The International Association (NCCUIA) is affiliated with the Office of International Cooperation (OIC). NCCUIA aims to help international students deal with daily problems, increase cooperation among international and domestic students, and also serves as a bridge between students and school. The IA board is composed of both domestic and international students. Staff advisor, Dr. Dira Berman, guides the board as well as runs the association.

As the first international student association at NCCU, IA is the biggest and most popular one for international students. When students encounter any problems in their daily lives, they seek IA for help, because many students are ready and willing to support others in need. NCCUIA is created by the students for the students and Dr. Dira Berman can always be reached by phone.

“The reason why IA is different from others is because we work daily and have daily activities to put students together.” IA Vice President, Moises Souza said. “Besides, IA has its own office and consulting system to help students in need. NCCUIA is created by the students for the students and Dr. Dira Berman can always be reached by phone.

“Moreover, IA not only involves students but also professors who participate in our association. We have all kinds of people: domestic, international, alumni students and outside community members, too. All students are welcome to IA and the door is always open for them.” She added.

IA provides international students a website which contains of a lot of helpful information, such as I-House, dorm, campus software, and health services. These services are offered in English and the latest news is updated daily. IA also provides counseling services, as it recognizes that personal matters may interfere with students’ academic progress. Dr. Berman has many years of professional experience under her belt.

NCCU Survival Guide on IA’s website provides a wealth of information from inside the campus to outside NCCU. Furthermore, Taipei Survival Guide also helps students learn how to successfully survive in Taipei. There are even many Chinese phrases about food to help students deal with that, too. NCCU International Association can also be found on the popular social network, Facebook.
# The College of Foreign Languages and Literature lands within the top 100 on the QS ranking

**STORY / PHOTO**  
**BY Jennifer Chou**

Congratulations to the College of Foreign Languages and Literature of National Chengchi University (NCCU) for ranking in the top 100 on last year’s QS World University Rankings by Subject: Modern Language!

We are the only college on the island to have made it to the top 100.

It is an honor for the College to be pinpointed at such a position on the radar of the renowned QS World University Rankings.

The College is glad to have received this international recognition, but there is still a long way to go beyond the glamour.

The QS (Quacquarelli Symonds) World University Rankings has been in operation since 2004 and is the world’s most comprehensive rankings. Six indicators, including academic reputation, employer reputation, citations per faculty, faculty to student ratio, proportion of international students and proportion of international faculty, are all used in the evaluation process.

In addition to these criteria, there are also rankings in five faculty areas, including Arts and Humanities, Engineering and Technology, Life Sciences and Medicine, Natural Sciences and Social Sciences and Management.

Our College of Foreign Languages and Literature situates in the 51-100 area of the 2011 Arts and Humanities rankings, of which Harvard University was top.

While the College is ahead of its counterparts all over Taiwan, we struggle for more resources, including teachers and funds to further improve our current situation.

Though we scored 43.4 out of 100 in the “Academic” section of the evaluation, in the “Employer” section, we only scored 2.8.

The dean of the College of Foreign Languages and Literature, Nai-ming Yu (于乃明) and the director of the Foreign Language Center, Shu-Chen Huang (黃淑真) both share the opinion that the lack of teachers for foreign languages has for a long while been a difficulty for the College.

Over the years, the College has undergone a great deal of hardships to construct an educational environment of great diversity.

It has always been a goal to develop more opportunities for students to learn even the rarest languages.

The College now offers up to 25 language courses for the growing demands and many language/culture-related programs such as the European Studies Program, Slavic Languages and Literature Program and Program of Middle Eastern Languages and Cultures.

The Foreign Language Center also provides students with a Self-Access Language Center for students to extend their learning.

With a global touch of the QS ranking, not only is our international status raised, but our hard effort and accomplishments have also been rewarded.

Our College of Foreign Languages and Literature will continue to strive to create a more complete and professional

---

**Distinguished Guests at NCCU**

<table>
<thead>
<tr>
<th>INSTITUTION</th>
<th>NATION</th>
<th>DATE OF VISIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universidad de Chile</td>
<td>Chile</td>
<td>2012/01/03</td>
</tr>
<tr>
<td>Defense Language Institute</td>
<td>USA</td>
<td>2012/01/09</td>
</tr>
<tr>
<td>Hallym University</td>
<td>Korea</td>
<td>2012/01/10</td>
</tr>
<tr>
<td>Hong Kong Baptist University</td>
<td>Hong Kong</td>
<td>2012/01/11</td>
</tr>
<tr>
<td>Chonbuk National University</td>
<td>Korea</td>
<td>2012/01/12</td>
</tr>
<tr>
<td>Vytautas Magnus University</td>
<td>Lithuania</td>
<td>2012/02/20</td>
</tr>
<tr>
<td>Hokkaido University</td>
<td>Japan</td>
<td>2012/02/22</td>
</tr>
<tr>
<td>Musashi University</td>
<td>Japan</td>
<td>2012/02/23</td>
</tr>
<tr>
<td>Hiroshima University</td>
<td>Japan</td>
<td>2012/02/29</td>
</tr>
</tbody>
</table>

