The Genealogy of Taiwanese Baseball (1951~2013)

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Today's news is tomorrow's history. This research applied textual analysis and used the keywords, "baseball" combined with three kinds of keywords that includes little league baseball team's names (like "Maple Leaf" (紅葉), "Golden Dragons" (金龍) etc.), political crisis (like "UN"（聯合國）and "US severed diplomatic relations to ROC" (中美斷交)etc.) and national sport ("Kuo-Chiu" （ 國 球 ）, "Kuo-gia-yun-don" (國家運動), "Kuo-Chi" (國技)), to search in the database of the Udn newspaper group (聯合報系) from 16, Sep. 1951 to 6th, 2013, to construct genealogy of Taiwanese baseball and analyse how and why it became "Kuo- Chiu" in last decade. The findings are as follow: When the Chinese Nationalist Party (國民黨/GMD) "recovered" Taiwan in 1945, baseball gradually changed its name from colonial Japanese Yakyu(野球) to the Chiang Kai-Shek (蔣介石/CKS) regime's Chinese Ban-chiu (棒球). The anticipation of the coming legitimacy crisis of "withdrawing from UN" (1971), US severed diplomatic relations to ROC etc. led the CKS regime implemented the little league baseball to build up the national identity and loyalty, in the late 1960s and 1970s. This political move decided the destiny of Taiwanese baseball. The game became a carrier of national identity. With the democratization process of Taiwan, the legacy of little league baseball was used by ex-president Chen, Sui-bian （陳水扁）who replaced the Chinese identity of baseball to Taiwanese identity and made baseball become Kuo-Chiu. The convergence and contingency of these historical processes have led to the production of political activism that applied the mass-mediated Taiwanese baseball's performance as a cultural symbol differences. Baseball became a necessary and favoured means of political mobilization on and off the field, inside and outside of Taiwan.

KEY WORDS:

genealogy, baseball, political crisis, legitimacy, UN