

Curriculum Vitae (Updated 2025.1.11)

蔡如音 (Eva Tsai, Ph.D.)

etsai@ntnu.edu.tw

現任國立臺灣師範大學大眾傳播研究所教授。台美小留學生背景。做過日本、韓國、中國、泰國相關的亞際流行文化研究。研究興趣:影視產製、文化生產、流行音樂、性別、高教勞動、跨國跨地分析。出版過一些學術論文, 寫過一些評論文章, 編過三本學術書。監製臺師大大傳所自製影音頻道:【[和平東路實驗室](#)】, 從事 Podcast 製作、報導及研究, 喜歡實作與理論並存的創造性活動。

學歷 Education

Ph.D. in Mass Communications (2002/05), The University of Iowa, Iowa City, Iowa, USA (美國愛荷華大學大眾傳播博士)

M.A. in Journalism (1998/05) University of Southern California, Los Angeles, CA, USA (美國南加州大學新聞碩士)

B.A. in Mass Communications (1996/05) University of California at Berkeley, Berkeley, CA, USA (美國加州大學柏克萊分校大眾傳播學士)

經歷 Experience

國立臺灣師範大學大眾傳播研究所教授 (2021.8-)

國立臺灣師範大學大眾傳播研究所所長 (2020.8-2023.7)

國立臺灣師範大學大眾傳播研究所副教授 (2008.8-2021.7)

國立臺灣師範大學大眾傳播研究所助理教授 (2002.8-2008.7)

主要教學活動 Teaching Activities

碩士班 (M.A. Courses)

- 1 【非虛構：紀實聲音創作】 Audio Storytelling and Reporting
- 2 【電視、新媒體、與螢幕文化】 TV, New Media, and Screen Culture
- 3 【傳播與資訊理論】 Communication and Information Theories
- 4 【研究方法】 Research Methodology
- 5 【質性研究】 Qualitative Research

大學部 B.A. Courses :

- 6 【流行文化與亞際溝通】 Popular Culture and Inter-Asia Dialogues (English)
- 7 【文化與科學報導】 Culture and Science Reporting

論文指導 Thesis Advising

請直接點擊瀏覽：[國立台灣師範大學學位論文平台](#) (已設欄位:指導教授:蔡如音)

Click to see a record of master's theses advised by Eva Tsai since 2002

近年獲補助、獎勵之研究及其他專案 Research Grants

台灣新聞數位創新計畫 News Digital Transformation Grant nDX 數位創新獎助
【進擊的 Podcast 報導:聲媒內與組織創新】計畫主持人 2024.2.5~2025.2.4

科技部專題研究 110-2410-H-003-078-MY2 【創新創業與公共取向的 Podcasting 服務：聲媒文化、創意經濟、與協作行動】 Toward an Enterprising and Public Podcasting Service: Sound Media, Creative Economy, and Collaborative Actions
計畫主持人 2021.8~2024.1

教育部「強化與東協及南亞國家合作交流學術型領域聯盟」補助案【音樂世界主義的亞際渠道:探索泰國與台灣流行舞曲文化之互動】 Musical Cosmopolitanism through Inter-Asia: Interactions between Thai and Taiwanese (Taiyu) Dance Pop Culture
計畫主持人 2019.2.1~2019.8.15

科技部專題研究 104-2410-H-003-125-MY2 【跨亞際:音聲紀實的文化形式與實踐】
計畫主持人 2015.8~2018.1

韓國聖公會大學國際比較研究 Place Making/Taking-Place in Asian Cities: Against the Development, Beyond the Gentrification 專題主持人 The Residents Strike Back? Cultural Struggles and Normalization around “Shida” in Taipei, funded by The Institute for East Asian Studies, Sungkonghoe University, 2014.7~2015.7

已出版之學術專書論文、期刊論文

Publications (Book chapters, Journal Articles)

