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# EUTW PROGRAMME 2010

## 2010 EU Soft Power Symposium, WTUC & TKU

### Program Report

#### Project title

Please use a maximum of 20 words respectively in English and Chinese

2010 EU Soft Power Symposium (Wenzao Ursuline College of Languages & Tamkang University)

2010 歐洲聯盟的柔性權力運用研討會（文藻外語學院 & 淡江大學）

#### Applicant institution

EU Center, Wenzao Ursuline College of Languages

European Union Research Center, Tamkang University

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## ACKNOWLEDGEMENTS

EU Center at Wenzao Ursuline College of Languages would like to express our deepest appreciation to Director Tzong-Ho Bau, Professor Hung-Dah Su, and to European Union Center in Taiwan (EUTW), who provided consistent and invaluable supports to the execution of this program. Moreover, we would like to express our immense gratitude towards the guest speakers in the opening ceremony, including Professor Chiu-Ching Kuo – the Director of the Graduate Institute of European Studies & European Research Center of Tamkang University, Professor Ming-Rea Kao – the Vice President of Wenzao Ursuline College of Languages for their enthusiastic involvement, and also we appreciated the excellent presentations of the distinguished speakers. Furthermore, we would also like to offer the appreciation to the Graduate Institute of European Studies & European Research Center at Tamkang University, and the teachers who participated in 2010 Symposium of EU Soft Power for their keen involvement, profitable suggestions and recommendations, and warm encouragement. Lastly, we would like to thank especially the cordial encouragement from our president, Prof. Francis K. H. So, and the favorable assistance and support from Wenzao Ursuline College of Languages staffs, including the Accounting Office, and the assistants of Wenzao EU Center.

## 1. SUBJECT

### Thematic fields covered by the project

Please use the codes indicated in Annex I. There can be more than one field.

- 05.0 Education, Teacher Training
- 08.3 History
- 09.0 Languages and Philological Sciences
- 10.7 European Community/ EU Law
- 14.6 International Relations, European Studies, Area Studies

## 2. PERSONNEL INFORMATION

### Responsible Person

Name (English)	Name (Chinese)	Position	Agency	EU related skills or experience
Kuo, Chiu-Ching	郭秋慶	Director	European Union Research Center, Tamkang University	European Politics; Regional Integration; European Political Parties; UK, France and German Politics
CHANG, Shouu-Huey	張守慧	Director	EU Center, Wenzao Ursuline College of Languages	German Culture, German Literature, German Literature After World War II, Yiddish

### Other key persons

Name (English)	Name (Chinese)	Position	Agency	EU related skills
CHO, Chung-Hung	卓忠宏	Associate Professor	Graduate Institute of European Studies Tamkang University	European Integration; Foreign Policy of Spain
Fritha Chen	陳精芬	Assistant	Graduate Institute of European Studies Tamkang University	
Lo, Chung-Yao	羅仲堯	Assistant	EU Center, Wenzao Ursuline College of Languages	

### 3. OBJECTIVES OF THE PROJECT

**OBJECTIVE 1: Enhance the research and science interaction in EU Cultures, Languages and Societies fields.**

***Expected Outcomes:***

- Enhance the studies and faculty research on the EU related issues.
- Publish the conference dissertations; provide a different attitude of EU related researches from Taiwan.
- Offer the comprehensive knowledge of EU, EU related organizations and the European Languages Evaluation Systems into Taiwan citizens.

**OBJECTIVE 2: Increase the consociation and collaboration between the EU organizations and EURCs in Taiwan.**

***Expected Outcomes:***

- To organize events in partnership with regional universities and colleges.
- Integrate the EU related scholars in academic fields.
- To increase the interaction and cooperation among the scholars in Taiwan whose research fields are related to EU, and to enhance the EU research in Taiwan

### 4. EXECUTIVE SUMMARIES

“2010 EU Soft Power Symposium” was originated by European Union Research Center of Tamkang University, and invited Wenzao European Center (Wenzao EU Center) for cooperation in 2010. Wenzao EU Center was established in 2004, the 3 major purposes of Wenzao EU Center are: 1<sup>st</sup>, enhance the development of research in European Cultures, Languages and Societies; 2<sup>nd</sup>, provide the consultation for study abroad in Europe, 3<sup>rd</sup>, develop the guide training of European Culture and Tourism. Wenzao EU Center is aimed at the cultivation of domestic talents with professional European language skills, and the development of cross-cultural interaction between Europe and Taiwan. The “2010 EU Soft Power Symposium”, which co-held by Wenzao Ursuline College of Languages and Tamkang University, was taken place in Wenzao EU Center, with in total 10 scholars in field of European researches to participate, hopefully we could combine the character of multi-language Education and European cultural studies from Wenzao College, and the specialties in European policy & society researches from Tamkang University, to provide great aids for the citizens in Taiwan to know more about the European Union and its related organizations in Taiwan.

“Soft Power”, which was coined by Professor Joseph S. Nye Jr. of Harvard University in 1990, describing “Soft power” as: “*the ability to persuade through culture, values and ideas, as opposed to ‘hard power’, which conquers or coerces through military might*”. Soft power is the ability to obtain what one wants through co-option and attraction. It is in contradistinction to “Hard Power”, which is the use of coercion and payment. This is where cultural diplomacy as a form of ‘soft power’ becomes significant. The cultural exchange can take place in fields including art, sport, literature, music, science and the economy. Such exchange implies communication and respect between the cultures involved, based on a sounder understanding of respective values and a reduced susceptibility to stereotypes. To influence and assimilate other countries unobtrusively and imperceptibly, in many ways, “Soft Power” is the most common and efficient way to improve interaction and cooperation between countries nowadays.

As the biggest area in the usage of the “Soft Power”, many European states have a strong cultural attractiveness: half of the ten most widely spoken languages in the world are European. Spanish and Portuguese link Iberia to Latin America, English is the language of the United States and the far-flung Commonwealth, and there are nearly 50 Francophone countries who meet at a biannual summit at which they discuss policies and celebrate their status as countries having French in common. The Europeans have a longer tradition and spend more, particularly on public diplomacy and international cultural relations, the soft power resource and the potential of some of the long-established public diplomacy mechanisms of several EU-member countries such as Alliance Française, the British Council, Goethe Institute, Societa Dante Alighieri, and Instituto Cervantes are enormous.

Lastly, through the cooperation of this Symposium, we would like to enhance the consociation and collaboration in fields of EU Cultures, Languages and Societies, between the European Centers in Taiwan in the near future. The most importantly, the execution of this program provided great platform for the discussion of EU related issues, and received many positive feedbacks from the participants, the schools, the related organizations, and the media in Taiwan.

