

# Taiwan's Political History 1945-2000 in Ten (Election) Advertisements

Dr Dafydd Fell

14:00, 17 April 2015, University of Ljubljana, Faculty of Arts, Blue Room

In this interactive talk Dr Dafydd Fell will take his audience on a journey through Taiwan's political history from 1945-2000 through the lens of political advertising. Through content analysis of ten TV advertisements, he will discuss alternative partisan perspectives on this period and the development of multi-party politics after democratization. When looking at the advertisements he will ask the audience to consider whether the advertisements are effective or counter-productive. The talk is also semi-autobiographical, as Dr Fell discusses how he made the transition from a University of Leeds Chinese Studies student to a political scientist specialising on Taiwan. The talk will be of particular interest to East Asia Department students who have already or are planning to spend their year abroad in Taiwan. In addition, it should also be useful for people interested in modern Taiwanese history and political communication.

DAFYDD J. FELL is the Reader in Comparative Politics with special reference to Taiwan at the Department of Political and International Studies of the School of Oriental and African Studies (SOAS), University of London. He is also the Director of the SOAS Centre of Taiwan Studies. In 2004 he helped establish the European Association of Taiwan Studies. He has published numerous articles on political parties and electioneering in Taiwan. His first book was *Party Politics in Taiwan* (Routledge, 2005), which analyzed party change in the first fifteen years of multi-party competition. In 2006 he co-edited *What has Changed? Taiwan's KMT and DPP Eras in Comparative Perspective* (Harrassowitz), a volume examining the impact of the first change in ruling parties in Taiwan. In 2008 he edited a four volume reference collection of articles titled *Politics of Modern Taiwan* (Routledge). His latest book is *Government and Politics in Taiwan* (Routledge, 2011). He has a new co-edited volume titled *Migration to and from Taiwan* (Routledge, 2014). He is also the book series editor for the new Routledge Research on Taiwan Series.

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