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Monday, June 24, 2019, 4:15 – 7:00 p.m.

Ruhr University Bochum, Faculty of East Asian Studies
AKAFÖ-Building, Universitätsstraße 134, Room 2.06

Dafydd J. Fell, SOAS, London

Department of Political and International Studies / Centre of Taiwan Studies

Part I, 4:15 – 5:30 p.m.

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

In this interactive talk Dafydd Fell takes 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 Chinese Studies student to a political scientist specialising on Taiwan.



Part II, 5:45 – 7:00 p.m.

Taiwan's Recent Political History in Ten Advertisements: 2000-2016

This interactive talk is an extension of the previous lecture. It examines Taiwan's political history from 2000-2016, focusing on the controversial Chen and Ma presidencies. Through content analysis of ten TV advertisements, Dafydd Fell will discuss alternative partisan perspectives on this period and the development of multi-party politics after the first change of ruling parties in 2000. When looking at the advertisements, he will ask the audience to consider questions such as: What is good political advertising? Can we see a link between political communication and election results? How have Taiwan's parties and political agenda changed?