



# Silkroad

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**Page 3**



**Page 4**



**Page 6**



**Page 5**



**Page 7**

# ABOUT OIC

Internationalization has been one of the endeavors of National Chengchi University (NCCU). As a result, the Center of International Education and Exchange (IEE) was established in 2004, which later became the Office of International Cooperation (OIC). Under the leadership of the first director of the Center, Dr. Yeh-Yun Lin, numerous goals were set, which included increasing the quantity and quality of English-taught courses and programs at NCCU, creating an international learning environment, and expanding international student and faculty exchange.

In 2006, Dr. Shu-Heng Chen took over the leadership of IEE. Under his guidance and management, IEE/OIC has continued to carry forward and enhance the goals and ideals of globalization. In 2012/2013 academic year, the total numbers of NCCU's university level partners have been increased to over 260, the total numbers of incoming and outgoing exchange students have been increased to 1,000 each year, and there are over 500 degree seeking international students at NCCU.

In order to receive and manage the large number of international students, extensive efforts have been developed to create an international environment, e.g. the establishment of over 600 English taught courses, Chinese language teaching, numerous social, cultural, and academic activities to service foreign students. In addition, OIC has initiated programs to encourage Faculty Ambassador and Faculty/Researcher Exchange.

What's driven the OIC leader and staff to initiate and continue to develop this endeavor is the strong sense of vision and mission - to benefit students and faculty to expand their global academic and cultural horizon, and to provide opportunities for them to be trained as valuable social leaders and global citizens. The numbers of exchange activities may continue to vary, but the unity of vision and mission will never waiver.

<b>Visiting Guests</b>		
<b>NATION</b>	<b>INSTITUTION</b>	<b>DATE OF VISIT</b>
Poland	Jagiellonian University	2014.09.01
USA	Columbia University	2014.09.02
USA	University of South Carolina	2014.09.16
Czech	Palacký University in Olomouc	2014.09.23
Japan	Tohoku University	2014.09.25
USA	Indiana State University	2014.10.02
USA	University of Nebraska-Lincoln	2014.10.07
Japan	Akita International University	2014.10.08
Australia	The University of Sydney	2014.10.08
France	Sciences Po	2014.10.15
USA	Southern Oregon University	2014.10.16
Japan	Aoyama Gakuin University	2014.10.20
Jaoan	Hosei University	2014.10.21
Russia	Saint Petersburg State University	2014.10.24
Hong Kong	Hang Seng Management College	2014.10.27
France	University of Burgundy	2014.10.27
England	University of Cambridge	2014.10.27

# USC & NCCU signs student exchange agreement



The Acting President, Dr. Bih-Jaw Lin, on behalf of NCCU, signed the agreement with Dr. Harris Pastides, President of USC.

Story by Yi Chen

On September 16, 2014, [The University of South Carolina \(USC\)](#), a prestigious public university in the United States with long-standing traditions, paid a visit to National Chengchi University (NCCU). President Dr. Harris Pastides and eight other faculties formed a delegation to discuss academic collaboration between NCCU and USC. They signed a Memorandum of Understanding (MOU), an undergraduate student exchange agreement and a graduate student agreement.

[Office of International Cooperation \(OIC\)](#) of NCCU arranged a campus tour for the delegation of USC, including President Dr. Pastides, Vice President Allen Miller, Professor of College of Hospitality Dr. Grace Yang, Regional Director of International Activities Dr. David Hudgens, Director of the Walker Institute of International and Area Studies Dr. Robert Cox, Professor of Chinese Dr. Tan Ye, and Department Chair of Health Service Policy and Management Dr. Mahmud Khan. It was a great opportunity for the guests to visit the Institute of [International Relations \(IIR\)](#), the [Hillside Learning Lodge](#), and the [College of Commerce](#). After the visit, President Pastides spoke very highly of NCCU campus environment.

In his opening speech, President Pastides quoted the

famous saying of Neil Armstrong, “That’s one small step for a man, one giant leap for mankind.” He drew an analogy between moon landing and signing of the exchange student agreements as the idea also seemed to be a small beginning for both universities, but it will eventually become “a giant leap for both universities to better serve their students and their communities as well.” He also pointed out that “most of the problems the world faces today cannot be solved by one university alone. It takes great cooperation and great trust,” and this is exactly why USC and NCCU wanted to establish a mutually beneficial bond as partners.