**Time:** January 8, 2010

**Venue:** Q002, Qiuzhen Hall, Wenzao Ursuline College of Languages, Kaohsiung City, Taiwan

**Organizers:** Graduate Institute of European Studies & European Union Research Center at Tamkang University, EU Center at Wenzao Ursuline College of Languages

**Co-organizers:** European Union Center in Taiwan (EUTW)

## 5. IMPLEMENTATION

### I. Program Structure & Organization

In order to discuss the concept of the “Soft Power” and its widely utilization in cultural diplomacy in Europe, «2010 EU Soft Power Symposium» was designed to offer our students and university faculties in Taiwan, a comprehensive understanding of “Soft Power” of European Union. The organization of this symposium could be partitioned into 5 featured speeches, these speeches were arranged to enhance the research efforts in the field of EU Soft Power studies in Taiwan.

A. Featured Speeches: The scholars specializing in related fields of European Union in Taiwan were invited to give featured speeches, including (1) Professor Jerry C. Y. Liu from Department of International Affairs at Wenzao Ursuline College of Languages, (2) Professor Huang, Chen-Yu from Department of Public Administration at Tamkang University, (3) Professor Chen, Chia-Yin from Department of Foreign Language Instruction at Wenzao Ursuline College of Languages, (4) Professor Sun, Su-Ching from Department of Spanish at Wenzao Ursuline College of Languages, (5) Professor Cho, Chung-Hung from the Graduate Institute of European Studies at Tamkang University, (6) Professor Yuan, Yi-Mond from the Graduate Institute of European Studies at Tamkang University, (7) Professor Wang, Hsiu-Wen from Department of French at Wenzao Ursuline College of Languages, (8) Dr. Hsieh, Dai-Wei from Department of German at Wenzao Ursuline College of Languages, (9) Professor Tsai, Hsi-Hsum from the Graduate Institute of Asian Studies at Tamkang University, (10) Professor Francis K. H. So, the president of Wenzao Ursuline College of Languages. The topics given by the distinguished scholars respectively covered 6 major issues, which presented the Soft Power of EU from manifold perspectives: (1) Culturing International Relations of the EU, (2) English teaching techniques and the role of the British Council, (3) Analyzing Spanish evaluation systems and the role of the Instituto Cervantes, (4) The Alliance française developments and its assimilation to French Soft Power, (5) German Language Evaluation System and the role of Goethe Institut, (6) Japanese Soft Power and teaching techniques, (7) New thoughts of foreign language instruction in the tide of globalization.

B. Opening ceremony and closing ceremony: In the opening ceremony, Professor Kuo, Chiu-Ching – the director of European Union Research Center of Tamkang University, Professor Chang, Shou-Huey – the director of Wenzao EU Center, were invited to give speeches concerning EU Soft Power and its influence to Taiwan. Their gathering represented the interaction among EU related organizations in Taiwan and further brought the possibilities of future co-operation among them. As for the closing ceremony, Professor Francis K. H. So – the president of Wenzao Ursuline College of Languages, was invited to give a keynote speech concerning EU languages instructions and its new thoughts in the tide of globalization in Taiwan. As for the closing ceremony, a period of time was arranged for feedbacks in order to gain recommendations from the participants and for us to design and organize future activities. The results of the feedbacks gathered from those participants supported the expected aims of designing this Symposium, i.e. enhance the interactions of the scholars in EU researches and studies in the near future.

### II. Dissertation Hunting

In order to elevate the interactions of the scholars in the field of EU researches and studies, this symposium was originally designed for 10 scholars to publish their dissertations, the information of the dissertation hunting was posted on the internet and via the e-mail system to all the staffs of Wenzao College, many enthusiasm scholars with their dissertation draft were sent to the EU Center office from different departments, after the examination, the dissertations were collected into the symposium.

### III. Schedule

98/11/01	1 <sup>st</sup> organizing Meeting: discussed Symposium related issues
98/11/15	2 <sup>nd</sup> organizing Meeting: confirmed the structure of Symposium, contacted speakers
98/12/20	Sent the invitation cards and posters to the affiliated organizations
98/12/25	1. Online registration 2. Received abstracts and outlines of featured speeches
98/12/31	Printed activity programs and documents
99/01/07	Set up the place
99/01/08	Soft Power in European Union Symposium
99/03/08	Finished final report
99/03	Deadline of Dissertation correction
99/04	Publication of Conference Papers

## 6. EXPENDITURE MANAGE REPORT

	Grant Agreement	Obs: If the cost was incurred in EUR, use 1,00 for exchange rate
a. Activities	€	

### DETAILED FORWARD BUDGET (DIRECT COSTS ONLY)

#### a. ACTIVITIES

			Claimed		Accepted
		Estimated cost in €	currency	€	€
a1	<b>2010 EU Soft Power Symposium</b>				
a11	Speech Fee (\$1200/person@10persons / 46.06 NT/Euro exchange rate)	260.53	12,000.00	260.53	260.53
a12	Referee Fee (\$1000/per Paper@9papers / 46.06 NT/Euro exchange rate)	195.40	9,000.00	195.40	195.40
a13	Posters & Programmes	434.22	20,000.00	434.22	434.22
	<b>TOTAL activity 1</b>	<b>890.15</b>	<b>41,000.00</b>	<b>890.14</b>	<b>890.14</b>

Heading	Dates	Exchange rate	Claimed in Currency	Claimed in Euro	Payable in Euro	Explanation	Ref
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Jerry C. Liu
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Tsen-Yu Huang
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Jia-Yin Chen
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Su-Ching Sun
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Chung-Hung Cho
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Yi-Mang Yuan
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Hsuo-Wen Wang
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Dai-Wei Hsieh
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Prof. Xi-Xun Tsai
a11	08-01-2010	46.06	1,200.00	26.05	26.05		Speech Fee for Pro. Chi-Kang Su
a12	01-03-2010	46.06	3,000.00	65.13	65.13		Referee fee for Prof. Mei-Hua Chen
a12	01-03-2010	46.06	2,000.00	43.42	43.42		Referee fee for Prof. Chen-Yu Lin
a12	01-03-2010	46.06	2,000.00	43.42	43.42		Referee fee for Prof. Chio-Ching Kuo
a12	01-03-2010	46.06	1,000.00	21.71	21.71		Referee fee for Prof. Shouu-Huey Chang
a12	01-03-2010	46.06	1,000.00	21.71	21.71		Referee fee for Prof. Chuan-Jing Don
a13	06-07-2009	46.06	20,000.00	434.22	434.22		Programmes & Handouts, Invitation Cards, Posters