蔡如音。Online First. 〈與「泰國流行樂」互動:台語及華語流行歌的台泰/亞際 聯結敘事〉 Engaging with “Thai Popular Music”: Associative Narratives of Popular Music Between Taiwan, Thailand, and Asia。《臺灣傳播學刊》 *Taiwan Journal of Communication* DOI: 10.6195/TJOC.202411/PP.0001 ([Download Here](#))

蔡如音。(2023) 〈苦雨之地、奇雲與其他棲息地取向的傳播思想〉 The Land of Little Rain, The Marvelous Clouds, and other Habitat-Oriented Ideas of Communication 《傳播、文化與政治》。第 17 期。頁 59-76。 ([Download Here](#))

Tsai, Eva (2023) “Sourcing and Tapping South Korea's Fast Fashion: The Transnational Trade and Trade-Offs of Taiwanese Fashion Entrepreneurs in the Early 2010s.” *Situations: Cultural Studies in the Asian Context* 16(1): 77-110. ([Download Here](#))

蔡如音。2022 年 4 月。〈平台政治與 Podcast 內容生產〉。《台灣社會研究季刊》。第 121 期。頁 219-231。 ([Download Here](#))

Tsai, Eva. 2020. "Tacky and World-Class: Jeannie Hsieh, Taiwan EDM, and the Reinvigoration of Tai" in *Made in Taiwan: Studies in Popular Music*, ed. Eva Tsai, Tung-hung Ho, and Miaoju Jian. New York: Routledge. 143-156. ([Download Here](#))

Tsai, Eva, Tung-hung Ho, and Miaoju Jian. 2020. "Introduction: Problematizing and Contextualizing Taiwanese Popular Music." In *Made in Taiwan: Studies in Popular Music*, ed. Eva Tsai, Tung-hung Ho, and Miaoju Jian. New York: Routledge. 1-20. ([Download Here](#))

Tsai, Eva (2018) "Remade by Inter-Asia: the transnational practice and business of screen adaptations based on Japanese source material" in *Routledge Handbook of Japanese Media*, ed. Fabienne Darling-Wolf. London: Routledge. 388-402. ([Download Here](#))

Tsai, Eva (2017) "Beyond the residents-businesses clash—urban movements and cultural struggles in Shida, Taipei (2007-2015). *Inter-Asia Cultural Studies* 18(1): 25-46. (SSCI) <http://dx.doi.org/10.1080/14649373.2017.1273920> ([Download Here](#))

Iwabuchi, Koichi, Eva Tsai and Chris Berry (2017). "Critical Approaches to East Asian Popular Culture." *Routledge Handbook of East Asia Popular Culture* (ed., Koichi Iwabuchi, Eva Tsai, and Chris Berry). London: Routledge. 1-9. ([Download Here](#))

蔡如音 (2017) 〈J-Pop 之外的影視配樂想像:論日本、西洋經典老歌於日本戀愛劇中的美學與產業型構(1990~2000 年初)〉 *Beyond J-Pop the Soundtrack: Aesthetic-Industrial Shaping of Japanese Ren'ai Dorama* 《中華傳播學刊》第 31 期。頁 49-78。 (TSSCI) ([Download Here](#))

Tsai, Eva and Shin Hyunjoon (2013) "Strumming a Place of One's Own: Gender, Independence, and East Asia Pop-Rock Screen." *Popular Music* 32(1): 7-22. (A&HCI). ([Download Here](#)) 中文翻譯版:蔡如音、申鉉準 (2013) , 〈在東亞彈出一席之地:性別、獨立、與流行搖滾影視〉, 《台灣社會研究季刊》第九十一期, 六月, 175-203. ([Download Here](#))

Tsai, Eva (2010) "The Dramatic Consequences of Playing a Lover: Stars and Televisual Culture in Japan." *Television, Japan, and Globalization*. Edited by Mitsuhiro Yoshimoto, Eva Tsai, and Jungbong Choi. Ann Arbor: The University of Michigan Press. 93-115. ([Download Here](#))

Tsai, Eva (2008) "Learning to Labor: Thesis supervision and academic work in the graduate school." *Inter-Asia Cultural Studies* 9(3): 451-468. ([Download Here](#))

