

EDUCATION

- Ph.D. (2005)** **University of Florida (Gainesville, FL)**
College of Journalism & Communications
Major: Political Communication & Public Relations
Dissertation: *Chinese Cyber-Nationalism: How China's online public sphere affects its social and political transitions*
- MAMC (2002)** **University of Florida (Gainesville, FL)**
College of Journalism & Communications
Major: Media Effects & Political Communication
Thesis: *Another Collision: How mainstream Chinese and American newspapers framed the Sino-US spy plane collision*
- B.A. (1992)** **People's University of China (Beijing, China)**
School of Journalism
Major: Journalism

ACADEMIC EXPERIENCE

- May 2010 – present** **Associate Professor (tenured)**
Walter Cronkite School of Journalism & Communication
Arizona State University
- August 2005 – 2010** **Assistant Professor**
Walter Cronkite School of Journalism & Communication
Arizona State University
- June 2008** **– present** **Research Fellow (non-resident)**
International Public Relations Research Center
Fudan University (China)
- August 2008** **– present** **Research Fellow (non-resident)**
Center for U.S.-China Relations
Tsinghua University (China)
- June 2007– present** **Adjunct Professor**
Zanvyl Krieger School of Arts and Sciences
Johns Hopkins University

August 2002 – July 2005 Teaching Assistant / Instructor
College of Journalism & Communications
University of Florida

PROFESSIONAL EXPERIENCE

- 1999 – 2000 *Brand Times, Economic Daily Newspaper Group* (Beijing, China)
Account Manager & Senior Editor
- 1997 – 1999 *Unicorn Communication Consulting Co. Ltd.* (Beijing, China)
Chief Editor & Partner
- 1995 – 1997 *Dayou Communication Center, Xinhua News Agency* (Beijing, China)
Media Specialist & Government Relations Consultant
- 1992 – 1995 *Domestic Department, Xinhua News Agency* (Beijing, China)
Assistant Editor & Reporter
- 1991 – 1992 *Economic Daily* (Beijing, China)
Trainee Reporter (Intern)

RESEARCH

- **Books:**

Wu, Xu (2009). *Crafting the Chinese Dream: On How to Solve China's Soft Power Deficit*. [da zao zhong guo meng]. Xinhua Publishing House (in Chinese).

Wu, Xu (forthcoming). *On China's Neo-nationalism* [zhongguo xin minzu zhuyi lun]. Xinhua Publishing House (to be published in 2009) (in Chinese).

Wu, Xu (2007). *Chinese Cyber Nationalism: Evolution, Characteristics, and Implications* (Hardcopy was released in April; Paperback was released in September). Lanham, MD: Rowman & Littlefield Publishing Groups-Lexington Books.

Wu, Xu and Liao Tianshu (1992). *Student Time of 50 Chinese Intellectuals* [ming jia zhong xue shi dai]. Shanghai: Shanghai Literature & Arts Publishing House (ISBN: 7-5324-1773-5/G-478) (in Chinese).

- *Chinese Cyber Nationalism* has been reviewed by:
 - [Christopher R. Hughes, professor at London School of Economics and Political Science, *International Journal of Communication* 1(2007):174-175.]
 - [Johan Lagerkvist, scholar at Lund University, *China Quarterly* 192 (Dec., 2007): 1030-1031.]

- [Nicolai Volland, National University of Singapore, *The China Journal* 60 (July, 2008): 191-193.]
- [Joshua Kurlantzick, visiting scholar at the Carnegie Endowment for International Peace, *The National* (Nov. 28, 2008).
- [Referred to and quoted by such media outlets as *New Yorker* (July 28, 2008), *Guardian* (Aug. 7, 2008), *Financial Times* (Aug. 8, 2008), *Reuters* (April 29, 2008), *Los Angeles Times* (Aug. 9, 2008), *AFP* (Aug. 25, 2008), *Al Jazeera* (Aug. 25, 2008), *Xinhua News Agency* (Aug. 26, 2007), *Straits Times* (April 26, 2008), *Voice of America* (May 2, 2009), *ABC* (May 4, 2009), etc.]

• **Refereed Journal Articles:**

Wu, Xu (in the press). Cyber technology: A revolutionary technology for an evolutionary purpose. *Asia Policy*.

Wu, Xu (2009). New strategies and new concerns on China's national image-building campaign in current global financial crisis. *International Communication Research & Review* (15): 1-8.

Wu, Xu (2008). The characteristics of public sphere and a comparison among three different media platforms. *Journal of International Communication* 30(9): 25-30.