	Grant Agreement
b. Cost of Staff	€

#### DETAILED FORWARD BUDGET (DIRECT COSTS ONLY)

##### b. Costs of Staff Assigned to the Operation (indicate costs for the full 24 months of the operation)

			Claimed		Accepted
	Staff[1] -	Estimated cost in €	currency	€	€
b1	Part-time Staffs (\$1000/per month@3months@1person / 46.06 NT/Euro exchange rate)	65.13	3,000.00	65.13	65.13
b2			0.00	0.00	0.00
b3			0.00	0.00	0.00
b4			0.00	0.00	0.00
b5			0.00	0.00	0.00
b	<b>TOTAL: Staff costs</b>	<b>65.13</b>	<b>3,000.00</b>	<b>65.13</b>	<b>65.13</b>

Heading	Dates	Exchange rate	Claimed in Currency	Claimed in Euro	Payable in Euro	Explanation	Ref
b1	08-01-2010	46.06	3,000.00	65.13	65.13		Part-time Staff (1 person; Dec. 2009~Feb. 2010; assigned to the publication of Conference Papers)



## 7. EVALUATION & OUTCOME

### **OBJECTIVE 1: Enhance the research and science interaction in EU Cultures, Languages and Societies fields.**

This event had been reported through the media in Taiwan, including newspapers, e-papers, websites, and official document system. The above mentioned media were able to reach the broad public in Taiwan. Most importantly, the participants of this symposium are EU related scholars from both Wenzao Ursuline College of Languages (southern Taiwan) and European Union Research Center at Tamkang University (northern Taiwan); therefore, this event is expected to provide the involved teachers and students, the cultural diplomacies of EU, including EU knowledge, EU organization, history, cultures, policies, beliefs, and their relationship to other countries and in cultivating students their thinking and worldviews.

#### ***Specific outcomes achieved under objective 1 include:***

- Enhance the studies and faculty research on the EU related issues.
- Publish the conference dissertations; provide a different attitude of EU related researches from Taiwan.
- Offer the comprehensive knowledge of EU, EU related organizations and the European Languages Evaluation Systems into Taiwan citizens.

### **OBJECTIVE 2: Increase the consociation and collaboration between the EU organizations and EU Research Centers in Taiwan.**

Through the implementation of this symposium, gathered not only the university faculties in Taiwan, but also the supports from EU affiliated organizations (European Union Center in Taiwan, European Union Research Center at Tamkang University, and the Graduate Institute of European Studies at Tamkang University), the scholars who contribute to EU studies in Taiwan, the organizations and staffs who worked hard in supporting EU activities. Thus, more information concerning EU studies, such as the EU cultural institute, EU education information and EU Languages Evaluation Systems were offered in featured speeches. The involvement of students in this activity also inspired their interests in EU studies. Lastly, the interaction and cooperation among the scholars in Taiwan was also increased and enhanced through their participation and involvement in this symposium.

#### ***Specific outcomes under objective 2 include:***

- To organize events in partnership with regional universities and colleges.
- Integrate the EU related scholars in academic fields.
- To increase the interaction and cooperation among the scholars in Taiwan whose research fields are related to EU, and to enhance the EU research in Taiwan

## 8. CONCLUSION & RECOMMENDATIONS

Being the first event co-held by EUTW, EURC at TKU and Wenzao EU Center, we would like to appreciate the kindly invitation from Tamkang University, and was still eager to gain experience and recommendations from the co-organizers, supports, participants and the public. Many suggestions and recommendations were received from the teachers who participated in 2010 EU Soft Power Symposium, we truly appreciate these profitable suggestions, and they made this event a very successful one and provided many enjoyable memories as well as practical materials for their research field. Moreover, we would like to give special thanks to EUTW, whose enthusiastic and warm supports played a crucial role for the implementation of this symposium, and all the participants who provided assistance to the execution of this event. In the future, we will continue to assist the implementation of EU-related outreach activities organized by the European Union Center in Taiwan in achieving the shared missions and to operate based on the specialties and development orientations of Wenzao EU Center, to encourage EU and European research, to enhance and cultivate the local consciousness and cares of global issues, to integrate local cultures and resources in Taiwan, and to promote EU knowledge, research, networks, and development that harmonize global and local perspectives.

## 9. CHINESE SUMMARY

**計畫名稱：**2010 歐洲聯盟的柔性權力運用研討會

**申請機關：**淡江大學歐洲聯盟研究中心暨歐洲研究所、文藻外語學院歐盟園區

**計畫主持人：**郭秋慶主任、張守慧執行長

**其它主要參與人員：**卓忠宏副教授、助理：陳精芬、羅仲堯

**計畫目的：**

目標一：促進歐盟社會、文化與語言等相關議題之研究探討與學術交流。

目標二：提升台灣南、北區歐盟機構與跨校歐盟研究中心之間的網絡合作與交流機會。

**執行規劃：**

歐洲聯盟的「柔性權力」運用研討會，係由淡江大學歐洲聯盟研究中心暨歐洲研究所，於九十八年度十月下旬所發起，並偕邀文藻外語學院歐盟園區共同主辦。文藻歐盟園區成立於2004年，園區業務執掌涵括三項推行方針，包含：1) 歐洲觀光文化導覽、2) 歐洲留學諮詢，以及3) 歐洲社會、語言、文化等領域之學術研究，成立之旨並以培育複合型歐語人才（外語+專業）、本國文化輸出與歐洲文化輸入，以及歐盟資訊諮詢等為首要。今年偕淡江大學共同籌辦之研討會，共有來自兩校十位專家學者，發表總計十篇論文。內容以歐洲文化政策與歐盟多元語言之推廣等為旨要，期以文藻多元外語教學及歐洲文化研究之特質，結合淡江於政治及社會面向之深入研究，共同針對歐洲聯盟「軟實力」之發展潛力，積極展開深入的交流與探討。

### 壹、計畫期程、地點

時間：2010年01月08日

地點：文藻外語學院歐盟園區 Q002 階梯教室

### 貳、主協辦單位

主辦單位：淡江大學歐洲聯盟研究中心暨歐洲研究所、文藻外語學院歐盟園區

協辦單位：臺灣歐洲聯盟中心

### 參、活動說明

「歐洲聯盟的柔性權力運用研討會」，由淡江大學歐洲聯盟研究中心、歐洲研究所，及文藻外語學院歐盟園區共同籌辦，並由臺灣歐洲聯盟中心贊助。本研討會內容以歐洲文化政策與歐盟多元語言推廣等為主，邀請到國內研究歐盟社會、文化、語言等相關議題的專家學者，結合淡江大學於政治及社會面向之深入研究，以及文藻外語學院於多元外語教育及歐洲文化研究之特質，對以歐盟為主的語言與文化研究而言，可謂跨出南、北區歐盟研究社群校際合作的一大步。

