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Soft Power in Taiwan and Japan

Contesting Visions of Culture and Democracy

A hybrid *u:eastasia* lecture by Nissim Otmazgin

Tuesday
2021-09-21
16:00~17:30
live & online



This lecture takes place at the Campus of the University of Vienna.
For more information and to register for the live event please visit

<https://japanologie.univie.ac.at/ueastasialectures/>



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How do Taiwanese and Japanese officials view democracy and culture and how do they plan to utilise these soft power resources as part of advancing their international position? Based primarily on interviews conducted with state officials in Taiwan and Japan, this talk will analyse these countries' attempt to reposition themselves in the global and regional soft power competition. Specifically, this talk will discuss the institutional and geopolitical constraints Taiwan and Japan are facing when trying to implement a soft power

policy and address the internal disagreements over utilising their cultural and democratic achievements.

In the case of Taiwan, at least, the talk concludes that despite the ability of soft power to assist its international agenda, it faces a few major institutional and conceptual obstacles, keeping Taiwanese diplomacy in a transitional period from old thinking regarding culture and diplomacy while hesitantly evaluating its soft power resources.

Nissim Otmazgin's research interests include soft power and cultural diplomacy in Asia, Japan-Southeast Asian relations, Japanese and Korean media industries, and popular culture and regionalization in East and Southeast Asia. He is the author of *Regionalizing Culture: the Political Economy of Japanese Popular Culture in Asia* (University of Hawaii Press, 2013), and (together with Miki Daliot-Bul) *The Anime Boom in the US: Lessons for Global Creative Industries* (Harvard Asia Center, forthcoming). His articles appeared in *International Relations of the Asia Pacific*, *Pacific Affairs*, *Asian Perspective*, *Cross-Currents*, *Inter-Asia Cultural Studies*, *Contemporary Southeast Asia*, *Asia-Pacific Review*, *Media, Culture & Society*, *Journal of Comparative Policy Analysis*, *Asia-Pacific Journal: Japan Focus*, and *Contemporary Japan*.
<https://scholars.huji.ac.il/nissimotmazgin>



Nissim Otmazgin (PhD Kyoto University) is the incoming Dean of the Faculty of Humanities at the Hebrew University of Jerusalem.

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