

Kung, Shian Far, National Cheng Kung University, Taiwan; **Luh Ding Bang**, National Cheng Kung University, Taiwan; **Wang, Ying Fang**, National Cheng Kung University, Taiwan

Representing Localization in “*Cape No.7*”

The issue of cultural globalization was widely discussed from the late 20th century to 21st century. Adapting to the challenge of globalization, most of the nations are aware of cultural localization. Also, since then, Taiwan formed a social atmosphere to find out what were the connotation and value of Taiwan culture, accordingly, Taiwanese movie “*Cape No.7*” is produced under this background. It touched a complicated emotional tangle which from a Taiwanese’ point of view to look at the history of Japanese Colonial Period. In addition, since its unprecedented success, the Government Information Office, ROC had paid more attention to support Taiwan movies, such as production subsidy and assistance. This paper aims to take the movie “*Cape No.7*” for example to investigate how the idea of localization to be represented in Taiwan in terms of economics, region, and culture. Content/document, survey, political statistics, and blog responses will be analyzed and collected in this paper.