



## Virtual seminar "Critical Audio Media Practice: Listening and Making Culture in Taiwan" オンライン研究会「台湾における声のメディア実践」ご案内

- 日時: 2021年3月19日(金) 17:30 - 19:30 (Tokyo) / 16:30-18:30 (Taipei)
- Zoomによるオンライン開催。3月17日(水)締切で、下記URLよりで申込みください。
- 申込URL: <https://hmc.u-tokyo.ac.jp/ja/news/2021/critical-audio-media-practice/>
- 言語: 英語 (ディスカッションは日本語可能)

### 【報告者】

- Shin Mizukoshi 水越伸 (University of Tokyo 東京大学情報学環教授)
- Eva Tsai 蔡如音 (National Taiwan Normal University 国立台湾師範大學教授)
- Yoshitaka Mōri 毛利嘉孝 (Tokyo University of the Arts 東京藝術大学教授)
- Sota Chu 忠聡太 (Fukuoka Jo Gakuin University 福岡女学院大学講師)



Professor Eva Tsai, seen in her office at the National Taiwan Normal University, in 2018. (Shin Mizukoshi Photo)

詳しくは、以下も参照してください。

<https://medium.com/radio5/virtual-seminar-critical-audio-media-practice-listening-and-making-culture-in-taiwan-march19-de8c633392fe>

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### 【ABSTRACT】

In this seminar, Professor Eva Tsai of the National Taiwan Normal University will introduce her project which explores the rising podcast scene in Taiwan from the perspective of creative economy as well as the more integrative context of sound media culture. While the recent podcast boom in Taiwan served as a trigger for her project, the core concerns of media innovation—why do people create podcast, and with what purposes, obligations, and conditions of working—came from her three-year involvement in Hoping Lab, the digital media lab at her university (see the links below).

In this presentation, Professor Tsai, a collaborator of Professor Shin Mizukoshi's audio media literacy project funded by the Humanities Center, will juxtapose and contrast Taiwan's current booming podcast scene and her experiences in podcast making, teaching, and lab management. This will help to illustrate some different impetuses behind podcast development. She will then propose three approaches toward studying podcasting in Taiwan/Asia. First, platform capitalism and the persisting media and cultural industries compete and interact to create a certain space for podcast market and professionalization. Second, the discourse of creative economy in neoliberal Asia seem to partially explain why the young and the enterprising are drawn to podcast as a new item of sociality and cultural investment. Finally, cultural and media theorizations of radio, audio and sounds in local contexts could inform us about the diverse potential of podcast as a medium.

この研究会では台湾のポップカルチャー研究、音声メディア実践研究の第一人者である国立台湾師範大学の蔡如音(Eva Tsai)教授に、台湾のポッドキャスト人気とその背景について伺い、東アジアにおける音声メディア文化研究と実践をめぐる議論を深めたいと思います。