[http://oic.nccu.edu.tw](http://oic.nccu.edu.tw)
In order to encourage NCCU (National Chengchi University) students to be more competitive in this dynamic era, OIC (the Office of International Cooperation) hosted the international etiquette seminar on the 20th of December 2011. Cheng Wei-Hsiung (張文雄), the former ambassador of Bolivia, who has conducted more than 300 manners presentations in over 80 national universities, was invited to share his precious experience and knowledge regarding general rules of etiquette for ladies and gentlemen.

As the development of the economy in Taiwan has become more stable, many people now have more opportunities to travel overseas and be friends with foreigners, and therefore it seems more significant to understand some basic etiquette. However, according to former ambassador Cheng, many local people, both young and old, have insufficient etiquette knowledge. He notes that this may be due to the lack of international experience and connection despite living in the global village for decades. Nevertheless, he said that Chinese culture is well-known for its “formal state” reputation. Taiwan has only been connected to the world for about 32 years, so many of us do not know how to behave courteously, particularly when encountering westerners.

Cheng emphasized that among all the etiquette, table manner is considered the foremost important one. “Napkin should be placed on the person’s lap and kept there during the entire meal. It is considered perfectly polite. Lift it to blot your mouth softly if needed. Fold the napkin neatly in half or in quarter and place it to the right of your place after eating.” Former ambassador Cheng provided a tip that if the napkin falls down on the floor accidentally, do not pick it up yourself, but give the waiter or waitress a glance and nod to signal your need.

“Do not wear sneakers when dressing in suits. The shirt to be worn with a suit should compose of woven cloth, with long sleeves and collar and buttoned down in the front. It should be ironed well and tucked in the trousers. In case you are wearing a four-button suit, remember to button the middle two buttons and leave the top and bottom ones unbuttoned. When donning a three-button suit, button-up the first two buttons and leave the last one unbuttoned.” Cheng said that though it seems simple and easy, many people often make this mistake.

At the end of the seminar, Cheng highlighted the importance of English proficiency, which he believes to be more international-friendly and competitive in the 21st century, so mastering this language is a must.
The “Life at NCCU” English Short-Film Competition results were released on December 19, 2011. 《Life at NCCU》 won the first place, 《One Day in NCCU》 was runner-up and 《Where East Meets West》 came third.

The first “Life at NCCU” English Short-Film Competition was held by the Office of International Cooperation (OIC). Nine teams participated in hopes to earn the grand prize of 20,000 NTD.

Nina Hsu (許純綺), the representative of this contest, says they hope to encourage more international students and their parents to know more about National Chengchi University (NCCU). “We decided to let the students try something creative and the results were excellent,” she said.

The films were a hit for the international students and guests of the school. OIC has even decided to play the films during the next international student orientation.

The winning entry 《Life at NCCU》, is a documentary about the life of Gilberto Rivera, an exchange student from Mexico. In six minutes it documents Gilberto’s life in school; the scenes of NCCU are simple but close to life.

The director of the film, Hao Tse Tang says that the team only had short experience together, and they are glad that their second film, 《Life at NCCU》 is able to win the contest.

The team didn’t have any idea about the life of foreign students before filming, says Tang. “Gilberto was just someone we randomly picked from the street and we became good friends after the filming.”

《One Day in NCCU》 won 2nd place in the short film competition. In first-person view, Yan Niznik and Joël Fardel go around the school introducing the environment and school activities. “It is not easy to find a sunny day in NCCU, so we had to skip classes to make sure we keep in schedule,” says Yan Niznik.

Nina says that because of the good response, OIC will hold this contest annually, “We might change the topic but it will still be connected to the life of NCCU.”

The short film, “Life at NCCU” uses the documentary style, showing the activities Gilberto participates in NCCU. Being realistic and close to life helps the team earns the champion of the contest.

The short film, “One Day in NCCU” in 2nd place uses a unique first person view to bring the audiences in to the film, introducing the environment and activities of NCCU in person.