中譯版:蔡如音 (2019) 〈學做工:研究所的論文指導與學術工作〉, 鄭亘良翻譯。《反戈一擊: 亞際文化研究讀本》, 羅小茗編輯, 上海書店出版社。頁 536-558。
([Download Here](#))

Tsai, Eva. (2007) "Caught in the Terrains: An Inter-referential inquiry of trans-border stardom and fandom." *Inter-Asia Cultural Studies* 8(1): 137-156. ([Download Here](#))

Tsai, Eva. (2007) "Nozawa Dorama: Televisual Authorship in the Currents of Suspense and Desire" *Japan Forum* 19.1: 23-48. ([Download Here](#))

Tsai, Eva. (2005) "Kaneshiro Takeshi: Transnational Stardom and Media Culture in Asia's Global/Postcolonial Age" *Modern Chinese Literature and Culture* 17.1. 100-132. 中譯版:蔡如音 (2005) 〈金城武:全球/後殖民亞洲下的跨國明星論與媒介文化〉, 《中外文學》34 卷第一期, 六月, 67-88. ([Download Here](#))

Tsai, Eva. (2004) "Empowering falling-in-love: The Intertextual author of ren'ai dorama" in *Feeling "Asian" Modernities: Transnational Consumption of Japanese TV Dramas*, ed. Koichi Iwabuchi, 43-67. Hong Kong University Press. ([Download Here](#))

已出版之各類評論(部分) Published Commentary and Criticisms

- 蔡如音(2021/03/15), 〈[In Defense of Book Chapters 捍衛書章論文](#)〉, 《大學快報第 303 期》, 本篇同時刊載於《共誌》
- 蔡如音(2021/01/23), 〈[社區感、移動生命、與族裔聲音敘事的交織:產製【師大的故事](#) Shida Stories】〉《台灣音聲 100 年》
- Tsai, Eva. (2020/02/06). "[Taiwanese Popular Music as World History](#)." *Taiwan Insight*
- Tsai, Eva (2019/02/13) 〈[科幻、寫實、諧擬、爆笑 —— 母親的戲劇張力](#)〉, 《共誌》
- Tsai, Eva (2018/06/21) 〈[進擊的偶像劇;進擊的情感真實](#)〉, 《共誌》
- 蔡如音 (2017) 〈[除了自保與服從之外:《倫理帝國主義》的啟示](#)〉。《新聞學研究》第 133 期。頁 189-198. (TSSCI)
- Tsai, Eva. 2017. "In Audio Mode" *5 Designing Media Ecology* 7 (Summer): 81-83.

近年會議發表 Conference Presentations

Tsai, Eva. Can Associate Narratives Be a Component in Associative History in Popular Music Studies? 圓桌論壇應邀發表 臺灣音樂學會暨臺灣音樂學論壇年會, 台大音樂學研究所 2024.12.2

Tsai, Eva. The Land of Little Rain, the Marvelous Cloud, and the Relevance of Habitat in Media Studies. Invited symposium keynote. Post-Media Studies in Asia 2024, Organized by INSTeM (Inter-Field Network for Science, Technology, and Media), Tokyo, 2024.1.20-21

蔡如音。〈台式電音舞曲的「俗」聲響:樂人與過程:一部 Podcast 聲音紀實作品〉韋/任性:文化研究年會暨研討會, 國立中興大學, 台中, March 11-12, 2023 [按這裡收聽](#)

Tsai, Eva. Roundtable: Unsustainable Paradigms of Asian Popular Music: Inter-Asia Links, Local Epistemologies, and New Directions. International Association for the Study of Popular Music South East Asia (IASPM-SEA), Penang, Malaysia, 2023. 3.2-5

Tsai, Eva and Tung-hung Ho. "Made in Asia: Roundtable Discussion of Popular Music Studies in East and Southeast Asia." International Association for the Study of Popular Music (IASPM). Daegu/Online, South Korea, 2022.7.7

Tsai, Eva. "Critical Sound Media Practice: Listening and Making Culture in Taiwan" 批判的聲媒實踐:在台灣聆聽與創造文化。Humanities Center, Tokyo University. Zoom Meeting 5:30pm Tokyo Time, March 19, 2021.