全天總計十篇論文發表，分別為：

#### (一) 論文發表：

- (1) 劉俊裕 副教授 (文藻外語學院國際事務系)：「Culturing International Relations of the EU: The Construction of European Identity from Outside-in」
- (2) 黃琛瑜 助理教授 (淡江大學公共行政系)：「英國『柔性權力』運用之研究：英國文化協會功能與角色」
- (3) 陳佳吟 助理教授 (文藻外語學院外語教學系)：「歐盟的全球軟實力－從歐洲語言學習、教學、評量共同參考架構(CEF)談英語教學」
- (4) 孫素靜 副教授 (文藻外語學院西文系)：「西班牙語言能力檢定考試分析與西語教學策略」
- (5) 卓忠宏 副教授 (淡江大學歐洲研究所歐洲聯盟研究組/西文系)：「西班牙柔性權力之運用：『塞萬提斯學院』案例研究」
- (6) 苑倚曼 副教授 (淡江大學歐洲研究所歐洲聯盟研究組)：「The Alliance Francaise developments and its assimilation to a French Soft power」
- (7) 王秀文 助理教授 (文藻外語學院法文系)：「《歐洲共同語言參照準則》下之法語教學現況」
- (8) 謝岱薇 老師 (文藻外語學院德文系)：「柔性權力中的堅固圭臬－談德語檢定考試」
- (9) 蔡錫勳 副教授 (淡江大學亞洲研究所日本研究組)：「軟實力之綜合探討－以日本交流協會為例」

#### (二) 專題演講：蘇其康 教授 (文藻外語學院校長)「全球化浪潮中的外語教學新思維」

研討會會議議程：

時間	2010 年 01 月 08 日(五) 文藻外語學院 求真樓 Q002 階梯教室	
08:30-09:00	報到	
09:00-09:30	開幕致詞 淡江大學歐洲研究所所長/ 歐洲聯盟研究中心主任 郭秋慶 文藻外語學院副校長 高明瑞 文藻外語學院歐盟園區執行長 張守慧	
09:30-10:40	論文發表	
	主持人	發表人
	陳美華 (文藻外語學院副 校長)	劉俊裕 副教授 (文藻外語學院國際事務系) Culturing International Relations of the EU: The Construction of European Identity from Outside-in
		黃琛瑜 助理教授 (淡江大學公共行政系) 英國「柔性權力」運用之研究：英國文化協會功能與角色
		陳佳吟 助理教授 (文藻外語學院外語教學系) 歐盟的全球軟實力－從歐洲語言學習、教學、評量共同參考架構(CEF)談英語教學
10:40-11:00	茶敘	
11:00-12:00	論文發表	
	主持人	發表人
	林震宇 (文藻外語學院 西文系副教授)	孫素靜 副教授 (文藻外語學院西文系) 西班牙語言能力檢定考試分析與西語教學策略
		卓忠宏 副教授 (淡江大學歐洲研究所歐洲聯盟研究組/ 西文系) 西班牙柔性權力之運用：「塞萬提斯學院」案例研究
12:00-13:30	午餐	
13:30-14:30	論文發表	
	主持人	發表人
	郭秋慶 (淡江大學 歐洲研究所所長)	苑倚曼 副教授 (淡江大學歐洲研究所歐洲聯盟研究組) The Alliance Francaise developments and its assimilation to a French Soft power
		王秀文 助理教授 (文藻外語學院法文系) 《歐洲共同語言參照準則》下之法語教學現況
14:30-15:00	論文發表	
	主持人	發表人
	張守慧 (文藻外語學院 德文系助理教授)	謝岱薇 老師 (文藻外語學院德文系) 柔性權力中的堅固圭臬－談德語檢定考試
15:00-15:20	茶敘	
15:20-16:00	論文發表	
	主持人	發表人
	董莊敬 (文藻外語學院 日文系助理教授)	蔡錫勳 副教授 (淡江大學亞洲研究所日本研究組) 軟實力之綜合探討－以日本交流協會為例
16:00-17:00	閉幕專題演講：全球化聲中的外語教學新思維 文藻外語學院校長 蘇其康	
17:00-17:30	閉幕式（大合照）	

#### 肆、 議事規則

1. 論文發表：每篇論文發表時間為20分鐘。第18分鐘按鈴一聲提醒，第20分鐘按鈴二聲發表結束。
2. 論文評論：每篇論文評論時間為5分鐘。第4分鐘按鈴一聲提醒，第5分鐘按鈴二聲評論結束。
3. 提問規則：
  - (1) 出席人應以舉手請求提問，遇兩人以上同時請求提問時，由主持人定其提問之先後。
  - (2) 出席人提問前請先報告服務單位及姓名。每人每次提問以三分鐘為原則。時間到按鈴一聲，請即停止。但取得主持人許可者，得以延長一分鐘為限。
  - (3) 出席人對同一篇論文之提問，以一次為限，但無其他出席人提問，經主持人同意得再行提問。
  - (4) 為使出席人得以充分表達意見，請確實遵守規則。
4. 其他：
  - (1) 會議進行期間為維持會議品質，請關閉手機或調至靜音。
  - (2) 請依議程時間準時入座，並避免中途離席。
  - (3) 為尊重發言學者智慧財產權，未經同意請勿錄音、錄影。

#### 伍、 預定工作進度

98/11/01	第一次籌備會議：確定研討會定位及前置作業
98/11/15	第二次籌備會議：確定研討會議程架構、聯絡邀請講者
98/12/20	完成及寄發邀請函、宣傳海報予各相關單位
98/12/25	1. 網路報名開放 2. 收取論文摘要與大綱
98/12/31	大會手冊及各項文宣品交付印刷
99/01/07	場地佈置
99/01/08	歐洲聯盟的柔性權力運用研討會
99/03/08	結案，繳交活動報告
99/03	論文修正截稿、論文外審
99/04	製作論文集

#### 活動成果：

目標一：促進歐盟社會、文化與語言等相關議題之研究探討與學術交流。

- (一) 提昇教師對於歐盟相關議題之教學研究。
- (二) 將論文發表成果作為國內相關研究之參考貢獻，為歐盟相關議題於台灣角度的思考面向。
- (三) 透過研討會，讓學生了解歐洲各國的語言評量機制，增加對於歐盟相關文化機構的了解。

目標二：提升台灣南、北區歐盟機構與跨校歐盟研究中心之間的網絡合作與交流機會。

- (一) 促進地域性間的歐盟相關研究交流。
- (二) 增進國內歐盟各語系研究學者的交流互動與合作可能，提昇國內歐盟相關領域之研究。

活動經費總額：\$ 100,450 (NTD)

EUTW補助經費：\$ 44,000 (NTD) [補助金額比例：44%]

WTUC自籌經費：\$ 41,550 (NTD) [自籌經費比例：41%]

TKU 自籌經費：\$ 14,900 (NTD) [自籌經費比例：15%]

