional forms, and to see the participation in tourism by indigenous peoples as exploitative at the least and as destructive at the worst. This view, however, fails to account for the economic and cultural significance of these handicrafts to local communities and assumes that indigenous peoples also view these new social interactions and cultural forms negatively. Based on dissertation research conducted in Taiwan in 2009 funded by the Fulbright Foundation, this paper analyzes representations of indigenous crafts in ephemera such as tourism brochures and workshops advertisements in order to reflect on contemporary debates over what it means to be “Taiwanese” and the role that ethnic minorities such as indigenous peoples play in the formation of majority identities. While my main research focus is on the indigenous craft workshops located in or near Taitung City, I include material collected from sources throughout the island, with particularly strong representation in Taipei and Pingtung. Analyzing these sources allows for a closer examination of competing perceptions of indigeneity in Taiwan, the diversity of the parties involved in creating these representations and what is at stake in this negotiation of meaning. While previous studies have argued that the discourse of indigeneity has been co-opted by parties wishing to build a distinct national identity, my findings suggest that while there may be a usage of indigenous handicrafts and culture by non-indigenous Taiwanese in the building of Taiwan nationalism, indigenous producers and promoters are using current interest in their work and culture to put forth their own representations of indigeneity.

PAPER 2: THE POLITICS OF PLAYING CUTE: A CRITICAL ANALYSIS OF FEMININITY IN TAIWANESE POPULAR CULTURE

Ms. Sydney Hsin-I Yueh (University of Iowa)

Cuteness has become one of the most significant characteristics in Taiwanese popular culture, securing the sale of all kinds of commodities including clothes, toys, furniture, and video games. In the highly competitive Taiwanese entertainment industry, young and cute female idols easily draw the audience’s attention and have relatively high potential to be recognized. These idol-worthy women with certain “cute” body features and personality characteristics are able to promote themselves and advance their popularity through strategic use of the media. This phenomenon has stirred up debate regarding whether these feminine images support or negate the agency of women in Taiwan. This paper intends to participate in the debate from the perspective of critical cultural studies. The central concern in this paper is whether playing cute makes women gain agency in the contemporary Taiwanese society.

Keywords: popular culture, agency, femininity, cuteness, Taiwanese studies

PAPER 3: A SOCIOLINGUISTIC ANALYSIS OF METAPRAGMATIC SPEECH IN TAIWAN

Mr. Brian Brubaker (University of Pittsburgh)

It has long been argued that three forms of Mandarin are present in Taiwan: a formal orthodox standard based on Beijing pronunciation, a stigmatized non-standard, and a local prestige variant with non-standard characteristics. This latter variant has been described as a growing new standard of Mandarin in Taiwan (Kuo 2005; Li, 1986) associated with an emerging pan-ethnic identity in Taiwan, however greater empirical analysis is necessary to better understand this potential variety. This paper presents data indicating the social and linguistic structure of this local variety, based on the language ideologies of participants interviewed in Taipei (n=82) and Tainan (n=70). Metalinguistic and metapragmatic reports in these interviews were analyzed to show that the standard pronunciation of the retroflex features [tʂ], [tʂʰ], and [ʂ] are considered in common ideologies to be overly standard, while inaccurate pronunciation of the segments [w], [ʷo], [f], and [y] strongly mark speakers of the stigmatized non-standard. The social factors most often reported to influence these differences in pronunciation include ethnicity, socioeconomic status, and growing up in the north or south of Taiwan. A quantitative analysis of these segments in the speech collected in the interviews was conducted as well. Logistic regression analyses (R-Brul) indicate that standard pronunciation of the retroflex is associated with speakers with high SES and northern identity. High SES, Mandarin mother-tongue, and younger speakers were associated with standard pronunciation of the [w], [ʷo], [f], and [y] sounds. Though mainlander identity was commonly associated with standard pronunciation in language ideologies, ethnicity did not have a significant relationship with any of the retroflex segments.

Importantly, though age showed no association with the fully retroflexed sounds, younger speakers were more likely to be closer to the standard than older speakers when intermediate categories were taken into consideration. As younger speakers are also more likely to have an acceptable pronunciation of stigmatized speech patterns than older speakers, Mandarin speakers are increasingly diverging from non-standard pronunciation of [w], [ʷo], [f], and [y] and standard pronunciation of [tʂ], [tʂʰ], and [ʂ]. This provides empirical evidence of an emerging Taiwanese standard of Mandarin structured along these lines.