Wu, Xu (2008). Stakeholder Identifying & Positioning (SIP) models: From Google's operation in China to a general PR case-analysis framework. *Public Relations Review* 33 (4): 415-425.

Kiousis, S., & **Wu, Xu** (2007). International agenda-building and agenda-setting: Exploring the influence of PR counsel on U.S. news media and public perceptions of foreign nations. *International Communication Gazette* 70(1): 61-78.

Wu, Xu (2006). Three golden rules for international public relations. *China Media Reports* 16 (1): 58-66.

Kiousis, S., Mitrook, M., **Wu, X.**, & Seltzer, T. (2006). First- & second-level agenda-building & agenda-setting effects. *Journal of Public Relations Research* 18(3): 265-285.

Kiousis, S., McDevitt, M. & **Wu, X.** (2005). The genesis of civic awareness: Agenda-setting in political socialization. *Journal of Communication* 55(4): 756-774.

Wu, Xu (2005). Red net over China: China's new online media order and its implications. *Asian Journal of Communication* 15(2): 215-227.

Wu, Xu (2004). American patriotism and Chinese nationalism: What if these two forces clash over the Taiwan issue? *Perspectives* 5(4): 26-42.

Wu, Xu (2003). American newspapers' agenda-setting function on Iraq and North Korea news coverage. *Media Asia* 30(3): 138-146.

Wu, Xu (2002). Doing PR in China—Concepts, practices and some misperceptions. *Public Relations Quarterly* 47(2): 10-18 (lead article).

• **Editor-Reviewed Journal Articles (in Chinese):**

Wu, Xu (in the press). Who should be worried about US debt to China? *International Communications* 16(1).

Wu, Xu (2009). China's Think-Tanks needed to be privatized. *International Communications* 15(11): 22-25.

Wu, Xu (2009). The top-ten journalism & mass communication colleges in U.S. *International Communications* 15(10): 28-32.

Wu, Xu (2009). Speech-writers' role in U.S. government's public diplomacy. *International Communications* 15(9): 30-33.

Wu, Xu (2009). Twitter is "tweeting" the news world. *International Communications* 15(8): 32-35.

Wu, Xu (2009). Being "Politically Correct" (PC) in the United States. *International Communications* 15(7): 34-36.

Wu, Xu (2009). How to interpret foreigners' perception of China. *International Communications* 15(6): 31-33.

Wu, Xu (2009). Improving "soft skills" in public diplomacy. *International Communications* 15(5): 31-33.

Wu, Xu (2009). Trans-national & cross-cultural apology during a crisis. *International Communications* 15(4): 42-44.

Wu, Xu (2009). Does Chinese person living abroad need an English name? *International Communications* 15(3): 43-45.

Wu, Xu (2009). The "3G" revolution (Glocalization, Googlization, & Gallupization) in modern communication. *International Communications* 15(2): 17-19.

Wu, Xu (2008). China's rhetorical right & Beijing's Olympics games. *International Communications* 14(9): 20-24.

Wu, Xu (2008). How should China communicate with the world? *PR Magazine* 5: 23-28.

- **Refereed Book Chapters:**

Wu, Xu (2008). "An overview of public relations theoretical development 2005-2008: A Chinese perspective" In Meng Jian & Qian Haihong (Eds), *Blue Book of China's Public Relations (2007-2008)*, pp. 146-164. Shanghai: Fudan University Press.

Wu, Xu (2008). "Political Censorship." In Lynda Lee Kaid and Christina Holtz-Bacha, Eds. *Encyclopedia of Political Communication* (Thousand Oaks, CA: Sage Publications), pp. 91-94.

Wu, Xu (2008). "Cyber Nationalism." In Lynda Lee Kaid and Christina Holtz-Bacha, Eds. *Encyclopedia of Political Communication* (Thousand Oaks, CA: Sage Publications), pp. 153-4.

- **Refereed Conference Papers:**

Wu, Xu (2009). *The Internet in China: Culture, Politics, and Community*. Paper presented to the Politics and International Relations Division, International Convention of Asia Scholars (ICAS 6) annual conference, Aug. 6-9, Daejeon, South Korea.

Wu, Xu (2009). "Crafting the 'Chinese Dream': China's image-building strategy in the midst of global recession." Paper presented at the Second Annual Seminar of "Global Communication & Non-traditional Security," CASS & Tsinghua University, June 20-21, Beijing, China.

