Xinghua Li

*History & Society Division*

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# **Education\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

## **University of Iowa**, Iowa City, IA

**Ph.D.**, Media Studies, Department of Communication Studies, 2010.

**M.A.**, Media Studies, Department of Communication Studies, 2005.

## **Ohio University**, Athens, OH

Rhetorical Studies, School of Communication Studies, transferred to the Univ. of Iowa, 2004.

**Fudan University**, Shanghai, CHINA

**B.A.,** Advertising,School of Journalism, 2003.

# **Academic Positions\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Assistant Professor of Media Studies, History and Society Division, Babson College, 2010-present.

Research Assistant, Project on Rhetoric of Inquiry, University of Iowa, 2010.

Graduate Instructor, Department of Communication Studies, University of Iowa, 2007-2009.

Graduate Instructor, Rhetoric Department, University of Iowa, 2004-2007.

Graduate Instructor, School of Communication Studies, Ohio University, 2003-2004.

# **Research and Teaching interests\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Critical Media Studies, Environmental Communication, Advertising and Consumer Culture, Psychoanalysis and Cultural Criticism, Post-Structuralism, Critical/Cultural Theory, Ethics of Communication, Chinese Media Studies, Media and Globalization

# **Publications\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Book:*

Xinghua Li, *Environmental Advertising in China and the USA: The Desire to Go Green*, Oxford, UK: Routledge [Routledge Studies in Environmental Communication and Media], May 2016.

*Peer-reviewed Articles:*

Xinghua Li. “A Comparative Analysis of Hybrid Car Advertisements in the U.S. and China: Desire, Globalization, and the Environment”, *Environmental Communication: A Journal of Nature and Culture*, December 2013, 7(4): 512-528.

Xinghua Li. “Whispering: The Murmur of Power in a Lo-Fi World,” *Media, Culture and Society*, January 2011, 33 (1): 19-34.

Xinghua Li. “From ‘Nature’s Love’ to Natural Love: Brokeback Mountain, Universal Identification, and Gay Politics,” *Reading Brokeback Mountain: Essays on the Story and the Film*, ed. Jim Stacy, McFarland & Company, Inc. 2007, p.106-117.

*Conference Proceedings:*

Xinghua Li, “Eco-Jokes and Their Relations to the UnCO2nscious: Larry David’s ‘Curb Global Warming’ Campaign and Other Eco-Comedies”, *Communication for the Commons*, (Proceedings for the 2013 Conference on Communication and the Environment), June 6, 2013.

*Other Publications:*

Xinghua Li, “Becoming Critical Participants of Media Culture,” *Faculty Thought Leadership Blog*, Center for Engaged Learning & Teaching (CELT), Babson College, Jan 22, 2015.

Xinghua Li, "The “Organi-vore’s” Dilemma: A Comparative Analysis of Organic Food Advertising in China and the U.S." Babson Faculty Research Fund (BFRF) Working Papers. 2012. Paper 125.

Xinghua Li, "Looking Abroad" Columnist, *The 21st Century* (an English-language weekly located in Beijing, China with a national circulation of 300,000), China Daily News Group, 2006 - 2009.

*Journal Articles in Preparation:*

Xinghua Li, “Moving Heaven and Earth: Propaganda Posters and the General Assault on Nature in Maoist China,” to be submitted to *Chinese Journal of Communication* by March 2018.

Xinghua Li, “‘Wild Flavors’ or Wild Animals? Symbolic Warfare Surrounding China’s Endangered Wildlife Trade,” to be submitted to Chinese Journal of Communication by December 2018.

# **Media Publicity\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

“American Green Consumerist Attitude Too Hypocritical?” Interview with WallStreetTV affiliated with Mingjing News (Chinese-language news network based in New York City), Aug 13, 2017.

