



# Zurich Taiwan Lecture Series Opening Session

## Understanding Taiwan's Political History (1945-2000) through 11 Advertisements

Tuesday, September 12, 2017, 4 pm

Institute of Asian and Oriental Studies, University of Zurich, ZUB 314, Zürichbergstrasse 4, CH-8032 Zurich

### Dr Dafydd Fell

(Department of Political and International Studies of the School of Oriental and African Studies (SOAS), University of London)

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 eleven TV advertisements, he will discuss alternative partisan perspectives on this period and the development of multi-party politics after democratization.

DAFYDD J. FELL is the Reader in Comparative Politics with special reference to Taiwan at the Department of Political and International Studies of the SOAS, London. He is also the Director of the SOAS Centre of Taiwan Studies. In 2004 he helped to establish the European Association of Taiwan Studies.