Wu, Xu (2008). *China's Public Diplomacy in the U.S.: The Strategies, Opportunities and Challenges*. Paper presented at the National Communication Association (NCA) annual convention, Nov. 21-24, San Diego, CA.

Wu, Xu (2008). *A Preview of China's PR Crisis Management during 2008 Beijing Olympic Games*. Paper presented at the 10th China Communication Congress, May 11, Shenzhen, China.

Wu, Xu (2008). *A comprehensive analysis of the crisis communication situation for the Beijing Olympics*. Paper presented at the First Global Communication & Non-traditional Security Issue Forum (keynote speaker), May 10, Beijing.

Wu, Xu (2007). *Chinese cyber nationalism: An ongoing social-political-technological revolution in China*. Paper presented at the British Association for Chinese Studies (BACS) annual conference, September 6-7, University of Manchester, UK.

Wu, Xu (2007). *Glocalization & Googlization: The new world media order and its impacts on traditional media*. Paper presented at the "Media Development and Media Policy in a Global World" symposium, June 15-17, Shanghai, China.

- Wu, Xu (2007). *Chinese cyber nationalism: A wild-weird-wired card in China's decision-making process*. Paper presented at the China Internet Research Conference, May 21-24, College Station, TX.
- Wu, Xu (2006). *Google in a China box: A search engine's effort to search for its own identity*. Paper presented to the International Communication Division, annual NCA annual convention, Nov.15-20, San Antonio, TX.
- Wu, Xu (2006). *Perception gaps of cyber sphere: A comparative study of Chinese and American journalism students*. Paper presented to the Communication Technology Division, Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Aug 2-5, San Francisco, CA.
- Wu, Xu (2006). *Chinese cyber nationalism: Characteristics and implications*. Paper presented to the Mass Communication Division, International Communication Association (ICA) annual convention, June 19-23, Dresden, Germany.
- Wu, Xu (2006). *A chronicle of Chinese cyber nationalism (1994-2005)*. Paper presented to the Political Communication Division, International Studies Association (ISA) annual convention, March 22-25, San Diego, CA.
- Wu, Xu (2005). *Cyber nationalism: Nationalism as a McLuhanite message at the information age*. Paper presented to the Mass Communication and Society Division, AEJMC annual convention, August 10-13, San Antonio, TX.
- Kiousis, S. and Xu Wu (2005). *International agenda-building and agenda-setting*. Paper presented to the Political Communication Division, ICA annual convention, May 26-30, New York, NY.
- Wu, Xu (2004). *President's agenda selling effect in direct communications: A time-series quasi-experiment on President Bush's 2003 State of the Union speech*. Paper presented to the Communication & Society Division, AEJMC annual convention, August 4-7, Toronto, Canada.
- Kiousis, S., M. Mitrook, Xu Wu, and T. Seltzer (2004). *First- and second-level agenda building and agenda-setting effects*. Paper presented at the Public Relations Division, annual AEJMC convention, August 4-7, Toronto, Canada.
- Kiousis, S., M. McDevitt and Xu Wu (2004). *The genesis of civic awareness: Agenda-setting in political socialization*. Paper presented to the Political Communication Division, ICA annual convention, May 27-31, New Orleans, LA.
- Wu, Xu (2003). *Two types of web-keeping in China: A comparative study of the organizational force in China's online gate-keeping*. Paper presented at the annual Global

Fusion Consortium, October 24-26, Austin, TX.

Wu, Xu (2003). *Newspapers' Agenda-Sending Function on Foreign Policy Issues*. Paper presented at the annual Florida Communication Association (FCA) convention, October 16-18, Kissimmee, FL.

Wu, Xu (2003). *Red net over China: China's new online media order*. Paper presented at the "China and the Internet: Technology, Economy, and Society in Transition" conference, May 30-31, Los Angeles, CA.

Wu, Xu (2003). *China's new online media order*. Paper presented to the Communication Technology and Policy Division, AEJMC mid-winter conference, Feb. 28-March 2, Boulder, CO.

Wu, Xu (2003). *News agencies' online strategies: A comparative study of 35 world news agencies*. Paper presented to the Communication Technology and Policy Division, AEJMC mid-winter conference, Feb. 28-March 2, Boulder, CO.

Wu, Xu (2002). *Another collision: How mainstream Chinese and American newspapers framed the Sino-U.S. spy plane collision*. Paper presented at FCA annual convention, October 17-19, St. Petersburg, FL.