Interviewed in “Dueling labels seek to anoint products free of toxic chemicals,” *FairWarning.org*,Feb 25, 2016. <http://www.fairwarning.org/2016/02/toxic-chemicals-labels/>

Interviewed in “The beauty industry now has its own green ‘seal of approval’,” *The Guardian*, Nov 30, 2015. <http://www.theguardian.com/sustainable-business/2015/nov/30/cosmetics-beauty-green-eco-labeling-toxic-ewg>

Interviewed in “You may not want to buy beauty products without this new label,” *New Beauty*, Nov 30, 2015. <https://www.newbeauty.com/blog/dailybeauty/9057-ewg-verification-beauty-products/>

Interviewed in “Duang! Chinese take to social media, muss Jackie Chan’s image,” *China Daily USA,* Mar 12, 2015. <http://usa.chinadaily.com.cn/opinion/2015-03/12/content_19796994.htm>

Interviewed in “Live, from Beijing, it’s Saturday Night… Really?” *China Daily USA*, Mar 6, 2015. <http://usa.chinadaily.com.cn/world/2015-03/05/content_19732313.htm>

# **Grants and Awards\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**­­­­­­­­­­­­­­­

Babson Faculty Research Fund (Course Release & Travel Fund $3,300), Babson College, March 2016.

Babson Faculty Research Fund (Course Release), Babson College, March 2014.

Babson Faculty Research Fund (Summer Stipend $10,000 & Travel Fund $3,000), Babson College, March 2013.

Babson Faculty Research Fund (Summer Stipend $10,000 & Glavin Center Travel Award $5,500), Babson College, March 2011.

Top Student Paper Award ($300), Philosophy of Communication Division, International Communication Association, Chicago, IL, May 2009.

Samuel L. Becker Award for Outstanding Graduate Student Scholarship in Media Studies ($1000), Department of Communication Studies, University of Iowa, January 2009.

J. Walter Thompson Research Grant ($300), John W. Hartman Center for Sales, Advertising & Marketing History, Duke University, Durham, NC, January 2009.

T. Anne Cleary International Dissertation Research Fellowship ($2000), University of Iowa, April 2008.

Graduate College Summer Fellowship ($3000), University of Iowa, April 2008.

International Programs Graduate Travel Award ($500), University of Iowa, April 2008.

Clay Harshbarger Travel Award ($500), Department of Communication Studies, University of Iowa, 2009, 2007, 2006.

U.S. Foreign Policy Colloquium Travel Grant, National Committee on United States-China Relations, 2005.

Graduate Tuition Scholarship, University of Iowa, 2004 – 2009.

Graduate Tuition Scholarship, Ohio University, 2003.

People Scholarship, School of Journalism, Fudan University, Shanghai, China, 2001-2003.

Excellence in Learning and Practice Award, School of Journalism, Fudan University, 2001.

First Prize in “Fudan-Dentsu” Advertising Creative Competition, Fudan University, 2001.

# **Conference Presentations\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**­­­­­­­­­­­­­­­

“Digital (Im-)Mortality: *Black Mirror*, Consciousness Downloading, and Modern Technology’s Assault on the Body”, Modernisms and Modernities East, West and South: Comparing Literary and Cultural Experiences (international conference co-organized by Fudan University [China], Universität Hamburg [Germany], and Macquarie University [Australia]), Shanghai, China, July 2017.

“Wildness and the Chinese Mind: From *Ye* and *Dao* to the Consumption of Wildlife Products,” International Communication Association (ICA) Annual Conference, Preconference cohosted by Environmental Communication Division and Ethnicity and Race in Communication Division, San Diego, CA, May 2017.

“Technology as Narcissism: How Media Environments Alienate Us from ‘Natural’ Environments”, International Communication Association (ICA) Annual Conference, Fukuoka, Japan, June 2016.

“‘Putting A Price on Carbon’: Media Advocacy Campaign to Educate Massachusetts Residents about A Carbon Tax”, Biannual Conference on Communication and the Environment (COCE), Boulder, CO, June 2015.

“‘Wild Flavors’ or Wild Animals? Symbolic Warfare Surrounding China’s Endangered Wildlife Trade”, International Communication Association (ICA) Annual Conference, Seattle, WA, May 2014.

