

Intercultural Discovery and Exchange in Asia Project

National Taiwan University

Taiwan, ROC

Proposal Outline

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I. Program Motive:

The Intercultural Discovery and Exchange in Asia Project (IDEA Project) is an international program that explores the cultural differences between countries and the diversity of student lives at different universities.

Being cosmopolitan and more aware of other parts of the world is one of the most important goals for today's students. Understanding and appreciating different cultures is a necessity and the key to building friendships between people from all over the world.

As the most representative university of Taiwan, National Taiwan University (NTU) intends, through IDEA Project, to improve multicultural understanding and to further exchange between students from multiple countries while also introducing Taiwan to the visiting delegates. In this program we invite university students from all over the world, to come together here in Taiwan and NTU. The meeting of Eastern and Western cultures is sure to inspire an unforgettable experience.

By encouraging program participants to share their different cultural experiences, and to explore divergences in lives and values, we hope to promote students' appreciation for different cultures and broaden their international horizons.

At the same time, as the host university, we will introduce Taiwanese/Chinese culture, environment and life to the visiting students through numerous activities. Taiwan is not only dedicated to the preservation of traditional Chinese culture, but to the innovation of it as well by merging and incorporating elements from foreign cultures to develop our own unique, dynamic culture.

II. Program Host:

1. Introduction to National Taiwan University:

The predecessor of National Taiwan University was Taihoku (Taipei) Imperial University, founded by the Japanese in 1928. When Taihoku University was first established, it had only two colleges: the College of Liberal Arts and Law, and the College of Science and Agriculture, and had a combined total of 60 students.

After World War II and Taiwan's retrocession to Chinese sovereignty, the R.O.C. government resumed the administration and reorganization of Taihoku University, renaming it "National Taiwan University" on November 15, 1945. As of the 2004 academic year, the University has a total of eleven colleges, 54 departments, 96 graduate institutes, and four research centers. The number of students totaled to be more than 33,000 in 2013.

As the first integrated and most prestigious institution of higher education in Taiwan, National Taiwan University has taken up the responsibility of promoting the level of academic research study and teaching in Taiwan. It has from the very start emphasized scholarly research in basic theory and upheld the atmosphere of freedom for academia. Simultaneously, it has strived to satisfy the drive in modern times for multifarious knowledge through course offerings, and to fulfill the social function of college education through feedback, in order to lay a solid foundation for the lifetime education of an ideal adulthood in the 21st century.

NTU holds the best record for academic achievement in both the social sciences and nature sciences, among all universities in Taiwan. In addition, NTU is renowned for its atmosphere of academic freedom. Students in NTU are encouraged to explore their interest freely, and they are diligent and innovative. They work hard, and they play hard. Student activities are held almost everyday in various aspects, some of which are cultural, and some of which are international.

As the best university in Taiwan, NTU intends to create more exchange programs and to cooperate with other prestigious institutions of higher education around the world, in order to achieve our goal of broadening our international scope. International student activities held by NTU in recent years include: the Association of East Asia Research Universities summer camp, the Harvard College in Asia Project Spring Conference, and the University Mobility in Asia and the Pacific Biannual International Conference, all of which are planned and run by students, and supported

and supervised by the faculty. International student events have been held at NTU more and more frequently.

More information please visit: <http://www.ntu.edu.tw/english/>

2. Introduction to the Staff:

The organizing committee of the IDEA Project is a group of outstanding students assembled by NTUISO. The program is planned by students and supervised by the faculty of NTU Extracurricular Division. The school also provides financial support. Students on the organizing committee are enthusiastic, experienced, and friendly. While they come from different departments, they are all greatly interested in cultural exchange and international affairs. We believe the executive team will organize and execute a great program for our visiting friends from all over the world.

III. Program Participation:

1. Previous Participating Universities:

China: University of Hong Kong

Japan: The University of Tokyo

Kyoto University

Korea: Seoul National University

Korea University

Singapore: National University of Singapore

Taiwan: National Taiwan University (host school)

Thailand: Chulalongkorn University

UK: University of Cambridge

University of Oxford

Imperial College London

USA: Stanford University

University of California, Berkeley

Massachusetts Institute of Technology

2. Delegates:

We would like to invite, from each university, at most **8** active and open-minded students interested in friendship-building, gaining international experience, and understanding different cultures, including Chinese/Taiwanese culture, on a deeper level.

There are no other criteria for the delegates. Undergraduate and graduate students from any academic department are welcome. But, **balanced ratio of sex** will be considered during the selection.

There will be totally 45 delegates and around 30 staff participating in this program.

IV. Program Dates:

Aug 4th, 2013 to Aug 11th, 2013

(Note: All arrival and departure services will be carried out by NTU students and the dates are set on Aug 4th and Aug 11th respectively. If any delegates would like to arrive earlier or depart after the Aug 11th, arrangements can be done, including accommodation, but the delegates will need to cover these extra expenses on their own.)