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歐洲聯盟的「柔性權力」運用研討會  
邀稿啟事

- 一、會議日期：2010 年 1 月 8 日
- 二、會議地點：文藻外語學院歐盟園區
- 三、主辦單位：文藻外語學院歐盟園區、淡江大學歐洲研究所
- 四、會議主旨：

「柔性權力」一詞是由哈佛大學教授 Joseph S. Nye Jr. 在 1990 年提出的概念。柔性權力相對於過去傳統仰賴之「硬性權力」(hard power)。前者指一國以其制度上、文化上、政策上的優越性或道德性，完成國家政策目標；後者係指一國以軍事上或經濟上的優勢來壓制對方。柔性權力的運用藉由自己思想的吸引力，或者決定政治議題的能力，讓他國自願效法或接受體系的規則，從而間接地促使他人確定自身偏好。而硬性權力的表現則借助威脅或利誘手段，直接迫使他人改變自身意志或行為。歐洲是目前全球發揮「柔性權力」(Soft Power，亦譯為軟權力、軟力量、柔性權力、柔性力量)最大的地區，歐洲文化、藝術、音樂、設計、時裝、飲食等長久以來吸引著全世界的目光焦點。

在具體作為上，硬性權力是一種政府力量外在的表現形式，主要源自對國家資源的組織、調配和運用，由政府主導透過軍事或經濟方式的威脅利誘，以逼迫他國就範。而柔性國力則是無形的，強調吸引力、影響和同化的力量，並與一國的歷史文化傳統、價值觀或制度等無形權力資源相互連結，在很大程度上並非完全控制在政府組織手中。故柔性權力是運用吸引力帶來潛移默化，或模仿的效果，在領導過程中引起反彈或代價的可能相對較低，也成為國家對外宣傳最常使用的方式。

世界上 10 種最為通行的語言中，有 5 種來自歐洲，其中英語是美國和大英國協通用的語言，西班牙語和葡萄牙語則拉近伊比利亞半島與拉丁美洲的聯繫，而將近 50 個法語區國家每兩年定期舉行高峰會議。就國別而言，法國是第一個試圖運用柔性權力強化對外關係的國家。早在 1883 年，法國就成立「法國文化協會」(Alliance française)來推廣語言和文化，法國對外的影響力遂得以維繫甚至增強，從此柔性權力成為法國外交的重要組成部分。之後此作法引起歐洲各國仿效，如義大利但丁學院 (Societa Dante Alighieri)、英國文化協會 (British Council)、德國歌德學院 (Goethe Institut)、西班牙塞萬提斯學院 (Instituto Cervantes) 等類似機構紛紛成立，至今分別有數十年至上百年的悠久歷史。

竭誠歡迎您撰寫有關主題，有興趣者請與會議籌辦人連絡，先告知擬寫內容摘要，並於 2009 年 12 月 8 日之前回覆。論文摘要字數建議在 500 字以內。

研討會聯絡人：

文藻外語學院歐盟園區

執行長：張守慧

助理：羅仲堯

電話：(07)3426031 轉 7502

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淡江大學歐洲研究所

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## 歐洲聯盟的柔性權力運用研討會

- 08:30-09:00 報到  
 09:00-09:30 開幕致詞  
 09:30-10:40 劉俊裕 Culturing International Relations of the EU:  
                   The Construction of European Identity from Outside-in  
 黃琛瑜 英國「柔性權力」運用之研究：英國文化協會功能與角色  
 陳佳吟 歐盟的全球軟實力—從歐洲語言學習、教學、評量共同參考架構(CEF)談英語教學  
 11:00-12:00 孫素靜 西班牙語言能力檢定考試分析與西語教學策略  
 卓忠宏 西班牙柔性權力之運用：「塞萬提斯學院」案例研究  
 12:00-13:30 午餐  
 13:30-14:30 苑倚曼 The Alliance française developments and it's assimilation  
                   to a French Soft power  
 王秀文 《歐洲共同語言參照準則》下之法語教學現況  
 14:30-15:00 謝岱蓀 柔性權力中的堅固主泉—談德語檢定考試  
 15:20-16:00 蔡錫勳 軟實力之綜合探討—以日本交流協會為例  
 16:00-17:00 蘇其康 專題演講：全球化聲中的外語教學新思維

研討會場次: 全程參與 09:00-17:00 ▼

姓名:

單位(系級):

連絡電話:

E-mail:

在學校是: ☐ 老師 ☐ 學生 ☐ 教職員

完成送出





## ■ 歐洲聯盟的「柔性權力」運用研討會

99. 01. 08 (星期五)

09:00-17:00

文藻外語學院歐盟園區 Q002 階梯教室



## ● 研討會發表議題 (依發表順序排列)

發表	主題
● 劉俊裕	Culturing International Relations of the EU: The Construction of European Identity from Outside-in
● 黃琛瑜	英國「柔性權力」運用之研究：英國文化協會功能與角色
● 陳佳吟	歐盟的全球軟實力—從歐洲語言學習、教學、評量共同參考架構(CEF)談英語教學
● 孫素靜	西班牙語言能力檢定考試分析與西語教學策略
● 卓忠宏	西班牙柔性權力之運用：「塞萬提斯學院」案例研究
● 苑倚曼	The Alliance Francaise developments and its assimilation to a French Soft power
● 王秀文	《歐洲共同語言參照準則》下之法語教學現況
● 謝岱薇	柔性權力中的堅固圭臬—談德語檢定考試
● 蔡錫勳	軟實力之綜合探討—以日本交流協會為例
● 蘇其康	專題演講：全球化聲中的外語教學新思維

歐洲聯盟的  
柔性權力

主辦單位 | 文藻外語學院歐盟園區

淡江大學歐洲聯盟研究中心、歐洲研究所

合辦單位 | 臺灣歐洲聯盟中心

洽詢電話 | 文藻外語學院歐盟園區(07)3426031 轉 7502 羅仲堯先生

## Annex III: Documents Design: Invitation Card



研討會發表議題

劉俊裕	Culturing International Relations of the EU: The Construction of European Identity from Outside-in
黃琛瑜	英國「柔性權力」運用之研究：英國文化協會功能與角色
陳佳吟	歐盟的全球軟實力—從歐洲語言學習、教學、評量共同參考架構(CEF)談英語教學
孫素靜	西班牙語言能力檢定考試分析與西語教學策略
卓忠宏	西班牙柔性權力之運用：「塞萬提斯學院」案例研究
苑倚曼	The Alliance Francaise developments and its assimilation to a French Soft power
王秀文	《歐洲共同語言參照準則》下之法語教學現況
謝岱薇	柔性權力中的堅固主桌—談德語檢定考試
蔡錫勳	軟實力之綜合探討—以日本交流協會為例
蘇其康	專題演講：全球化聲中的外語教學新思維

(依發表順序排列)