“Role of Media in Community-Based Social Marketing: A Pedagogical Case Study of the “Building Sustainability @ Babson College”, Association for the Advancement of Sustainability in Higher Education (AASHE) Annual Conference, Nashville, TN, October 2013.

“Eco-Jokes and Their Relation to the UnCO2nscious: Larry David’s ‘Curb Global Warming’ Campaign and Other Environmental Comedies”, Biannual Conference on Communication and the Environment (COCE), Uppsala, Sweden. June 2013.

“The ‘Useless’ Sustainability: Ma Ke’s Eco-Fashion Project and China’s Cultural Memory in the Age of Mechanical Reproduction”, Crossroads: Association of Cultural Studies Annual Conference, Paris, France. July 2012.

“‘Detoxing the Oasis’: Green Housing Advertisements in China and the Consumption of the Private Space”, Pre-conference on Communication and the Ethics of Consumption, International Communication Association (ICA) Annual Conference, Phoenix, AZ. May 2012.

“The ‘Organi-vore’s’ Dilemma: A Comparative Analysis of Organic Food Advertising in the U.S. and China”, Food Studies: An Interdisciplinary Conference, University of Nevada, Las Vegas, NV. December 2011.

“‘Twinkle, Twinkle, Eco-Star’: Green Celebrity Culture in Contemporary China”, Visualizing Science and Environmentalism Symposium, European Communication Research and Education Association (ECREA), University of Brighton, Brighton, UK. November 2011.

“The In(-frared)visible Hand: Kinect, Interactive Pornography, and the Quest for Touch at a Distance”, Media In Transition 7 (MIT7) Conference, Massachusetts Institute of Technology, Cambridge, MA. May 2011.

“A History of (Anti-)Environmental Propaganda in the People’s Republic of China from 1949 to Present,” Association for Chinese Communication Studies, National Communication Association (NCA) Annual Convention, San Francisco, CA. November 2010.

“‘Enjoy Your Waste!’: Psychoanalysis, Ecology, and the Real of Environmental Communication,” Association for Psychoanalysis in Communication, National Communication Association (NCA) Annual Convention, Chicago, IL. November 2009.

“Whispering: The Murmur of Power in the Lo-fi World,” Philosophy of Communication Division, International Communication Association (ICA) Annual Convention, Chicago, IL. May 2009.

“A Short History of Chinese Public baths: Liquid, Nudity & Communication,” Communication History Division, International Communication Association (ICA) Annual Convention, Montreal, Canada. May 2008.

“Deadlines and the ‘Death Drive:’ A Psychoanalytic Approach to Time Limits in Modernity,” Critical and Cultural Studies Division, National Communication Association Annual Convention, Chicago, IL. November 2007.

“Fitting ‘Power’ in the Equation of Desire: Psychoanalysis vs. Materialist Rhetoric,” Association for Psychoanalysis in Communication, National Communication Association Annual Convention, Chicago, IL. November 2007.

“Digitization as Meta-Translation: Will Chinese Characters Disappear in the Age of Globalization?” International and Intercultural Communication Studies Division, National Communication Association Convention in Chicago, IL. November 2007.

“‘Authoring’ the Author: Cultural Industry as Fantasy Factory,” Association for Psychoanalysis in Communication, National Communication Association Annual Convention, San Antonio, TX. November 2006.

# **Other Invited Talks\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Guest lecturer, “Media Censorship in Contemporary China,” After the Dictator, course taught by Professor Jenny Rademacher, Babson College, November 7, 2017.

Presenter, “Detoxing the Private: Green Home Advertising in China and the USA,” Babson Faculty Research Fund (BFRF) Research Chat, Babson College, November 9, 2016.

Graduate Seminar Lecturer, “Green Advertising and Greenwashing,” Fudan Intensive Summer Teaching (FIST) Program, School of Journalism, Fudan University, Shanghai, China, July 4, 2016.

Webinar Lecturer, “Big Data as Big Brother? How Customer Tracking Affects Privacy, Democracy, and Cultural Integrity,” Babson College Executive Education - Insight Webinars (Blended Learning), February 18, 2016.