- **Refereed Conference Proceedings & Policy Report:**

Wu, Xu (2009). "Crafting the 'Chinese Dream': China's image-building strategy in the midst of global recession." In *2009 Annual Report of Global Communication & Non-traditional Security Issues* (conference proceeding), pp. 38-56. International Center for Communication Studies, Tsinghua University, Beijing.

Michael McDevitt, Spiro Kiouisis, Xu Wu, Mary Losch, & Travis Ripley. (2003). *The Civic Bonding of School and Family: How Kids Voting Students Enliven the Domestic Sphere*. Working paper for the CIRCLE foundation, July 7. (www.civicyouth.org/PopUps/WP%2007%20McDevitt.pdf)

Wu, Xu (2003). Panelist in the session: *Political Communication Messages in the New Global Environment*, Political Communication Division, NCA annual convention, November 20-22, Miami, FL.

Wu, Xu (2003). "China's new online media order." In *China & the Internet: Technology, Economy, & Society in Transition* (conference proceeding), pp. 375-86. China and the Internet: A Global Interdisciplinary Conference, May 30-31, Los Angeles, CA.

- **Invited Presentations & Panels:**

- Wu, Xu (2009). Invited panelist at the “Expert review of the evaluation system for China’s publicity campaign effects.” Organized and sponsored by China International Publishing Group, July 15, Beijing, China.
- Wu, Xu (2009). *Chinese Cyber Nationalism: New challenges and new realities*. Keynote speech at SMI’s Conference on “Cyber Defense: National Security in a Borderless World.” May 13-14, Stockholm, Sweden.
- Wu, Xu (2009). *Understanding China’s Angry Youth: What does the future hold?* Special panel sponsored by The John Thornton China Center, The Brookings Institution, April 29, Washington D.C.
- Wu, Xu (2009). *Chinese Cyber Nationalism: A wild-weird-wired card in China’s peaceful rise*. Keynote speech at the monthly speech session sponsored by the US-China Institute at the University of Southern California, March 12, Los Angeles, CA.
- Wu, Xu (2009). *Chinese Cyber Nationalism: A wild-weird-wired card in China’s foreign policy decision-making process*. Keynote speech at the International Forum sponsored by California State University at Chico, March 10, Chico, CA.
- Wu, Xu (2008). *China’s 2008 Olympics & its soft power strategies*. Invited speaker at a seminar sponsored by the School of Journalism, Fudan University, June 20, Shanghai, China.
- Wu, Xu (2008). *The worst-case scenarios in China’s 2008 Olympics*. Invited speaker, Beijing Foreign Studies University, June 15, Beijing, China.
- Wu, Xu (2008). *The worst-case scenarios in China’s 2008 Olympics*. Invited speaker at a seminar sponsored by the School of Journalism, China Youth Political Institute, March 14, Beijing, China.
- Wu, Xu (2008). *How to prepare for and deal with crisis during the Beijing Olympics Games*. Invited speaker at a seminar sponsored by the School of Journalism, Tsinghua University, March 13, Beijing, China.
- Wu, Xu (2008). *Crisis Communication for the 2008 Olympics in Beijing*. Invited speaker, March 10, Communication University of China, Beijing, China.
- Wu, Xu (2007). *Crisis Management and China’s 2008 Olympics in Beijing*. Invited speaker at a seminar sponsored by the School of Journalism, China Youth Political Institute, July 1, Beijing, China.
- Wu, Xu (2007). *Government PR and China’s Olympics Games in Beijing*. Invited speaker at a seminar sponsored by the School of Journalism, Renmin University of China, June 22, Beijing, China.

Wu, Xu (2007). *Government PR and China's Olympics Games in Beijing*. Keynote speech at a seminar sponsored by the School of Journalism, Fudan University, June 14, Shanghai, China.

Wu, Xu (2007). *Media's perception gaps between China and U.S.* Invited speaker at a seminar sponsored by the School of Journalism, Nanjing University, June 11, Nanjing, China.

Wu, Xu (2007). *Chinese cyber nationalism: A wild-weird-wired card*. Invited speaker at a seminar sponsored by the Zanvyl Krieger School of Arts and Sciences, Johns Hopkins University, May 3, Washington D.C.

Wu, Xu (2003). Panelist at the *First U.S. Foreign Policy Colloquium 2003*, sponsored by the National Committee on U.S.-China Relations and the Elliott School of International Affairs at the George Washington University, June 5-8, Washington, D.C.

• **Trade Publications (editorials in English):**

Wu, Xu (May 1, 2008). "The real U.S. deficit with China—knowledge." *Christian Science Monitor*, op-ed section, pg. 9.