At the signing ceremony, USC and NCCU signed a Memorandum of Understanding, expressing the willingness of cooperation from both sides. What is more, USC and NCCU further signed undergraduate and graduate student exchange agreements. As specified in the agreements, a maximum of three undergraduate students and a maximum of two graduate students are allowed for a semester exchange each year.

During breakout session, USC and NCCU discussed specific areas, such as literature, social science, etc., wishing to make a good use of the abundant resources provided by both universities.

In this new partnership it is for sure that educational excellence, academic ties and international cooperation will be promoted and strengthened.

# 2014 EAIE: Stepping into a new era



Ms. Caroline Tsai reviews and updates cooperation between the two institutions with Mr. Gregory Wegmann, Vice-president of the University of Burgundy and IAE France, also Dean of IAE Dijon.

Story by Kelly Wang

This year 2014 [European Association for International Education \(EAIE\)](#) was held in Prague, Czech Republic, attracting over 5,000 participants from more than 90 countries. Office of International Cooperation, National Chengchi University (NCCU) sent two representatives, Ms. Caroline Tsai and Ms. Kelly Wang to attend this global meeting to meet NCCU partners and explore new opportunities of collaboration.

During the three-day conference from September 17 to 19, Ms. Tsai and Ms. Wang made appointments with representatives from partners to review current cooperation, including exchange program, summer school, course selection, agreement renewal, and student issue among many others. Through face-to-face contact via conferences like this, partnerships are substantially strengthened.

Before and after the conference, Ms. Tsai and Ms. Wang also paid visit to universities in Czech and Austria. On Sep 14, Masaryk University organized a VIP meeting for her partners to exchange ideas on international strategy, followed by a campus tour on 15 Sep to her newly-established campus. On Sep 15, Metropolitan University in Prague (MUP) held a Meet MUP Day where her partners gathered to share practices on their latest exchange program support. On Sep 16, Ms. Wang visited the Rector of Palacký University, with whom NCCU just signed university-level addendum and discussed future connection between the

two institutions. On Sep 22, University of Vienna welcomed partners to visit her main building where historical stories was told from the architecture, and Ms Tsai presented NCCU to all participants from Brasil, Canada, Japan, and Taiwan during the meeting.

What was particularly worth noting was that this year for the first time, NCCU, together with three other partners, James Madison University (USA), Hiroshima University (Japan), and Flinders University (Australia) worked together to present at a Session at EAIE titled “Short Term Programming for Long Term Multi-lateral Relationship.” In this session, speakers talked about how, with the expansion of internationalization activities, universities should recognize the need to be more strategic in their partnership engagements. Short-term high-impact programs, for example, have proven to be a valuable tool to create deeper institutional partnerships. Ms. Wang cited the example of customized short term programs NCCU built with James Madison University, elaborating how initiating short term program could expand to long term success and sustainable relationship. All the speakers at the end mapped out how this process has led to a new web of multi-lateral relationships that go beyond the conventional institutional exchange.

The efforts NCCU devoted in internationalization by sending delegates to international conferences like this have once again proven to be a rewarding investment in consolidating the relationships with NCCU partners and promoting NCCU to the world.



Ms. Kelly Wang focuses the pioneer Summer Program NCCU and JMU develops together last year in 2013, a successful case that opens the door to exploring more collaboration opportunities with JMU.

# “English Program of Chinese Culture” introduces Chinese society, philosophy and arts

Story by Carrie Huang

To provide a better learning environment for both local and international students, around 300 English-taught content courses are offered in National Chengchi University (NCCU) each semester, covering different topics in Liberal Arts, Social Science, Commerce, Foreign Languages and Literature, Communication, and Education at bachelor's, master's and doctor's levels. 20 percent of those taking the courses are international students.

From the observation of Dr. Jane-Chuang Ju, one of the experienced lecturers of the English-taught course, having both local and international students in class attracts attendees to be more engaged in the discussion. “Local students are able to grab the basic concepts quickly and explain them to others, while the international students usually bring different aspects and ideas in group works,” said Dr. Ju.

Amid all English-taught courses, the “English Program of Chinese Culture”

is the most popular among international students as it encourages them to cross the language borders to learn more about Chinese philosophy, arts, and other cultural knowledge. The program offers three courses this semester, namely “Society and Culture in Modern Taiwan,” “Chinese Philosophers Mencius and Xunzi,” and “Art in Taiwan.”