Tsai, Eva. "Mobilizing Thai Dance Music—Some Taiwanese-Thai and Inter-Asian Narratives." The Inter-Asia Popular Music Studies Online Workshop Vol. 4. Zoom Meeting, November 5, 2020.

蔡如音。〈社區感、移動生命、與族裔聲音的交織:產製【師大的故事 Shida Stories】Podcast〉, 發表於「樂聲雜音的交響:第三屆聲音的台灣史學術研討會」, 國立台灣歷史博物館, 台南, September 11-12, 2020.

Tsai, Eva. "Tacky and World-Class: Jeannie Hsieh, Taiwan EDM, and the Reinvigoration of Tai." Presentation at the 6th Inter-Asia Popular Music Studies Conference Communication University of China, Beijing, June 9-10 2018.

Tsai, Eva. "Inter-Asia Audio Documentary: Forms and Politics of Two Pilots." Presented at session, "Social Media Activism I" in the 2017 Inter-Asia Cultural Studies Conference. Sungkonghoe University, Seoul. July 28-30, 2017.

Tsai, Eva. "Translocal Asia: An Independent Audio Podcast Project." Presented at the panel, "Research and Cultural Practice" of the 2016 Cultural Typhoon conference. Tokyo University of the Arts, Tokyo. July 2-3, 2016.

榮譽 Honors

- 四度獲得國立臺灣師範大學「補助教師教學精進創新與專業社群計畫」:109-1 學年度(專業社群)、107-2 學年度(專業社群)、106-1 學年度(專業社群)、112-2(專業社群)
- 三度獲頒國立台灣師範大學教師教學獎勵「教學優良獎」:108、107、106 學年度

服務 Services

- *代表台師大大傳所教師參與 2023 Communication Research International Conference, MediAgend: The Mediatization of Communication in Asia, University of Philippines College of Mass Communication, Quezon City, 2023.11.17~18
- *第 22 屆卓越新聞獎評審 (2003)
- *《新聞學研究》編委 (2021-2023)。2021/夏 Vol.148 客編專題:Gone Viral~與瘟疫競速搏擊
- *政治大學傳播學院演講:「為何亞際?如何亞際?流行文化與傳播研究裡的幾條 個人亦政治的軌跡」(2021.11.23)
- *台師大圖書館推廣服務組 2019 論文寫作工作坊質性研究講座:「田野在哪裡?跨國移地研究經驗與文化研究方法」(2019.11.11)
- *中正大學電訊傳播研究所演講:「別再泰國謝金燕了:泰國流行舞曲的新南向補帖~鄉村電音、東北 Isan Molum 新浪、以及制霸三十年男『哥』神 Pi Bird 的恰恰恰」。(2019.10.16)
- *台師大圖書館推廣服務組 2019 論文寫作工作坊質性研究英語講座:Paradigms and Spectrums of Qualitative Research: The Power of Interpretive and Critical Methods. (2019.5.2)
- *交通大學社文所「複述台灣、重寫東亞」營隊主講人:謝金燕、台灣流行電音舞 曲、與「台」的再鼓動(2018.7.3)
- *擔任本地及國際學術期刊之論文審查人, 如新聞學研究、中華傳播學刊、文化研究、傳播研究與實踐、傳播文化、思與言、文化:政策·管理·新創、歷史台灣,Inter-Asia Cultural Studies, Global Storytelling: Journal of Digital and Moving Images 等

監製 Podcast/Podcast Programs Produced

- 🎧 師大的故事 Shida Stories ([Buzzsprout Link](#))
- 🎧 聲與故事的裁縫手 The Sound and Story Stitcher ([SoundOn Link](#))
- 🎧 MIT 作者對談 Made in Taiwan: Studies in Popular Music ([SoundOn Link](#))
- 🎧 和平東路實驗室 Hoping Lab ([YouTube Link](#))