

# Vienna Taiwan Lecture Series

The Department of East Asian Studies/Sinology and  
the Vienna Center for Taiwan Studies are pleased to announce a lecture by



CHRYSTAL CHIA-SUI SUN  
National Dong Hwa University

## Media, Cultural Industries and Cultural Representations: Public Television and Beyond

### ABSTRACT

Media can convey significant cultural and social meanings in Taiwan. The aim of this talk is to show different cultural forms and media in Taiwan and investigate roles which media and cultural industries take in the changing cultural and social context in Taiwan. 'Taiwan plus' will be introduced as a free English-language streaming service and international television channel based in Taiwan.

Ethnic media also builds the connection between ethnic culture and the wide world. In the cultural policy aspect ethnic media not only records and keeps tradition it also enhances opportunity for creating possibilities to further facilitate different cultural forms such as indigenous music and indigenous craft. When indigenous society encounters changes indigenous media becomes an important cultural and social means to engage with indigenous social movements, cultural changes and maintenance of indigenous languages. The talk also explores representation of different indigenous media and cultural forms such as TV industry, publishing, film, game, craft and fashion design and reveals cultural translations among different indigenous cultures and languages in Taiwan..



CHRYSTAL CHIA-SUI SUN is currently professor in the Department of Indigenous Languages and Communication, National Dong Hwa University, Taiwan. She is also director of board of Public Television Service Foundation (PTS) in Taiwan. She obtained her PhD at the University of Birmingham, UK, in the Department of Cultural Study and Sociology; her M.A. for Journalism and Mass Communication was obtained at the University of Oklahoma, USA and her B.A in the Department of Foreign Languages and Literature, National Cheng Kung University, Taiwan.



Date: Wednesday, 13. December, 2023  
Time: 18:30 - 20:00  
Venue: SIN1, Entrance 2.3, Altes AKH, Campus,  
Spitalgasse 2, 1090 Wien  
[bit.ly/aakhcampus](https://bit.ly/aakhcampus)

Introduction and moderation by Astrid Lipinsky, University of Vienna  
Please register using the QR-code or via [vcts.univie.ac.at](https://vcts.univie.ac.at)!