“Society and Culture in Modern Taiwan” focuses on the various aspects of society and culture in modern Taiwan, covering the 51-year-long Japanese colonial rule from 1895 to 1955 and the Nationalist Chinese (The Nationalist Chinese government of the Republic of China) rule in early postwar Taiwan, aiming to answer “how the contemporary concept of Taiwan” has been shaped over last four centuries.”

Meanwhile, “Chinese Philosophers Mencius and Xunzi” introduces the philosophical views of early Confucian thinkers with the comparison to Western philosophy, including Aristotelian virtue ethics, Hume and Hobbes’ moral psychology, and feminist care ethics. The course also discusses the meanings



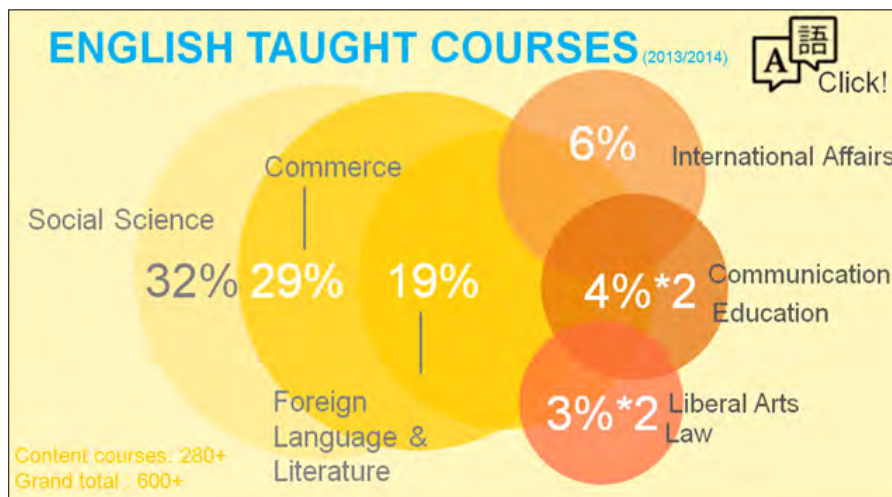
Ms. Afra Lee (left) makes friends from different countries during her time in Washington D.C.

of several important concepts in Mencius and Xunzi’s views such as “ren (仁, humaneness),” “li (禮, proper rite),” and “yi (義, righteousness or justice),” seeing the different roles they play in the two philosophers’ thoughts.

“Art in Taiwan” examines the diversified definition and development of art in Taiwan from a new art history perspective and the complex relationships between art, culture and national identity. Going to the National Palace Museum and writing an analysis essay about one of the exhibitions is an important assignment of this class.

Clara Chen, a local student, said that the assignment helped her to learn how to judge and analyze an exhibition. “I therefore fell in love with the Palace Museum. Once I acknowledged how to view and appreciate those works, I realized the exhibition of the Palace Museum was such a big treasure of Taiwanese art,” Chen said.

Elias Deun, an exchange student from Belgium, revealed this was his favorite course he has ever taken in NCCU, “I’ve been interested in Taiwanese culture, especially Taiwanese art. The teacher taught us how to appreciate the ancient works. That was the most impressive part.”



NCCU offers around 600 English taught courses, around half of which are content courses. This chart shows percentage of English content courses under each College.

# 2014 Study Abroad Fair attracts more students this year

Story by Lauri Wei Lu

2014 Study Abroad Fair was held in Siwei Hall on October 20 with the exhibition from partners at both university and college level. The event was organized by the Office of International Cooperation (OIC) in collaboration with the College of Commerce and attracted almost 400 students. There were more than 30 universities-level partners, and over 40 partners from the College of Commerce, setting up booths in the Hall. The Fair provided National Chengchi University (NCCU) students with valuable information to prepare themselves for overseas studies in advance.

A wide variety of institutions presented at the Fair, including partners from Asia such as City University of Hong Kong, European partners such as Sciences Po in France, Louvain School of Management in Belgium, University of Heidelberg in Germany, as well as institutions from the United States such as Georgetown University, and many more. Each school was represented either by their exchange students now studying at NCCU or representatives coming from overseas.