Keywords: Taiwan Mandarin, language ideologies, language and identity

PAPER 4: THE LIFE HISTORY OF FENGSHUI COMMODITY: THE GLOBAL FLOW OF CRYSTAL FROM BRAZIL, GUANGZHOU TO TAIPEI

Mr. Shih-Hsiang Sung (University of Pittsburgh)

Contemporary Fengshui practice in Chinese society, including the fengshui objects has been commercialized and globalized. Fengshui is a Chinese concept of space and material culture based on the cosmology of chi. However, depending on different times and locations, the objects used for fengshui purposes change with new materials, styles and technology. Since the 1980s, mineral products, such as geodes and crystal balls, from Latin America and Africa, have become new fengshui objects in Taiwan and other Chinese locations. The raw materials used to form these mineral products are not from Asia, China or Taiwan, but from Latin America. The questions are: how are these minerals endowed with fengshui meaning, and how do these new objects become fengshui commodities?

In this paper, I will indicate that contemporary fengshui objects have their own life history and the

production of fengshui commodities embodies the process of the globalization of fengshui culture. I used data collected in my fieldwork in Guangzhou, a city in China's Canton province, and Taipei, the capital city of Taiwan (R.O.C). Through these data, I show that the life history of these new fengshui objects is continually globalized, localized, and relocalized.

I also argue that fengshui practice is flexible and never stops changing. Fengshui can be seen as a mechanism used by the Taiwanese to incorporate the exterior world through continually reinterpreting the idea of qi, the most important element of Chinese cosmology, and its relationship with a material world.

PANEL 9

(THEME II+IV) CONTEMPORARY ISSUES ON TAIWANESE EDUCATION SYSTEM AND A CASE STUDY ON CULTURAL AND CREATIVE INDUSTRIES IN RURAL TAIWAN

PAPER 1: DOES SAME MEAN EQUITY? TEACHERS' TREATMENTS BETWEEN IMMIGRANTS AND NATIVE-BORN STUDENTS IN TAIWAN-THREE CASES STUDIES IN PRIMARY EDUCATION

Dr. Wei-Ju Chen (Independent Scholar) and Dr. Kai-Yuan Ho (Independent Scholar)

The rapidity of social change in Taiwan at a time of unprecedented economic growth attracts many foreign spouses from Southeast Asia. Thus, the numbers of foreign spouses' children in Taiwan have been sharply increased recently, and these pupils are accepting compulsory education now. Many schools, while still 'mainly native-born', are facing the particular challenges that are posed by new patterns of immigration. Most educational research outcomes of these pupils are primarily on their academic achievements but neglects another factor that affects educational success—educational equity. This article considers these issues by exploring the responses of a sample of teachers' treatments to different students in schools. Data collecting are based on the analysis of interviews, observations, and related literatures from three elementary schools in several cities. We found that teachers believe to treat all students equally without discrimination means to teach students without considering their family backgrounds, cultural difference. They think to distinguish students' different would make people to focus on the divergence with each other, and that would break the social connection and friendship for people which will cause discriminations. However, ironically, we find immigrant students may be constrained by anxiety due to unfamiliar social contexts in the classroom or familial pressure. Then, parents' education levels, communication fluency and academic performance are teacher forecast students misbehaviors at school. According that, teachers' emphasis that treat all students the same means equity doesn't mean real situations.

PAPER 2: A COMPARATIVE STUDY OF STUDENT LOANS BETWEEN THE UNITED STATES OF AMERICA AND TAIWAN HIGHER EDUCATION

Ms. Hsin-Yi Kao (University of Mississippi)

In the United States, there are different types of financial aid for postsecondary students—scholarship, grants, loans, and work-study. Student loans are included in the term of financial aid but they differ from scholarship and grants because student loans must be paid back. Similar to the American higher education system, Taiwan offers financial aid in the form of scholarships, grants, and loans. However, this student aid is offered to students to secondary and post secondary levels. Another difference between the two systems is Taiwan also offers scholarship and loans for minorities and studying abroad. In this paper, I will mainly discuss the student loan policies, eligibility, and forms of student lending. A comparative study of the U.S. and Taiwanese student loans is expected to illuminate the similarities and differences between the two systems. In addition, from the current reports of student loan programs, I will also discuss the problems and implications of student loans. By comparing these two programs, I will attempt to show what the Taiwanese student loan program can learn from the

American student loan program. I will also highlight the potential problems that Taiwan student loan program may face in the future.