- The Chinese translation of this editorial was reprinted by many Chinese media outlets, including *People's Daily*, *Xinhua News Agency*, *China Youth Daily*, *Reference News*, etc.

Wu, Xu (September 14, 2007). "Chinese military hackers attack foreign government computers?" *Rowman & Littlefield Publishers Authors' Blog* (<http://rowmanblog.typepad.com/rowman/2007/09/chinese-militar.html>)

• **Trade Publications (editorials in Chinese):**

Wu, Xu (August 18, 2009; cover story). "Reviewing China's 'angry youth' from abroad" *Oriental Outlook*, no. 18, p. 15-20. (*Oriental Outlook* weekly is one of the top news magazines in China).

Wu, Xu (June 17, 2009). "China should change its West-bound psychology" *Global Times*, pg. 14. (This is a quarter-page op-ed; *Global Times*, run by *People's Daily*, is one of the largest newspapers in China, with a daily circulation of more than 3 million).

Wu, Xu (March 12, 2009). "How to craft the 'Chinese Dream'?" *Oriental Outlook*, no. 11, p. 10-14.

Wu, Xu (Feb. 16, 2009). "From shoe-dodging to China's image-building." *Xinmin Weekly*, p.

32-34. (*Xinmin Weekly* is one of China's top news magazines; my editorial is part of the cover story).

Wu, Xu (Feb.12, 2009). "What if U.S. abandons globalization?" *Global Times*, pg. 11. (This is a half-page op-ed).

Wu, Xu (Aug. 18, 2008). "Beijing Olympics: The world's crystal ball." *Oriental Outlook*, no. 33, p. 22-24.

Wu, Xu (Aug.14, 2008). "Overcome the Sino-U.S. knowledge deficit." *Global Times*, pg. 11. (This is a full-page op-ed).

Wu, Xu (July 15, 2008). "Winning the Olympic gold medal in world opinion." *Global Times*, pg. 11. (This is a half-page op-ed).

Wu, Xu (July 11, 2008). "No need to panic for the Olympics crisis." *Global Times*, pg. 11. (This is a half-page op-ed).

Wu, Xu (June 6, 2008). "Have Western media changed their perception of China after the earthquake?" *Global Times*, pg. 11. (This is a full-page op-ed).

Wu, Xu (May 29, 2008). "How to bring Olympics torch to Sichuan after the Quake?" *Oriental Outlook*, no. 22, p. 92.

Wu, Xu (May 1-8, 2008). "Winning public opinion is more important than winning a war." *Oriental Outlook*, no. 18-19, p. 95-7.

Wu, Xu (March 25, 2008). "On Tibet riot: Let foreigners speak for China." *Global Times*, pg. 11. (This is a full-page op-ed).

Wu, Xu (October 15, 2007). "Why is U.S. so frustrated with China?" *Global Times*, pg. 11.

Wu, Xu (August 9, 2007). "China's crisis management skill needs improvement." *Oriental Outlook*, no. 32, p. 68-69.

Wu, Xu (June 27, 2007). "China's soft power should be updated." *Global Times*, pg. 11.

Wu, Xu (June 29, 2006). "U.S. government's face-lifting work." *Oriental Outlook*, no. 26, p. 48.

• **Editor-reviewed Journal Articles & Book Chapters Prior to 2000: (in Chinese)**

Wu, Xu (1999). Who should audit Chinese newspapers' circulation? *Business World*, Dec.1, 1999, (pp. 89-91).

Wu, Xu (1994). Behind the economic miracle: An analysis of Southern China's new economic

boom. *Economic Reference Daily*, Oct. 11, 1994, page 9.

Wu, Xu (1993). The new historic role for Chinese scholars. *Xinhua Daily Telegraph*, Oct. 10, 1993, page 5.

Wu, Xu (1992). The educator & the educated. In *Collections of the Best Essays in People's University of China* (pp. 399-401). Beijing: People's University of China Publishing House.

Wu, Xu (1991). The Business Card of China. *Economic Daily*, June 6, 1991, page 3.

Wu, Xu (1991). Social & economic development in China's autonomous region. *Beijing Economy Weekly*, Oct. 10, 1991, page 7.