敬邀

謹訂於中華民國九十九年一月八日(星期五)上午九時，  
假文藻外語學院歐盟園區Q002階梯教室，舉辦「歐洲聯盟的  
柔性權力運用」研討會。

敬請 蒞臨指導

文藻歐盟園區執行長  
張守慧 敬邀

歐盟園區  
EU CENTER

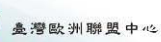


主辦單位 |  文藻外語學院歐盟園區



淡江大學歐洲聯盟研究中心  
淡江大學歐洲研究所

合辦單位 |  臺灣歐洲聯盟中心



臺灣歐洲聯盟中心



文藻外語學院歐盟園區  
WENZAO EU CENTER

2010  
08.JAN

## MEMO

[illegible]

## Contents

- 02 大會議程
- 04 工作小組人員  
主持人  
發言人
- 05 議事規則
- 06 論文發表
- 06 劉俊哲 副教授 (文藻外語學院國際事務系)  
Culturing International Relations of the EU:  
The Construction of European Identity from Outside-in
- 07 黃琛瑜 助理教授 (淡江大學公共行政系)  
英國「柔性權力」運用之研究：英國文化功能與角色
- 08 陳偉吟 助理教授 (文藻外語學院外語教學系)  
歐盟的全球軟實力－  
從歐洲語言學、教學、評量共同參考架構(CEFR)談英語教學
- 09 孫素靜 副教授 (文藻外語學院西文系)  
西班牙語言能力檢定考試分析與西語教學策略
- 10 卓忠宏 副教授 (淡江大學歐洲研究所歐洲聯盟研究組/西文系)  
西班牙柔性權力之運用：「塞萬提斯學院」案例研究
- 11 苑玲曼 副教授 (淡江大學歐洲研究所歐洲聯盟研究組)  
"The Alliance Francaise developments and its assimilation to a French Soft power"
- 12 王秀文 助理教授 (文藻外語學院法文系)  
《歐洲共同語言參照原則》下之法語教學現況
- 13 謝啟敏 老師 (文藻外語學院俄文系)  
柔性權力中的堅固主界－談俄羅斯外交考試
- 14 蔡錦勳 副教授 (淡江大學亞洲研究所日本研究組)  
軟實力之綜合探討－以日本交流協會為例
- 15 專題演講
- 15 蘇其農 教授 (文藻外語學院院長)  
全球化浪潮中的外語教學新思維



## 歐洲聯盟的「柔性權力」運用研討會 會議議程

會議時間：2010年01月08日 (五)

會議地點：文藻外語學院 求真樓 Q002 階梯教室

時間	議程內容
08:30-09:00	報到
09:00-09:30	開幕致詞 淡江大學歐洲研究所所長/歐洲聯盟研究中心主任 郭秋慶 文藻外語學院副院長 高明瑞 文藻外語學院歐盟區執行長 張守慧
09:30-10:40	論文發表
	主持人 發表人
	劉俊裕 副教授 (文藻外語學院國際事務系) Culturing International Relations of the EU: The Construction of European Identity from Outside-in 黃琛瑜 助理教授 (淡江大學公共行政系) 英國「柔性權力」運用之研究：英國文化協會的功能與角色 陳佳吟 助理教授 (文藻外語學院外語教學系) 歐盟的全球軟實力－從歐洲語言學習、教學、評量共同參考架構 (CEF) 談英語教學
10:40-11:00	茶敘
11:00-12:00	論文發表
	主持人 發表人
	孫素靜 副教授 (文藻外語學院西文系) 西班牙語言能力檢定考試分析與西語教學策略 卓忠宏 副教授 (淡江大學歐洲研究所 歐洲聯盟研究組/西文系) 西班牙柔性權力之運用：「塞萬提斯學院」案例研究
12:00-13:30	午餐

2

時間	論文發表
13:30-14:30	主持人 發表人
	郭秋慶 (淡江大學歐洲研究所所長) 苑得曼 副教授 (淡江大學歐洲研究所 歐洲聯盟研究組) The Alliance Francaise developments and its assimilation to a French Soft power 王秀文 助理教授 (文藻外語學院法文系) 《歐洲共同語言參照準則》下之法語教學現況
14:30-15:00	論文發表
	主持人 發表人
	張守慧 (文藻外語學院歐盟區執行長) 謝岱碩 老師 (文藻外語學院德文系) 柔性權力中的堅固主身－談德語檢定考試
15:00-15:20	茶敘
15:20-16:00	論文發表
	主持人 發表人
	董廷敬 (文藻外語學院日文系系主任) 蔡錫勳 副教授 (淡江大學亞洲研究所日本研究組) 軟實力之綜合探討－以日文交流協會為例
16:00-17:00	開幕專題演講：全球化浪潮中的外語教學新思維 文藻外語學院院長 蘇其康 教授
17:00-17:30	閉幕式

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黃琛瑜 淡江大學公共行政系助理教授

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### 議事規則

- 論文發表：每篇論文發表時間為20分鐘。第18分鐘按鈴一聲提醒，第20分鐘按鈴二聲發表結束。
- 提問規則：
  - 出席人應以舉手請求提問，過兩人以上同時請求提問時，由主持人定其提問之先後。
  - 出席人提問前請先報告服務單位及姓名。每人每次提問以三分鐘為原則。時間到按鈴一聲，請即停止。但取得主持人許可者，得以延長一分鐘為限。
  - 出席人對同一篇論文之提問，以一次為限，但無其他出席人提問，經主持人同意得再行提問。
  - 為使出席人得以充分表達意見，請確實遵守規則。
- 其他：
  - 會議進行期間為維持會議品質，請關閉手機或調至靜音。
  - 請依議程時間準時入場，並避免中途離席。
  - 為尊重發言學者智慧財產權，未經同意請勿錄音、錄影。

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## Culturing International Relations of the EU: The Construction of European Identity from Outside-in

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### 摘要

Since the 1960s, a series of well-designed symbols, which serve as cementing forces of European integration, have constituted a typical official culture of the European Union (EU). The "European passport", which gave the old fashioned national passports a new standardised cover; the twelve gilded stars "European flag" that first flew on 29 May 1986 beside the flags of the individual member states; the official anthem "Ode to Joy", which inaugurated on 29 May 1987; the 9th May "European Day"; and the 1st January 1999 new founded single European currency—the Euro; all these correspond rightly to what Hobsbawm labelled as the "mass production of traditions".

Yet few seem to have noticed that in its external cultural exchange programmes with the third country and engagements with multilateral organizations such as the UNESCO and WTO, the EU has also made its attempts to construct a new European identity from outside-in. Via the multi-faceted cultural strategy and active participation in international cultural relations, the EU is propagating, (re-)defining, and (re-)interpreting what common European values and common European interests are to the international society. In the process of Europeanisation, the EU is making its statements on what Europe is; how Europe may differ from "Other" parts of the world; and how Europe is distinct even from the "West". The paper investigates how the EU constructs a European identity through its international cultural relations during the past ten years (1999-2009). And by applying the concepts of soft power, European values and cultural interests to our analyses, it aims to delineate the cultural rationale beneath the European Union's international cultural strategy.