Guest lecturer, “How to Communicate about the Environment,” AHS Foundation Taught by Professor Fritz Fleischmann, Babson College, November 12, 2014.

Panelist, “Bridging the Four ‘Divides’ in Environmental Communication,” A Panel Discussion on Environmental Tax Reform in Massachusetts, First Parish, Medfield, MA, October 20, 2014.

Presenter, “‘Wild Flavors’ or Wild Animals? The Discursive Warfare Surrounding China’s Endangered Wildlife Trade in the (Looming) Age of Green Consumerism”, Babson Faculty Research Fund (BFRF) Research Chat, Babson College, March 25, 2014.

Presenter, “A Comparative Analysis of Organic Food Advertising in the U.S. and China”, Babson Faculty Research Fund (BFRF) Research Chat, Babson College, March 2012.

Presenter, “A Case Study of the Hybrid Car Advertisements in the U.S. and China: Desire, Globalization, and the Environment,” 12th Annual James F. Jakobsen Graduate Conference 2010, University of Iowa, Iowa City, IA. March 2010.

Presenter, “A Comparative Analysis of Hybrid Car Advertisements from the U.S. and China,” Department Seminar, Department of Communication Studies, University of Iowa, Iowa City, IA. December 2009.

Participant, “Whispering: The Murmur of Power in the Lo-fi World,” Midwest Winter Workshop, Minneapolis, MN, January 2009.

Invited Lecturer, “Is Brokeback Mountain an Ahistorical and Apolitical Movie?” Contemporary Cinema (048:010), Department of Cinema and Comparative Literature, University of Iowa, Iowa City, IA. November 2008.

Presenter, “Brokeback Mountain, Universal Identification, and Gay Politics,” Department Seminar, Department of Communication Studies, University of Iowa, Iowa City, IA. May 2006.

# **Professional Service\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Vice Chair and Program Organizer (Elected), Environmental Communication Division, International Communication Association, June 2016-May 2018.

Journal Reviewer, *Global Media and China,* November 2017.

Secretary (Appointed), Environmental Communication Division, International Communication Association, June 2015-June 2016.

Conference Panel Chair, “Protecting Water and Air: Examining Communication and Decision-Making Practices,” International Communication Association Annual Conference, Fukuoka, Japan, June 2016.

Conference Panel Chair, “Ecology and Technology,” International Communication Association Annual Conference, Fukuoka, Japan, June 2016.

Journal Reviewer, *Environmental Communication,* January 2013 – July 2015.

Journal Reviewer, *Journal of Advertising* [Special Issue on “Green” Advertising], April-May 2012.

Conference Panel Chair and Respondent, “Public Responses to Environmental Messages,” International Communication Association Annual Conference, Seattle, WA, May 2014.

Conference Reviewer, Environmental Communication Division, International Communication Association Annual Conference, May 2015.

Conference Reviewer, Environmental Communication Interest Group, International Communication Association Annual Conference, May 2014.

Conference Reviewer, Environmental Communication Interest Group, International Communication Association Annual Conference, May 2013.

Pre-conference Co-organizer, “Communication and the Ethics of Consumption”, International Communication Association Annual Conference, Phoenix, AZ, May 2012.

Conference Reviewer, Conference on Communication and Environment (COCE), March 2011.

Moderator, 12th Annual James F. Jakobsen Graduate Conference 2010, University of Iowa, Iowa City, IA. March 2010.

Conference Reviewer, Human Communication & Technology Division, National Communication Association Annual Convention, March 2010.

Conference Reviewer, Mass Communication Division, National Communication Association Annual Convention, March 2010.

Conference Reviewer, Student Section, National Communication Association Annual Convention, March 2010 & March 2009.

Member, Graduate Student Advisory Committee, Department of Communication Studies, University of Iowa, Fall 2009- Spring 2010.

Interpreter, “Life of Discovery” US-China Writers Exchange Project, International Writing Program, University of Iowa, May 2010 & October 2009.