- **Research Grants**

August 2009: China Foreign Communication Department Award (\$5,000)—Project Title: *A review of President Obama's foreign policy speeches and his speech-writing team.*

March 2009: Walter Cronkite School of Journalism & Mass Communication Dean's Research Grant (DRG) (\$6,000)—Project Title: *Shoe-Dodging Diplomacy: A comparative study of U.S. and Chinese governments' crisis management strategies to the shoe-throwing protest against their leaders.*

March 2008: Walter Cronkite School of Journalism & Mass Communication Dean's Research Grant (DRG) (\$6,000)—Project Title: *China's Olympic PR & Crisis Management: A case study of Chinese government's crisis management skills before, during and after the March 2008 riots in Tibet.*

May 2007: Chiang Ching-Kuo Junior Scholar Grant (\$18,000)—Project Title: *Chinese cyber nationalism & its political implications: Reflections from activists, scholars, and policy makers in China.*

March 2007: Walter Cronkite School of Journalism & Mass Communication Dean's Research Grant (DRG) (\$6,000)—Project Title: *Internal reference: China's confidential news gathering and disseminating system.*

March 2006: Walter Cronkite School of Journalism & Mass Communication Dean's Research Grant (DRG) (\$6,000)—Project Title: *The evolution of Chinese cyber nationalism: A historical review (1994-2005).*

Aug. 2002-Aug. 2005: University of Florida Alumni Fellowship (with an annual stipend of \$21,000). Project Title: *Chinese cyber nationalism: How the online communication technology changed China's social and political transition.*

TEACHING & ADVISING

- **Courses Taught:**

2005-9: Arizona State University

<i>Public Relations Techniques</i>	(JMC 270)
<i>Public Relations</i>	(JMC 310)
<i>Communication in Contemporary China</i>	(CHI 394) ASU Confucius Institute
<i>Advanced Public Relations</i>	(JMC 401)
<i>Writing for Public Relations</i>	(JMC 415)
<i>International Business Journalism</i>	(JMC494/MCO598)
<i>Research Methodology in Mass Communication</i>	(MCO 510)
<i>Public Relations Capstone (PR Lab)</i>	(MCO 591)

2007-2009: Johns Hopkins University

<i>Communication in Contemporary China</i>	(480-690-graduate level seminar)
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2004-5: University of Florida

<i>Mass Communication Research Methods</i>	(MMC 400)
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- **Students Advised:**

Ph.D. Dissertation Committee

- **Adelaida V. Severson** (2006). *Cuba's Media System after Castro* (College of Public Affairs at ASU).

Master of Mass Communication: Applied Project Committees (chair)-completed

- **Emily Falkner** (2008). *A Content Analysis of the Press Coverage of Ahmadinejad's Visit to New York*.
- **Elissa Thompson** (2008). *Law Firm and Integrated Marketing Communication Tactics*.
- **Kimberly McGuire** (2007). *Deliberating China's "Peaceful Rise": An Analysis of Print News Coverage in America*.
- **Crystal Begay** (2007). *Does Protection Way Teaching Protect from Crisis? Examining the Navajo Cultural Influence on the Practice and Perception of Crisis Communication*.
- **Nicole Romanoff** (2007). *Crisis Communication at Arizona State University: A Case Study of Media Coverage on the Alleged Shooting by ASU Football Player Loren Wade*.
- **Danielle Westerman** (2007). *Marketing the POD Book: An Analysis of Promotional Services Offered to Authors by Online POD Publishers*.

Master of Mass Communication: Applied Project Committees (member)-completed

- **Laurie Woofter** (2009). *Framing the Games: U.S. Newspaper's Coverage of the Beijing Olympics 2008*.
- **Kenny Quihuis** (2009). *A Content Analysis of Nuclear Plant Websites*.

- **Nicholas Gerbis** (2008). *Analysis of the Occurrence of Non-occurrence of Climate Change Denial Discourse in Newspaper Coverage of the 2007 Intergovernmental Panel on Climate Change Final Report.*
- **Sally Filler** (2008). *Strategic Use of YouTube by Presidential Campaigns during the 2008 Presidential Primaries: An Exploration.*
- **Chelsea Marti** (2007). *Does Protest Change Group Portrayal in U.S. News? Falun Gong Before and After a Washington D.C. Protest.*
- **Yesmeen El-Shafey** (2006). *Racism or Reality: One year out, how does the news media's coverage of Hurricane Katrina stand up?*

Master of Mass Communication: Applied Project Committees (member)-in progress

- **Greg Taylor** (2008). *Public Relations Applications in Southern Arizona Community.*

Barrett Honors College Thesis (chair)

- **Megan Gjersvig** (2009). *Devil DanceSport Invitational* (special event organization).
- **Cecily Fuller** (2009). *A Public Relations Campaign for Revolver Magazine.*
- **Shaun Cameron** (2006). *Gender Jihad: Women's Rights & the Future of Islam in the Age of Terrorism.*

