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The Image of France in Taiwan's Contemporary Travel Writing

"France" as a signifier always brings to mind the image of "romance," "taste," "elegance," and "civilized." I'll look at most recent travel writing (published between 1990 and 2009), either by Taiwanese writers or in translation (written by foreign writers and translated into Chinese), and examine how the image of France is constituted and represented. The texts I have in mind include the following: Chinese translation of Peter Mayle's *A Year in Provence* (1993), *Oui, France* (2000) by Chang, Miao-ru and Hsu, Mei-yi and so on. This paper aims to take the issues of representation and "authenticity" in contemporary travel writing on board and explore how the image of France attract Taiwanese people to conduct their "grand tour" to this "land of romance". It is hoped that the politics and poetics of travel writing can be examined and the dialectical relationship between Self and Other can be elaborated.