V. Program Location:

Most activities will be held mainly in Taipei City and on the NTU campus.

VI. Program Fee:

Except their round trip flight tickets to Taiwan and other personal expenses, each delegate will need to pay 280 USD for the accommodation, meals, transportation, insurance, etc.

VII. Program Content:

The IDEA Project consists of different activities. All of them have been carefully planned down to the last detail by our executive team to bring the delegates an unforgettable and inspiring learning experience, and lots of joy. The types and contents of them are varied and wide-ranging, while revolving around the IDEA Project's main themes: mutual understanding of cultures and the introduction of Taiwanese and Chinese culture.

1. The Topic for IDEA2013:

Turning Point

2. Time table and Introduction of Each Activities:

Aug 4th (Sun) and Aug 11st (Sun) are for pick-up and see-off.

Date	Aug 5 th (Mon)	Aug 6 th (Tue)	Aug 7 th (Wed)	Aug 8 th (Thu)	Aug 9 th (Fri)	Aug 10 th (Sat)
Morning	Opening Ceremony & Ice Breaking	Introduction of Renaissance Project	Transformation of Art	City Tour	Transformation of Technology (II)	Preparation of Renaissance Project
Afternoon	Universal Exposition	Transformation of Diet	Transformation of Technology (I)		Exploration of Taiwanese Culture	Renaissance Project & Closing Ceremony
Evening	Salon	Food Carnival	Talent Show		Free Time	Farewell Party

1. **Universal Exposition:** We would love to let all the delegates experience diversified cultures. Thus, we invite all delegates to bring anything they want to show or they are proud of in their country, and share with others.
2. **Transformation of Food:** Due to the globalization, we, human beings, have gone through many changes. They are always from simple to complicated, from plain to exquisite. Surely, they also include many dimensions. Therefore, in this section, we would love to show how diverse types in eating from past to present.
3. **Food Carnival:** In Food Carnival, delegates will have a taste of delicacies and traditional food from other countries, and also cook with other delegates to create a unique dish.
4. **Transformation of Art:** In this part, we will show delegates some traditional Chinese arts. Explore these arts in different era!
5. **Transformation of Technology (I):** Technology as an important factor of innovation of human society, surrounding us and change our behavior and value. In this part, we are going to introduce and discuss with the influence of technology and how could it change human's living style.

6. **Talent Show:** Crazy night of any shows! Delegates will bring their own special talents or traditional shows from their countries to share with us! Release their spirits and their love in the shows from all over the world!
7. **City Tour:** In City Tour delegates have a day trip to the mountain area around Taipei City. Being the place of recreation for people living in Taipei City, the area is famous of the towns along the old railway. Green mountains full of well-preserved railway historical sites are a special mix of the nature and humanity. The amazing Sky Lantern Festival is also here in the Pingshi Town, where sky lanterns fly whenever weather is nice. Be sure to be in IDEA2013 for this unforgettable trip to the mountains.
8. **Transformation of Technology (II):** In this part, we will hold a debate contest on certain topics, like uses of nuclear energy, pros and cons of social networking websites or smartphone, the ethical issues in genetic screening and so on. We will also play some interesting games to have a glance at the transformation of technology.
9. **Exploration of Taiwanese Culture:** In IDEA there will be 2 trips in the whole 7 days and here comes the short one. Take an afternoon trip to the Dihua Street district give delegates the insight of Chinese temples, religion and worship, building and Chinese medicine culture.
10. **Renaissance Project:** In addition to some courses and activities of turning point, Renaissance Project provides a challenge for delegates. They have to choose a culture which is fading away but significant, figuring out the solution for its' continuing. At the end of IDEA2013, there is a final presentation for them to present their project.

VIII. How You Can Assist Us:

We hope you can assist us in promoting the IDEA Project on your campus and selecting the delegates who apply from your school. Please publicize the IDEA Project and select at most **8** delegate students before **May 5th, 2013**, and send their applications (the official application form is attached) to us. The details are as follow:

1. Promotion:

Please post our information and website address using the announcement or public bulletin board system of your school. All necessary information will be available on our official site: <http://idea2013turningpoint.wordpress.com/>.

An advertisement is attached along with this proposal (both poster and electronic form). Please distribute this poster to the students on your campus in either printed or electronic form.

Any other types of promotion are encouraged and deeply appreciated. Thank you so much for all your effort.

2. Application and Selection:

i. **How to Apply for the Program:**

Any interested student in the university is welcome to apply. Please go to our official website: <http://idea2013turningpoint.wordpress.com/> to download the application form. Fill in the application form and send it to ntuiso@gmail.com before May 5th, 24:00 (GT +8:00). The result of delegate selection will be released on May 10th, 2013.

ii. **Delegate number:**

We would like to have **45** delegates, one school at most 8 delegates.

iii. **Application date:**

The application is due on **May 5th, 2013**.

iv. **Application form:**

The official application form can be found on IDEA2012 official website: <http://idea2013turningpoint.wordpress.com/>.