AWARDS & HONORS

- 2009** *Marquis Who's Who in America (2010 edition)*
- 2009** *Faculty Research Award, Walter Cronkite School of Journalism & Mass Communication, Arizona State University.*
- 2009** *Honorary Mention, Center for Disease Control STD Awareness Campaign Competition, advisor for the Cronkite School's "V-3 Communications" team.*
- 2004** *Outstanding International Student Award for high academic achievements, demonstrated leadership, and outstanding program contributions, University of Florida.*
- 2003** *Outstanding International Student Award for Academic Achievement, University of Florida.*
- 2002** *Outstanding Academic Achievement Award to International Students, University of Florida.*
- 2002** *Recipient of the Alumni Fellowship, the most prestigious scholarship at the University of Florida.*
- 1994** *Outstanding Employee of Xinhua News Agency. (Based on overall performance and achievements)*
- 1992** *Recipient of the People's Daily Scholarship, the highest national award to Chinese students majoring in Journalism, People's University of China (Awarded to 10 journalism students around the nation every year).*
- 1992** *Excellent Student Leader Award, People's University of China (Awarded to top 5 percent of all students).*
- 1992** *Top Thesis Award, People's University of China.*
- 1991** *Third Place Winner of the "Peacock Cup National Economic Essay Contest".*

SERVICE

Professional Service

- Newsletter Editor
 - 2008-present: *Chinese Communication Association [CCA] Newsletter* (quarterly newsletter with over 1,000 subscribers)

- Editorial Board Member
 - 2009-present: *Journal of Media and Communication Studies*

- Manuscript Reviewer
 - 2007-present: *CQ Press*
 - 2008-present: *Prentice Hall Press*

- Journal Reviewer
 - 2009-present: *International Journal of Press/Politics*
 - 2009-present: *Modern China*
 - 2007-present: *Journal of Information Technology & Politics*
 - 2007-present: *Journal of Broadcasting & Electronic Media*
 - 2007-present: *Studies in Ethnicity and Nationalism*
 - 2007-present: *North West Communication Association Journal*
 - 2007-present: *Communication Yearbook*
 - 2007-present: *Journalism & Mass Communication Educator*
 - 2006-present: *Asian Journal of Communication*

- Conference Paper Reviewer
 - 2007-present: *World Journalism Education Congress (WJEC)*
 - 2008-present: *annual National Communication Association convention, International & Intercultural Communication Division.*
 - 2003, 2006: *annual Association for Education in Journalism and Mass Communication convention, Mass Communication & Society, International Communication Divisions.*
 - 2006-present: *annual International Communication Association convention, Political Communication Division.*

College & University Service

- Member: Doctoral Committee (2008-present), Walter Cronkite School of Journalism and Mass Communication, Arizona State University.
- Panelist: “International TA Orientation: Expectations and norms for instructor behavior in the classroom.” Professional Development in the Graduate College, August 20, 2008, Arizona State University.
- Discussant: “China Sichuan Quake Relief and Recovery Meeting,” Office of Vice President for Global Engagement, August 1, 2008, Arizona State University.
- Guest Speaker: “Public relations and public policy research dissemination,” a roundtable seminar with scholars from Moscow State University, sponsored by The Melikian Center, February 18, 2008, Arizona State University.

- Member: Walter Cronkite School of Journalism and Mass Communication “PR/New Media Faculty Members Search Committee” (March 2007), Arizona State University.
- Member: Walter Cronkite School of Journalism and Mass Communication “Diversity Action Team” (2006-2007), Arizona State University.
- Member: Walter Cronkite School of Journalism and Mass Communication “Media Minor Curriculum Reform Action Team (2006-2007), Arizona State University.
- Member: Walter Cronkite School of Journalism and Mass Communication “New Faculty Search Committee and Research Committee” (2006-2007), Arizona State University.
- Member: College of Journalism & Communications “International Committee” (2003-2004), University of Florida.
- Member: College of Journalism & Communications “Graduate Research Committee” (2002-2003), University of Florida.
- Data analyst (SPSS) & project assistant (2003) for the CIRCLE foundation-funded project: “Kids Voting America follow-up study: focus group in Florida” (Principal Investigator: Dr. Spiro Kioulos), University of Florida.
- Data analyst (SPSS) & auditor (2001-2002) for the state-funded research: “Florida’s Anti-Tobacco Advertising & Marketing Research” (Principal Investigator: Dr. Mary Ann Ferguson), University of Florida.

