

**Cultural Diplomacy:  
The Promotion of Taiwanese Hakka Culture Under the Global Circumstances**

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**Abstract**

Since the 1950s, the Kuomintang (KMT) government of Taiwan has begun to reach overseas Hakka organizations to strive for their support of the KMT regime. At the time, there were only few civil Hakka organizations in Taiwan, which aimed to maintain particular regional identity. Since 1988, Hakka people in Taiwan launched a movement, attempting to make Taiwanese people aware of the existence of “Hakka group”. From the 1990s, more and more Hakka organizations were founded, and they gathered in not only domestic but also overseas occasions, where they promoted Hakka identity and folk culture. In 2001, the Hakka Affairs Council was founded by the central government. It started to make policies and produced activities to promote Hakka language and culture with public resources. It also promoted Hakka culture to other countries through supporting activities of both overseas and domestic civil Hakka organizations. How does the Council work with these organizations? This research aims to explore the ways and reasons through which Taiwan government promotes Hakka culture to the world and supports interactions between domestic and overseas Hakka organizations. The author uses in-depth interview as her major research method, and successfully interviewed five subjects, ranging from leaders of civil Hakka organizations and officers of government institutions. This research shows, firstly, government institutions promote Hakka language and culture through supporting selected organizations to implement institutional projects. Secondly, they use subsidy to support exchange activities of both overseas and domestic civil Hakka organizations. Thirdly, they provide network information and logistic support to facilitate the interactions between domestic and overseas Hakka organizations. Based on the research findings, the author

argues a reflection of current government strategies to promote Hakka culture to the world is needed. Even though Hakka organizations can benefit from government support, which helps increase their reputation and catch more attention, they may lose their spontaneity and become over-dependent on government resources. In addition, current government approaches also make civil Hakka organizations involved in more competition rather than cooperation and resource sharing.

Keywords: Hakka culture, cultural diplomacy, civil Hakka organizations, overseas Hakka, international exchange