



NEW ZEALAND ASIA INSTITUTE  
THE UNIVERSITY OF AUCKLAND

## Intra-Regional Popular Cultural Flows: Towards an East Asian Identity?

Hosts:

New Zealand Asia Institute, University of Auckland  
MCSS-Center for Security Studies, Institute of International Relations,  
National Chengchi University, Taiwan

Sponsors:



蔣經國國際學術交流基金會  
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中央研究院 人文社會科學研究中心  
亞太區域研究專題中心  
Center for Asia-Pacific Area Studies  
RCHSS, Academia Sinica

17 - 19 April 2011

### Tentative Programme

17 April (Sunday)

Venue: New Seminar Room, Institute of International Relations National  
Chengchi University, 64, Wan Shou Rd., Wen Shan District, Taipei

8.30 - 9.00am      **Registration**

9.00 - 9.15am      **Welcome Remarks**

Prof Liu Fu-kuo, Institute of International Relations,  
National Chengchi University  
Chair: Prof . Yen, Chen-shen J. Director, Institute of  
International Relations, National Chengchi University

Prof Nicholas Tarling, Project Director, New Zealand  
Asia Institute, University of Auckland

9.15 – 10.30am **Session 1**

Chair: Prof . Yen, Chen-shen J. Director, Institute of  
International Relations, National Chengchi University

Speaker 1 : Prof Nicholas Tarling, University of Auckland  
*Popular Culture: History and Theory*

Speaker 2: Sumei Wang

Assistant Professor, Department of Journalism,  
NCCU

*Remaking foreign imports in Taiwan*

Discussion

10.30 – 11.00am **Break**

11.00 – 12.15pm **Session 2**

Chair: Dr Xin Chen, University of Auckland

Speaker 1: Prof Koichi Iwabuchi, Waseda University  
*Revisiting Media and Cultural Globalisation in East  
Asia*

Speaker 2: Prof Sumei Wang, National Chengchi University  
*Remaking Foreign Imports in Taiwan*

Speaker 3: Dean Karalekas, International Doctorate in  
Asia-Pacific Studies, College of Social Sciences,

NCCU

Ethnic Identification and Military Morale in  
Taiwan

Speaker 4: Huong LE THU

PhD candidate

International Doctorate in Asia-Pacific Studies,  
College of Social Sciences, NCCU

Community, Identity and Representation of  
Region: ASEAN in the context of Cultural  
Interaction with Europe.

Speaker 5: Prof Koichi Iwabuchi, Waseda University

*Revisiting Media and Cultural Globalisation in East  
Asia*

Discussion

12.15 – 1.30pm **Lunch**

1.30 – 3.00pm **Session 3**

Chair: Prof Koichi Iwabuchi, Waseda University

Speaker 1: **Prof Ikki Kim, Dongguk University**

*The Rise and Fall of the Korean Wave*

Speaker 2: Prof Fang-chih Yang, National Cheng Kung  
University

*The Loser Dog Queen: Formation of Gendered  
Neoliberal Subject in Taiwan and the Politics of  
Translation*

Speaker 3: Prof Ding Dou, Peking University

*Soft Power: China on the Pop Cultural Stage of  
East Asia*

Discussion

3.00- 3.15pm *Break*

3.15 – 4.30pm **Roundtable: Research on East Asia in New Zealand,  
Taiwan & the Region** (potential joint research ventures)

Chairs: Prof Liu Fu-kuo, National Chengchi  
University  
Prof Nicholas Tarling, University of Auckland

6.00pm *Conference dinner*

18 April 2011 (Monday)

Venue: New Seminar Room, Institute of International Relations National  
Chengchi University, 64, Wan Shou Rd., Wen Shan District, Taipei

9.00 – 10.15am **Session 4**

Chair: Prof Nicholas Tarling, University of Auckland

Speaker 1: Dr Charles Johnston, Auckland University  
of Technology  
*She Came Home a Japanese: East Asian Identity  
Development from Tourist Experiences*