Graduate Student Representative, Rhetoric Faculty Search Committee, Department of Communication Studies, University of Iowa, October- December 2008.

International Student Representative, Campaign to Organize Graduate Students (UE Local 896), University of Iowa, Fall 2007- Spring 2008.

Mentor, Department of Communication Studies Peer Mentoring Program, University of Iowa, Fall 2007-Spring 2009.

Debater, A. Craig Baird Public Debate Forum, University of Iowa, December 2005, March 2006, April 2007, September 2008.

Participant, Friends of Nature - Green Culture Institute of the International Academy of Chinese Culture (Chinese Environmental NGO), Shanghai, China, June-July 2008.

Volunteer, National Communication Association Annual Convention, San Antonio, TX, November 2007.

Participant, U.S. Foreign Policy Colloquium, National Committee on United States-China Relations, June 2005.

# **Babson College Service \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*College-level:*

Member, Faculty Workload and Compensation Committee, Fall 2017-Spring 2018.

Member, Future of SEERS Subcommittee (led by Elizabeth Swanson), Fall 2017.

Faculty Senator, Fall 2012-Spring 2015 & Fall 2016-present.

Member, EdX Faculty Advisory Committee, Fall 2016-present.

Member, Bookstore Vendor Request for Proposal (RFP) Committee, Fall 2016-present.

Member, Academic Standards Committee, Fall 2011-present.

Honors Thesis Supervisor, “WhatsApp with Truth? Social Media and Fake News Dispersion in India” with Yash Raj Agrawal, Class of 2018, Fall 2017-Spring 2018.

Member, Teaching Innovation Fund (TIF) Committee, Fall 2014-Spring 2016.

Faculty Advisor, First Year Seminar (FYS), Fall 2012 & Fall 2013.

Member, New Student Reading Committee, Spring 2013.

Member, Faculty Retreat Day Planning Committee, Center for Engaged Learning & Teaching, Spring 2013.

Honors Thesis Supervisor, “Pokémon Go: Does Augmented Reality Bring People Closer or Set People Farther Apart?” with Yuanyuan (Bridget) Wang, Class of 2017, Spring 2016-Spring 2017.

Honors Thesis Supervisor, “Financial News and the Stock Market: Media’s Role in Short-Term Market Fluctuation” with Rahul Daryanani, Class of 2014, Fall 2013-Spring 2014.

Independent Study, “The Role of Media in PETA’s Animal Advocacy Campaigns” with Soniya Agrawal, Class of 2012, Spring 2012.

Independent Study, “Bollywood: A Promise for Gender Equality” with Anjali Merchant, Class of 2012, Spring 2012.

Independent Study, “‘No Sissy Stuff:’ Finding the Gay Masculinity” with Mikal Smith, Class of 2012, Spring 2012.

*Division-level:*

Chair, Assistant Professor of Global Studies Search Committee, History & Society Division, Fall 2016-present.

Chair, Littauer Committee, Arts & Humanities and History & Society Divisions, Fall 2011-present (Chair since Fall 2013).

Social Media/Twitter Point Person, Arts & Humanities and History & Society Divisions, Fall 2013-present.

Guest Photographer, The Empty Space Theater (TEST), Fall 2013-present.

Interim Coordinator, Global Film Series, Spring 2016.

Administrator, Offshore Course (HIS 3608 Social Responsibility in Malaysia) with Professor James Hoopes, Spring 2012.

Faculty Performer, *Working: The Musical* (Directed by Professor Beth Wynstra and Professor Sandra Graham), The Empty Space Theater, Fall 2012.

Co-coordinator, Babson Global Book Club (Themes: China & France), Spring & Fall 2011.

# **Courses Taught \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Media Studies (HSS 2020), Babson College, Fall 2010, 2011, 2012, 2014, 2015, 2016 & 2017.

*Instructor for an intermediate liberal arts course in the History & Society Division.* This course explores the structure and functions of the mass media in contemporary society, and looks at social, cultural, economic and political issues relevant to television, film, radio, recorded music, books, newspapers, magazines, internet, and new media. Current topics of digital literacy, social media, video gaming, pornography, global and environmental media are also emphasized. Number of sections taught: 12. Average class size: 30.

