

Vljudno vabljeni na gostujoče predavanje enega izmed vodilnih strokovnjakov  
na področju javne diplomacije in komunikacijskih študij:

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Predavanje bo iz dveh delov, ki bosta zajela diskusijo o mehki moči in  
politični komunikaciji na Tajvanu.

Datum in lokacija: sreda, 14. maj, ob 16:30 v Modri sobi  
(5. nadstropje, Filozofska fakulteta, Univerza v Ljubljani).  
Predavanje bo v angleškem jeziku.



## **TAIWAN'S INTERNATIONAL PROJECTION: A SOFT POWER DEFICIT?**

This lecture analyses how Taiwan exercises 'soft power' and uses public diplomacy to communicate and engage with the international community, and to compensate for the absence of formal diplomatic relations with major powers. The research suggests that Taiwan's strategies of international engagement are constrained by external and internal political environments: the international system (structure) has locked Taiwan into a set of challenging relationships and arrangements over which it has little control or influence; while Taiwan's public diplomacy architecture and the activities organised and undertaken by its government agencies in Taipei and its representatives abroad (agency) reveal, at best, a misunderstanding of how Taiwan's soft power might work more effectively. The strategic thematic choices of legitimacy (invoking Taiwan's international status) versus credibility (which in soft power terms offers the most benefit), and the decision to privilege cultural over political themes in international communications all have a profound effect on the success of Taiwan's soft power.

## **POLITICAL COMMUNICATIONS IN TAIWAN**

This presentation assesses the present state of political communications in Taiwan through a close analysis of the perceived relationship between journalists and politicians. This relationship is examined within the context of media commercialization. Based on the assumption that in cultures of democratic political communication the interaction between media and political actors involves both conflict and cooperation, we consider how journalists and politicians negotiate the balance of power between them. The empirical evidence gathered from semi-structured interviews for this article suggests that the interaction between media and political elites in Taiwan is defined by high levels of conflict, hostility, mutual suspicion, and mistrust—attributes of a relationship that can have profound implications for the legitimacy and efficacy of institutions, actors, and political communications in a newly created democratic system. The article explains the evidence through the perspective of the "knowledge deficit model" that operates within the context of media commercialization. This indicates that the perceptions (of the public, journalists, and politicians) of the formal aspects of democracy may have been transformed, but the nuances that define the application of democratic norms (the practice of responsible journalism) remain ambiguous. More importantly, huge market pressures and the widely accepted media logic, coupled with the democratic knowledge deficit, are creating a vicious cycle in the practice of political communication in Taiwan. This perhaps provides some tentative explanation for the brisk deterioration of expectations about democracy and the media's role in it, as well as the quality of democratic political communication in Taiwan.