PAPER 3: INTERNATIONALIZATION AND THE IMPACT ON COLLEGE YOUTH: CHALLENGES IN DEVELOPING NATIONAL CHENGCHI UNIVERSITY'S INTERNATIONAL ASSOCIATION

Mr. Dale Albanese (National Chengchi University)

Based on the success of scholarship programs and Taiwan's attractiveness as a destination for Mandarin students, Taiwan's Ministry of Education (MOE) announced that there were a record 22,300 international students in Taiwan in 2009, as compared to half that 5 years prior. This reflects broad, macro level policies to "internationalize" both Taiwan's educational institutions and society via student exchanges. Facing a unique geopolitical status, the challenge of moving into a post-industrial service- and knowledge-based economy, and a world changing through globalization, Taiwan is right to pursue international skills and perspectives, both directly applicable to creativity, innovation and soft power. The 2010 annual IBM CEO survey of more than 1500 CEOs in 60 countries across 33 fields shows that creativity is considered the top skill needed for CEOs, and recent psychological studies show that experience abroad, and particularly openness and willingness to adapt to new cultures/ideas, is conducive to creativity. In the political sphere, President Ma Ying-Jeou has declared that Taiwan "depend[s] very much on [] soft power...to engage the Chinese mainland", and the importance of communication skills and international influence on soft power cannot be understated. Yet this policy of internationalization has come from the top-down and been implemented with rapid speed and without some necessary resources. What influence has this influx of international students have on social dynamics in domestic institutions? Are students being effectively integrated into the campus culture? In what ways are they encountering difficulties and are the mechanisms to solve these difficulties in place? These are questions that must be answered efficiently and effectively in order for Taiwan to continue smoothly on the path to internationalization. This paper presents a case-study that will examine the difficulties facing international students through the development of the first ever international students association at National Chengchi University through the fall of 2009 to the present. Through recounting of personal experience, interviews with students, faculty and staff involved in the groups development, and survey responses based on the Office of International Counseling during that same time, this story will reveal implications for how universities can more effectively internationalize, despite limited resources, by looking at rich points of cross-cultural (mis)understanding and advocating for more efficient and open communication mechanisms between international students and domestic students, faculty, and staff. There is still significant room for improvement and it is hoped that this case-study will serve as a reference point for other universities in Taiwan facing similar challenges, so as to improve the quality of education for both international and domestic students in Taiwan.

Keywords: internationalization, soft power, cross-cultural exchange

PAPER 4: FROM "CREATIVE CITIES" TO "CREATIVE RURAL AREAS": A CASE STUDY OF AN INNOVATIVE CLUSTER IN YILAN COUNTY AND ITS IMPLICATIONS FOR THE CULTURAL AND CREATIVE INDUSTRIES IN RURAL TAIWAN.

Mr. Dan McMackin (National Chengchi University)

Cultural and creative industries have become the key means for developed countries to rejuvenate their economies. Much policy has been dedicated to the revitalization of urban centers, hoping to capitalize on the cultural characteristics of cities to create economic growth. Taiwan is no exception to this trend. As Taiwan's high-tech industry increasing finds itself on the other side of the Taiwan Strait, the country has turned to cultural and creative industries to boost the economy and bring forth a new wave of cultural entrepreneurs to replace the jobs lost by the technology industry's move over seas. This shift toward CCI can be seen in policies such as the Challenge 2008 National Development Plan, which has culture, creativity and quality as its principal aims. However, in the midst of numerous

studies on "creative cities", creative development options for rural areas have been largely overlooked. As many major world cities have discovered, not every city can become the next New York or Paris. This is especially true for small nations such as Taiwan, which simply don't have the resources or land area to compete on the mega city scale. In light of this, the need for a shift from "creative cities" to "creative rural areas" is apparent.

This paper will focus on one such creative rural area in Taiwan: Yilan County. Yilan County is a mountainous rural area on Taiwan's Northeast coast that was recently chosen to be one of the main stops for Stanford Technology Ventures Program's REE Asia 2011, representing an "innovative cluster" in rural Taiwan. Through a number of development initiatives, Yilan has successfully utilized local resources and culture to transform itself into a creative rural area, providing a model for other rural regions in Taiwan to follow. This paper will examine four cultural creative industries in Yilan-Lanyang Museum, the Center for Traditional Arts, Loudong Cultural Corridor, and Shenyang Restaurant-analyzing how they promote Taiwanese culture, how they have been effected by government policy, and how they can serve as a model of cultural development for other rural regions in Taiwan to follow.