Media, Culture, and the Environment (MDS 3615), Babson College, Spring 2012, 2013 & 2014.

*Instructor for an advanced liberal arts course in the History & Society Division.* This course examines modern environmental culture(s) from a media studies perspective. It engages in the analyses of the media constructions of "nature" and "the environment", the political role media play in the making of environmental policies and decisions, the marketing of "eco-friendly" products and services in media, and the grassroots use of media in seeking environmental advocacy and climate justice. It also provides students with hand-on opportunities to design environmental media activist campaigns. Number of sections taught: 6. Average class size: 30.

AHS Foundation: Nature and Environment (AHS 1000), Babson College, Fall 2013, Spring 2015, 2016 & 2017.

*Instructor for an entry-level liberal arts course in the Arts and Humanities / History and Society Divisions*. This course engages a combination of perspectives, including aesthetic, ethical, historical and societal, to explore the topic of “Nature and Environment”. This theme-based course aims to establish a foundation of skills—rhetoric, global and multicultural perspectives, ethics and social responsibility, critical and integrative thinking—which anticipate the more disciplinary and interdisciplinary analytical skills that are introduced at the Intermediate Level of the Liberal Arts Curriculum at Babson. Number of sections taught: 6. Average class size: 30.

Advertising, Media, and Society (MDS 3610), Babson College, Spring 2011. *Instructor for an advanced liberal arts course in the History & Society Division.* This course examines advertising’s relationship with society from a critical cultural studies perspective. It covers various topics concerning sexuality, humor, politics, the environment, ethics, globalization, and consumer resistance. The goal is to develop students’ skills as media and cultural critics and help them see advertising not as a sales tool but as a possibility for resistance and social change. Number of sections taught: 2. Average class size: 30.

Media, Advertising, and Society (36:064), University of Iowa, Fall 2008 & Spring 2009. *Instructor for an intermediate undergraduate research and criticism course.* My course familiarized students with critical, sociological, and historical approaches to advertising and contextualized advertising with issues such as sexuality, politics, postmodernity, globalization, environmentalism, etc. Number of sections taught: 4. Average class size: 25.

Media and Society (36:074), University of Iowa, Spring 2008 & Fall 2009. *Teaching assistant for Professor Rita Zajacz in a large lecture course on the theories of mass communication.* In addition to leading discussion sections and grading assignments, I designed two general course plans on “tabloid journalism” and “politics of TV shows.” I also delivered a large lecture on the cultural differences between Chinese and American green advertising. Number of sections taught: 6. Average class size: 25.

Core Concepts in Communication Studies (36:001), University of Iowa, Fall 2007. *Teaching assistant for Professor John Durham Peters in an introductory lecture course that surveys media, rhetorical, interpersonal and intercultural aspects of communication.* In addition to leading discussion sections and grading assignments, I designed two general course plans on “the gendered body” and “fashion as communication.” I also delivered a large lecture on the history of the bra and its implications for the evolving femininity. Number of sections taught: 4. Average class size: 25.

Business and Professional Communication (36:016), University of Iowa, Summer 2006. *Instructor for an elementary practice course on workplace communication skills*. My course familiarized students with professional communication skills such as writing business reports, memos, and claim letters, making presentations, designing public relations campaigns, creating business plans, etc.. Number of sections taught: 2. Average class size: 20.

Speaking and Reading (10:006), University of Iowa, Fall 2005- Spring 2007. *Instructor for an introductory speaking and reading course*. My course introduced students to basic rhetorical concepts, public speaking skills and critical analytic skills for media texts. Number of sections taught: 4. Average class size: 25.

Rhetoric I & Rhetoric II (10:001, 002), University of Iowa, Fall 2004 - Spring 2005. *Instructor for a sequence of two speaking and writing courses required for University of Iowa undergraduates.* My course followed students through the three steps of a critical pedagogy--analyzing rhetorical texts, mapping controversies, advocating positions responsibly--through a variety of speaking and writing assignments. Number of sections taught: 5. Average class size: 25.