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## 英國「柔性權力」運用之研究： 英國文化協會功能與角色

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### 摘要

本文旨在探討英國「柔性權力」的運用，並以英國文化協會為個案研究。英國文化協會於一九三四年成立至今，已有長達七十四的歷史，並發展成擁有近八千名員工的組織。英國文化協會目前在世界，約於一百一十個國家及地區設有長駐機構，這些機構在推廣英語與英國文化方面，發揮廣大深遠的影響力，並扮演與當地國家建立友好互信及合作關係的重要功能。雖然二次世界大戰後英國的殖民地紛紛獨立，使英國不再是昔日「日不落國」的國際政治及經濟強權，但英國在文化上的國際影響力依然不墜，特別是英文的影響力在全球化的今日，更是與日俱增。本文將透過英國文化協會的個案，檢視英國文化協會的功能與角色，分析英國如何透過英國文化協會的運作，發揮、運用英國的「柔性權力」。透過個案的研究與分析，本文希望探求英國如何透過英國文化協會發揮「柔性權力」的影響力，並檢視運作過程的優點及侷限，以做為未來的展望。

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## 歐盟的全球軟實力—從歐洲語言學習、教學、 評量共同參考架構(CEF)談英語教學

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### 摘要

語言能力指標的建立是一項耗時耗力的專業工作，歐洲理事會(Council of Europe)於1996年公布之歐洲語言學習、教學、評量共同參考架構(Common European Framework of Reference for Languages, 簡稱CEF)，是在經過長達二十多年的研究，整合了語言學習理論的概念以及其可行性而研發出。CEF的最初研發目的在促進歐盟的溝通、合作與團結，其於2001年被歐盟41個會員國採用，作為課程設計、教學方法、教材規劃、師資培訓與評量工具。除歐洲之外CEF亦在其它國家如香港、台灣、日本、紐西蘭、智利、墨西哥、哥倫比亞、加拿大等被用來作為語言測驗的統一標準。目前CEF是為一國際認定之語言能力分級參考標準。

台灣由於英語檢定測驗種類相當多，包括：全民英檢、多益測驗、劍橋英檢等，教育部於2005年宣佈為推動英語學習包括語言檢測，建議各機關學校可參考運用CEF，因此在台灣對CEF之運用多於幫助進行英語檢測之單位依CEF分級表選擇適合之英語檢測工具，然CEF之運用並不僅止於語言評量，本論文旨在進一步了解CEF及探討如何將CEF應用至英語課程設計及教學上。

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## 西班牙語言能力檢定考試分析 與西語教學策略

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### 摘要

「西班牙語言能力檢定考試」為西班牙國家語言能力考試，其全名為 Los Diplomas de Español como Lengua Extranjera (簡稱DELE)。DELE是由西班牙教育、文化暨體育部授權委由塞凡提斯學院主辦，每年舉辦兩次或三次，分別為五月、八月和十一月(依國家及測驗中心而訂)；在全球70個國家，250多個測驗中心同時定期舉辦。自2009年五月開始，測驗共分為四級：A1(入門)，相當於「歐洲能力評量參考標準」A1、初級(Nivel Inicial)，相當於B1、中級(Nivel Intermedio)，B2、高級(Nivel Superior)，C2。A1等級測驗內容包括「閱讀」、「寫作」、「聽力」，另外等級測驗內容包括「閱讀」、「寫作」、「聽力」、「語法與字彙」、「口試」等五個部分，測驗總分為100分，「閱讀」與「寫作」佔35%，「語法與字彙」佔20%，「聽力」和「口試」佔45%；其成績僅列合格(APTO)與否，任一項目未達標準(70%)，即不論他項成績合格與否，均不予合格。通過測驗所獲得的證照皆為歐美各國所承認，是目前最具公信力的語言檢定考試。

文藻外語學院西班牙語文系自九十二學年起，已正式成為DELE台灣地區第一個測驗中心，為利用相關資源，使國內西班牙語教師與學習者對此測驗之試題與內容有所了解，並探討教學上應著重之內容，提供參考。

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## 西班牙柔性權力之運用： 「塞萬提斯學院」案例研究

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### 摘要

在全球化過程中，語言具有舉足輕重地位，尤其在面對英語文化的廣泛運用，國家如何維護本身語言優勢和文化的多樣性成為各國語言政策的重要課題。尤其自西班牙民主化以來，政府制訂出一連串語言保護措施，如在全球廣設塞萬提斯中心推廣西班牙語言文化、確保西語在國內的優勢地位，以及保障少數民族語言在社會各方面的應用。

本文目的以國家層次中，西班牙政府在國際上推廣西班牙語的具體作為，以及「塞萬提斯學院」的設置與其功能為重點，分析西班牙語言政策與文化推廣之相關性。具體研究的子題為：

- (一) 全球化下西班牙語現況與困境
- (二) 從政治、社會發展狀況，敘述西班牙語言政策的內涵
- (三) 「塞萬提斯學院」設置與發展
- (四) 「塞萬提斯學院」在推廣語言、文化的具體作為
- (五) 政策展望，並作為台灣語言政策的借鏡

關鍵字：塞萬提斯中心、柔性權力、西班牙語言政策、語言與文化

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## “The Alliance Francaise developments and its assimilation to a French Soft power”

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### Abstract

Existing for more than 200 years, the “Alliance Francaise”, this venerable institution has perpetuated its missions and managed to create more than a language diffusion tool, across the World in Francophone regions, countries or its former colonies. Considered today not only as the earliest form of Soft Power expression, it is often quoted as a very successful network of experiences and relations building. The Influence of French culture, art, creativity and innovations, democracy and combat for human rights, gathering high Knowledge, literature, poems, philosophy with long historical traditions, prestigious universities, and many competitions organized and fame prize, many French Nobel prizes. France the land of many refugees or second home for foreigners, is as well the most attractive touristic target country in the world, thanks to its Castles, Museums, Cathedrals, all architectural monuments from Roman empire to modern time, passing by the Middle Age, Renaissance, Romantic, Impressionism, etc... but also a very lively French way of life, high sophistication but also relaxed life, with finest brands and fashions, exquisite gastronomy cuisine, cheese, breads, Fine Wines and Champagne, Coffee and pastry specialties or other foods products which are well known in the foreign countries, as ranking first world for processed foods trade. Back to these institutions, this is completed with the leisure and pleasure and understanding of the fascinating way of life, with passion for music, art galleries, and landscapes, and the determination of its past administrations to gain in favor of their image and the sense of the things. French is the language for international law and for diplomacy across the world and contributing to the main Global concerns and ready to support the poorest countries. The French Soft Power term need to be analyzed and reevaluated, as different in sense from the one of Joseph Nye, who was opposing the soft power from France or some other European countries, with the American Strong and violent Defense policies. In conclusion we will try to find the extent of the French influence through the animation, competition and scholarships or prizes, exchanges and communications resulting and the synergies that has enriched the French society. Finally the budget and the means available will help to overview the past and look at present evolution, and future targets.