IX. Contact Information:

Please send the application form directly to our E-mail, ntuiso@gmail.com .

For any question, please feel free to contact **President of IDEA2012, Linda Ethan,**

Yi-Chen Huang.

President

Ethan, Yi-Chen Huang

E-mail: ntuiso@gmail.com

MOB: +886910352669

X. The Official Site:

1. **IDEA Project Official Site:** <http://idea2013turningpoint.wordpress.com/>
2. **NTU Official Site:** <http://www.ntu.edu.tw>

Appendix 1:

5 reasons to visit Taiwan and National Taiwan University

1. **The Top University of Taiwan:** National Taiwan University is the most prestigious and historical university in Taiwan. Most government officials, heads of large companies, deans of academic institutions, and leaders in all occupational fields are NTU alumni. If you come to NTU, you will find that the students and faculties are friendly and top-tier, and that the campus is beautiful. We're sure you'll love NTU! (Please visit our website: <http://www.ntu.edu.tw/english/>)
2. **A Great City:** Taipei is an international city. It's convenient, modern and full of possibilities. Taipei boasts the tallest building in the world, and the biggest bookstore in Asia. We have fully developed commercial centers, as well as traditional cultural landmarks and sites, and numerous museums and art events. We also have beautiful natural scenery. If you come to Taiwan, we'll guide you through this beautiful city.
3. **An Ideal Destination:** Taiwan has distinguished achievements in business and international trade, and the people are noted for their entrepreneurship. Taiwan's political environment is also intriguing and dynamic. Taiwan has a special relationship with China, and there have recently been particularly compelling political events within Taiwan itself. If you are interested in the politics or economics of Asia, participating in the IDEA project would be unique opportunity for you to delver deeper and hear the voices of the Taiwanese people.
4. **A Great Diversity:** Taiwan, a beautiful island with various landforms and ecosystems, is located in the key position of East Asia. As a result, the culture of Taiwan not only includes traditional Chinese culture and indigenous Taiwanese culture, but also consists of our own homegrown synthesis of aboriginal, Japanese, and Western cultures. This fusion of cultures is quite unique because it is founded upon Chinese tradition as a base, then further developed under foreign historical influences. Taiwan is famous for the hospitality of its people and for its delicious food. Come to Taiwan, and you'll know why! Seeing is believing. (To know more about us, please visit <http://www.tbroc.gov.tw/> and <http://www.youthtravel.tw/web/>)
5. **The Pioneer and Innovator in Chinese society:** Taiwan is a pop culture trend maker within the pan-Chinese regions, including China, Hong Kong, and

Singapore. Many of the region's most celebrated artists, such as the singer Jay Chou and the dance troupe Cloud Gate, hail from Taiwan. Several months ago, the troupe Peony Pavilion, a famous literary masterpiece with a 500-year history in China, caused a great sensation on the west coast of the U.S. (<http://www.international.ucla.edu/china/mudanting/>) The producer Kenneth Pai is from Taiwan. In addition, the eminent director of "Life of Pi," Ang Lee, who won the Oscar for Best Director, is Taiwanese. Furthermore, Taiwan's modern-day economic development has preceded China's. For predictions of what is next in China's future, Taiwan is an important starting point. For example, Taiwan's market is so complex and competitive that many multinational corporations come to Taiwan to test products aimed at consumers in greater China.

Appendix 2: Official Application Form

Intercultural Discovery and Exchange in Asia

Project

(IDEA Project 2013)

Date: Aug 4th to Aug 11th, 2013

Location: Taipei, Taiwan

DELEGATES APPLICATION FORM

(Delegates may adjust the size of the blanks depends on their needs.)

Personal Information			
Name (as on passport)			Insert picture
English Name (preferred name)			
Gender		Nationality	
Date of Birth (mm/dd/yyyy)		Passport No.	
University		Major/Grade	
Facebook			
Resume or Experience			

Contact Information			
Email (use often)		Phone Number	
MSN/Skype		Special Dietary Requirements	
Emergency Contact			
Essay Questions			
<p>1. Why do you want to join this project and what do you expect to gain from it?</p> <p>2. What kind of Chinese/Taiwanese culture you know the most? How do you think about it?</p> <p>3. Please use 4 to 5 sentences to describe yourself.</p> <p>4. Why do you think you would be fit for the IDEA project?</p> <p>5. How do you think of the idea of "Turning point of Culture"?</p>			

Please fill out and mail this application form to

ntuiso@gmail.com

Before May 5th 2013, before 24:00 (GT +8:00).