Public Speaking (COMS103), Ohio University, Fall 2003-Spring 2004. *Instructor of record for an introductory course on public speaking skills.* My course introduced students to the basic skills of speech-making from selecting topics to speech delivery. Number of sections taught: 6. Average class size: 25.

# **Teaching Seminars and Workshops Attended\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

“Integrating SEERS: Teaching Ethics, Social Responsibility and Sustainability,” Faculty Learn & Share, Center for Engaged Learning and Teaching (CELT), Babson College, August 24, 2016.

38th Price-Babson Symposium for Entrepreneurship Educators (SEE 38), Babson Executive Education (BEE), May 30-June 3, 2016.

Faculty Teaching Talk, “Distractingly Sexy in the Sciences and Beyond,” Center for Women’s Entrepreneurial Leadership (CWEL), Babson College, March 24, 2016.

“Reacting to the Past Game Day: Greenwich Village, 1913: Suffrage, Labor, and the New Woman”, History & Society/Arts & Humanities Divisions, Babson College, September 5, 2014.

“Teaching Self-Aware Minds: Using Brain Science to Boost Social and Emotional Skills,” Learning & the Brain Conference, San Francisco, CA, February 13-15, 2014.

MIT Can Talk Workshops, Massachusetts Institute of Technology (MIT), January 24-30, 2014.

“Faculty Development for Sustainability Across the Curriculum”, 1-day teaching workshop at the Association for the Advancement of Sustainability in Higher Education (AASHE) annual conference, Nashville, TN, October 6, 2013.

2013 Babson-Olin-Wellesley (BOW) Three College Collaboration Faculty Teaching Workshop, January 18, 2013.

Faculty Teaching Talk, “Gender in the Classroom,” Center for Women’s Entrepreneurial Leadership (CWEL), Babson College November 1, 2012.

2012 Babson-Olin-Wellesley (BOW) Three College Collaboration Faculty Teaching Workshop, January 20, 2012.

Babson Community Learning Day, “Going Global: Increasing Intercultural Awareness” & “Holiday Celebrations across the Globe,” December 16, 2011.

Faculty Teaching Talk, “So what’s the big deal? Can sensitive incidents on campus become teachable moments in the classroom,” Babson Faculty Pedagogical Fund, November 1, 2011.

2011 Babson-Olin-Wellesley (BOW) Three College Collaboration Faculty Teaching Workshop, January 14, 2011.

Babson Teaching Fellows Program (Finish with Certificate), Babson College, August 25-27 & December 10, 2010.

“Teaching Inter-Culturally: How to Teach Students from Diverse Cultural Backgrounds,” Center for Teaching, University of Iowa, Spring 2010.

“Drawn into Learning: Using Cartoons and Comic Strips in the Classroom,” Center for Teaching, University of Iowa, Fall 2009.

“Cracking Up for Critical Thinking: New Approaches for Classroom Humor,” Center for Teaching, University of Iowa, Spring 2006.

“Issues in Teaching” (36:201), Department of Communication Studies, University of Iowa, Spring 2005.

“Teaching Rhetoric” (10:350), Professional Development Program, Rhetoric Department, University of Iowa, Fall 2004 - Spring 2005.

“Introduction to Teaching and Research” (36:200), Department of Communication Studies, University of Iowa, Fall 2004.

# **Professional Experiences\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Producer Assistant (intern), SVP Production (Netherlands), Shanghai Branch, March - April 2003.

Copywriter (intern), Grey Worldwide, Inc., Shanghai Office, March - June 2002.

Interpreter to Australian Guest Director (intern), Key Point Production (Taiwan), Shanghai Studio, July - August 2001.

# **Language Skills\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Mandarin Chinese – Native

English – 28 years - Proficient in speaking and writing

French – 4 years - Moderate in speaking, writing, and reading

# **Professional Memberships\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

National Communication Association

International Communication Association

International Environmental Communication Association