Keywords: Alliance Francaise, Culture, EU, Exchanges, France, Global, Influence, Relationship, Policies, Soft power

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## 《歐洲共同語言參照準則》下之 法語教學現況

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### 摘要

歐洲共同委員會於2001年出版了《歐洲共同語言參照準則》一書，書中明確制定了語言教學政策的等級和方針，以法語學習為例，語言能力從A1到C2，從基礎到進階共分六級，在聽、說、讀、寫上詳細明定各地法語學習者在語言檢測上必須達到的共同標準，而此一標準亦成為各地法語語言檢測圭臬，同時也是台灣法語教學上培育學生達到語言與文化各方面能力上的指標。

目前法語檢測測驗，開放給非法國籍人士報考，檢測種類可分為三類：分別是法語程度鑑定文憑DELF、DALF和TCF (Le Test de Connaissance du Français)。而各地法語學習機構也會針對學習者的需求提供兩種不同學習課程：一般語言學習課程和語言檢定課程。因此，本文除了介紹法語語言檢測種類、考試內容以及語言檢定課程的授課方針和方式之外，將就筆者之觀察，探討比較法語一般語言學習課程和語言檢定課程，兩者對於教學環境的營造和教學策略的應用之異同，提供台灣法語教學上的省思。

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## 柔性權力中的堅固圭臬— 談德語檢定考試

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### 摘要

當今能與美國的柔性權力分庭抗禮的應是歐盟。歐盟的柔性權力最顯著的表現是在文化方面，而與文化有直接關聯的是語言。歐盟27個會員國使用23種不同的官方語言，可見歐盟尊重各會員國語言的多樣性，在尊重的前提下，歐盟於2000年制定「歐語能力評量共同參考標準」，該標準不僅針對檢定考，也為整個歐洲語言教學計畫，課程綱要及教材的設計，訂定共同基準，清楚定義出各級語言能力之水準。

歐盟目前有12%的公民使用德語為外語，在德國致力於語言及文化推廣的機構是歌德學院，Goethe Institut。歌德學院是半官方性質的機構，在德國13個城市有分部，全球91個國家中有136個機構和10個連結處。歌德學院是以德國著名作家歌德命名，其任務是在國外拓展德語，促進國際文化合作，以及介紹德國現況，而該機構的重點是語言課程，其中包括德語教學、檢定考、教材編製和德語師資進修。歌德學院將上述「歐語能力評量共同參考標準」譯成德文版，和其它歐語機構一樣，根據該標準中語言能力的要求，設計和規劃各類檢定考試。

本篇論文將以文德文系為例，探討此機構與基尼黑歌德學院總部合作之模式，且自2001年與歌德學院簽約，設立「德國歌德學院德語檢定中心」之後，如何引進該學院 Zertifikat Deutsch (B1) 級德文檢定考，作為本系畢業門檻，除當畢業門檻外也將該考試的標準，更進一步分析如何將其作為課程綱要、教材選定和德語教學的重要指標，最後以「考試不引導教學」之辯證思維提出建言，一方面達到培育出德語能力可以和歐盟的語言政策所預期標準的學生，另一方面促使國內德語專業人才具有歐語競爭實力。

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## 軟實力之綜合探討— 以日本交流協會為例

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Tamkang University

### 摘要

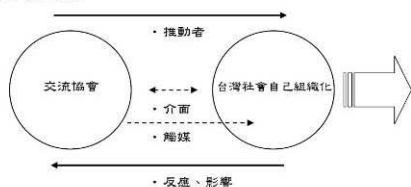
台日民間親善友誼歷久彌堅，哈日族更是發源於台灣。哈日族是日本軟實力的成果。交流協會扮演推動者、介面和觸媒三種角色，並且結合台灣方面相關人才求共同推動日本軟實力。相反地，台灣社會的自己組織化成果也會影響交流協會的政策。因此，交流協會和台灣社會形成互動關係。交流協會的六大任務為留學生交流、日語教育、日本研究與知識交流、文化藝術交流、青少年交流、宣傳活動。90年代著重於日語教育，現在的重點在於培養次世代哈日派，不只是單純的哈日族。

關鍵詞：軟實力、交流協會、哈日族、台灣、哈日派

本研究從三種方面分析交流協會對於推動日本軟實力的階段性角色與貢獻（請見圖1）。

- 推動者
- 介面
- 觸媒

圖1 分析架構



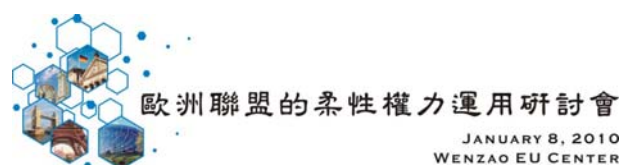
## 全球化浪潮中的外語教學新思維 New thoughts of foreign language instruction in the tide of globalization

Francis K. H. So (蘇其康)  
Professor  
President, Wenzao Ursuline College of Languages

### 專題演講一大綱

- 一、 globalization vs. glocalization
- 二、 全球化與國際化
- 三、 全球外語的爭霸戰
- 四、 外語教學的層次
- 五、 ESP的反思
- 六、 語言創新的契機
- 七、 語言教學的新觀念

#### Annex IV: Souvenir Design (Mug & Paper bag)







文藻外語學院高明瑞副校長開幕致詞

Opening speech by Professor Kao, Ming-Rea, the vice president of Wenzao Ursuline College of Languages



淡江大學歐洲聯盟中心郭秋慶主任開幕致詞

Opening speech by Professor Kuo, Chiu-Ching, the director of European Union Research Center at TKU



文藻外語學院陳美華副校長主持第一場研討會

Host of Speech I, held by Professor Margret Chen, the vice president of Wenzao Ursuline College of Languages



淡江大學亞洲研究所日本研究組蔡錫勳副教授發表論文

Speaker of Speech V, held by Professor Tsai, Hsi-Hsum from the Graduate Institute of Asian Studies, TKU





淡江大學歐洲聯盟中心郭秋慶主任主持第三場研討會  
Host of Speech III, held by Professor Kuo, Chiu-Ching, the director of European Union Research Center at TKU



與會貴賓合照  
Picture taking with participated Guests