Speaker 2: **Prof Antonio Contreras, De La Salle  
University**  
*From Asia with Love: The Hybridisation of Asian  
Soaps in the Filipino Mind and its Implications  
towards “Asianising” the Philippines*

Discussion

10.15 – 10.45am *Break*

10.45 – 12.00pm **Session 5**

Chair: **Prof Ikki Kim, Dongguk University**

Speaker 1: Prof Ken Jackson, University of Auckland  
*Reflections on Popular Culture as an Economic Resource*

Speaker 2: Prof Anthony Y. H. Fung, Chinese University of Hong Kong  
*Virtual Power and Cultural Globalisation: A Case Study of China's Online Game Industries*

Discussion

12.00 – 1.30pm *Lunch*

1.30 – 2.45pm **Session 6**

Chair: **Prof Antonio Contreras, De La Salle University**

Speaker 1: Prof Marie Thorsten, Doshisha University  
*Sputnik Kids to Nintendo Kids: Popular Culture and the Revolution in Military Affairs*

Speaker 2: Dr Lilawati Kurnia, University of Indonesia  
*East Asian Popular Culture in Indonesia: Deconstructing Images of Western Popular Culture and Rethinking Nationalism in the Youth Subculture*

Speaker 3: Mr Dean Karalekas, PhD Candidate,  
National Chengchi University

*Ethnic Identification and Military Morale in  
Taiwan*

Discussion

2.45 – 3.15pm *Break*

3.15 – 4.30pm **Session 7**

Chair: Dr Charles Johnston, Auckland University of  
Technology

Speaker 1: Prof Ding Dou, Peking University  
*Soft Power: China on the Pop Cultural Stage of  
East Asia*

Speaker 2: **Mr Changho Jo, PhD Candidate, Seoul  
National University**  
*The Korean Wave Strategy: From the First  
to the Second Wave*

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Speaker 2: Dr Lilawati Kurnia, University of Indonesia  
*East Asian Popular Culture in Indonesia:  
Deconstructing Images of Western Popular  
Culture and Rethinking Nationalism in the  
Youth Subculture*

6.00pm *Dinner*

19 April 2011 (Tuesday)

Venue: New Seminar Room, Institute of International Relations National  
Chengchi University, 64, Wan Shou Rd., Wen Shan District, Taipei

9.00 – 10.15am

Chair: Prof Marie Thorsten, Doshisha University

Speaker 1: Profs Ekamol Saichan & Kosum Saichan, Chiang  
Mai University

*Japanese and Korean Cultural Influences in the Greater  
Mekong Sub-region*

Speaker 2: Dr Nichole Tarulevicz, University of Tasmania

*Eating the Other? East Asian Identity in Singapore*

Discussion

10.15 – 10.45am **Break**

10.45 – 12.15pm **Session 8**

Chair: Prof Ekamol Saichan, Chiang Mai University

Speaker 1: Dr Hoang Anh Tuan, Vietnam National  
University & Ms Le Thuy Linh, Vietnam  
Academy of Social Sciences

*“Weapons of Mass Attraction”: Waves of Northeast  
Asian Movies and Cultural Influence in  
Contemporary Vietnamese Society*

Speaker 2: Profs Danny Tze Ken Wong & Lee Kam Hing,  
University of Malaya

*Transcending Time and Space of East Asian  
Popular Culture in Malaysia: A Case Study on*

*the Dama Orchestra*

Speaker 3: Dr Xin Chen, University of Auckland & Ms  
Ding Fengxin, PhD Candidate University of  
Science and Technology Beijing  
*From Japanese Pop Idols to Korean Cultural Wave:  
Chinese Self-Reflections*

Discussion

12.15 – 12.45pm **Roundtable: Revisions for publication**

12.45 – 1.00pm **Conclusion:**  
Prof Liu Fu-Kuo, National Chengchi University  
Prof Nicholas Tarling, University of Auckland

1.00 – 2.30pm **Lunch**