NCCU students eagerly made good use of this Fair by inquiring key information on exchange programs, graduate studies, scholarships or other opportunities like summer schools or internships. Ms. Pei-Yi Ho, a senior from the Department of History, interested in the schools in Eastern Europe, admitted that “the information



Rimvydas Markevicius and Karolis Sabeckis (Two on the left in black t-shirt) from Vytautas Magnus University, Lithuania are really excited to learn that NCCU students are interested in going to their institution for exchange.



Contrary to what NCCU students have imagined people from cold Scandinavian countries, exchange students Di Wu and Petter Norström (two on the right in dark blue t-shirt) are warm and outgoing, promoting studying in Stockholm School of Economics.

found online is often incomplete.” She benefited from the Fair because “school representatives gave me useful information on the strong subjects of their respective schools, and also the estimation of the cost of living in their countries. I very much appreciate their informative answers and warmth.”

Seeing that some students were shy to visit certain booths, OIC staff took the initiative to approach NCCU students and helped connect them with NCCU partners by leading them to those booths that matched students’ interest. Another Fair-goer, Ms. Amy Shyung, a senior from the Department of English, remarked “I aim to go to Asian cities such as Hong Kong or Singapore in my last year. From what I’ve heard in the Fair today, it seems the schools there are more competitive than I imagined. I will have to work much harder from now on!”

The Fair was a rewarding experience not only to NCCU students but for the school representatives as well. Mr. Chen Yuan Kuei from Aoyama Gakuin University in Japan, was impressed by how many NCCU students were interested in studying in Japan. Ms. Bernhard Altheim from University of Burgundy in France was surprised to hear the good level of French used by NCCU students during the inquiries.

The event was followed by the exhibition of partner universities in mainland China, an introduction to short-term summer programs, a presentation on previous study abroad experiences, and an introduction to exchange programs and scholarships, held in the next four days, concluding the five-day Study Abroad Week.

# Meet different cultures at the Festival Wonderland Welcome Party

Story by Lauri Wei Lu

National Chengchi University's Student Ambassadors (SA) brought together cultures from all parts of the world with their Welcome Party for international students held on Thursday, September 25. To familiarize students from different cultural backgrounds with Taiwanese traditions, they hosted the Festival Wonderland Welcome Party in the Si-Wei Hall, providing ethnic performances, hands-on experiences with cultural activities, and an opportunity to network. New students also had a chance to visit five of the significant and traditional festivals in Taiwan through specially prepared stands.

Attendees were asked to come dressed in the traditional costumes of their home countries. The event saw students carrying French baguettes, wearing Spanish Flamenco dresses,

Japanese kimonos, and more. Most sported national flags painted on their arms and faces. Party-goers were first shown a video about various cultural myths, including Chinese Valentines' Day and the Lunar New Year. Afterwards, there were a Dragon and Lion Dance performance and a Face Changing show conducted by professional performers. First time observers of these traditional shows were amazed by the synchronization and skills of the performers.

Spanish student Irene was especially interested in the Dragon and Lion dance routine, and also had a good time learning how to write Chinese calligraphy at one of the workshop tables during the party. Meanwhile, at a neighboring table, Indonesian student Vami learned that painting a traditional red lantern for the Lantern Festival was in fact not as easy as it looked. Other workshops included stitching sachets for the Dragon Boat Festival and recognizing Taiwanese snacks. Students enjoyed

the food and got to know new people during networking time. Wendy Chen from SA explained how they had prepared for the event since summer, devising the theme of a "wonderland" based on Chinese cultural stories, and expanding the idea into a party combined with workshops.

Near the end of the party, a pair of students from France was crowned the Party King and Queen, while two girls in Japanese kimonos were awarded the Best Outfit, and an American student with his national flag painted across his face was given the title of the Most Eye-Catching Costume. A lottery was also held to promote an SA-held field trip to Hualien this coming December. Alonso Gao, a Taiwanese student from the Department of European Languages, highly recommended the party saying, "It is awesome opportunity for us to really use the foreign languages we have learned, and make new friends from across the globe."



Students arrive dressed in traditional costumes from their home countries, with two girls from Japan (middle) winning the Best Outfit Prize.



The Dragon and Lion Dance captivates everyone in the audience. Such dance is believed to bring luck and happiness to people.



International students learn to paint red lanterns from Student Association members at party workshops.

## Silkroad Newsletter Information

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