

Visiting Speaker Series 2015-16 Term 2

Desiring Taiwan: “Little Freshness” as Soft Power

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17 Mar 2016 (Thursday)

4:00 – 5:30pm

Room 1118, 11/F,

Yasumoto International Academic Park



Source of picture: Movie “All About Lily Chou-Chou”

Song Hwee LIM is Associate Professor in the Department of Cultural and Religious Studies, CUHK. He is the author of *Tsai Ming-liang and a Cinema of Slowness* and founding editor of the *Journal of Chinese Cinemas*.

ABOUT THE TALK

This talk explores a cultural term, “little freshness” (小清新), that has been coined to describe a variety of cultural products and phenomena, mostly emanating from Taiwan but circulating across the Taiwan Strait to the People’s Republic of China as well as Hong Kong. It aims to demonstrate how a popular imagination about Taiwan functions as a form of soft power in the region, making Taiwan a desirable destination for both tourism and migration. It argues that the products and phenomena associated with the term “little freshness” are refracted, manifested, and inflected in wider socio-political contexts ranging from the Sunflower student movement to changing patterns of cultural commodification and consumption.

Free Admission

The talk is conducted in English

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