Community Service

- **Invited speaker**, “*Chinese cyber nationalism: evolution and implications.*” A seminar session sponsored by North Scottsdale Community, March 30, 2009. Scottsdale, AZ.
- **Invited speaker**, “*China’s Internet development and the Sino-U.S. relationship.*” the Valley of the Sun Kiwanis Club, Wyndham Hotel, March 29, 2006, Phoenix, AZ.

Media References

- Interviewed & quoted by the following international media:
 - **AFP** (Aug. 25, 2008; Aug. 10, 2009 about Beijing Olympics Games and cyber nationalism)
 - **Bloomberg News** (Aug. 12, 2008; July 20, 2009 about China’s media control and Olympics Games)
 - **AP** (Dec. 2, 2008 on GM bankruptcy; June 3, 2009 on China’s June Fourth Incident anniversary)
 - **Voice of America** (May 2, 2009 on China’s “angry youth”)
 - **Austrian Broadcasting Corp.** (May 5, 2009 on China’s cyber nationalistic movement)
 - **International Herald Tribune** (April 17, 2009 on China’s earthquake reaction)
 - **Chicago Tribune** (Aug. 9, 2008 about Beijing Olympics Games)

- *Los Angeles Times* (Aug. 9, 2008 on Beijing Olympics Games; May 31, 2009 on China's "angry youth")
 - *Financial Times* (Aug. 8, 2008 on China's online hackers)
 - *Guardian* (March 18 on the riots in Tibet; Aug. 7, 2008 on Beijing Olympics Games)
 - *Channel 12* (Aug. 8-12, 2008 on Beijing Olympics Games)
 - *BBC* (June 28, 2008 on China's earthquake reactions)
 - *International Herald Tribune* (June 4, 2008 on China's crisis management after Sichuan earthquake)
 - *Al Jazeera* (live interview 30 minutes, June 4, 2008 on Beijing's preparation for the Olympics Games)
 - *MSNBC* (June 4, 2008 on Chinese government's crisis management strategies)
 - *Wall Street Journal* (May 24, 2008 on Beijing's crisis reactions after Tibet riot)
 - *New Yorker* (May 22, 2008 on China's cyber nationalism movement and "angry youth")
 - *Reuters* (April 29, 2008 on China's crisis management and cyber nationalism)
 - *The Straits Times* (April 26, 2008 on Chinese cyber nationalists)
 - *Weekend Avisen* (April 18, 2008 on Chinese cyber nationalism)
 - *Asia Times Online*, (July 22, 2004 on China's new online media law)
 - *PBS Frontline*: "From China with Love" (January 15, 2004 on an alleged Chinese spy case)
- Interviewed & quoted by the following Chinese media:
- *China Social Science Journal* (May 6, 2010, front page story, on Shanghai 2010 World Expo & China's Image)
 - *International Herald Leader* (April 26, 2010, pg.10, on how to interpret and build "Chinese Dream")
 - *Xinmin Weekly* (Feb. 12, 2009 on Chinese Premier Wen Jiabao's reaction toward a shoe-throwing incident)
 - *Arizona Chinese News* (December 12, 2008, a feature story of my speech on Sino-U.S. relationship)
 - *CCTV-9 Dialogue* (guest expert, May 31, June 26, July 1, 2008; May 25, June 30, July 6, 2009 on a range of issues about China's earthquake reaction, cyber nationalism, "angry youth," China's "cartoon mayor," etc.)
 - *Wenweipo* (Aug. 19, 2008, a reprint of my editorial on globalization)
 - *Global Times* (June 6, 2008, pg. 11, on China's earthquake reactions)
 - *Beijing Review* (May 12, 2008; a quote of my writing on knowledge deficit)
 - *Xinhua Daily Telegraph* (August 26, 2007, section 5, on my view of China's image problem)
 - *News Times* (August 25, 2007, section 11, a reprint of the *Oriental Outlook* cover story)

- ***Digest Weekly*** (September 4, 2007, section 3, a reprint of the *Oriental Outlook* cover story)
- ***News Reporter*** (August, 2007, issue 294, about my conference presentation in China)
- ***SEZ Youth Daily*** (September 27, 2007, a report of my teaching in China)
- ***Oriental Outlook News Magazine*** (August 21, 2007, issue 34, pp. 10-18, **Cover Story**; about my research on cross-cultural communications)

Association Memberships

- National Committee on United States-China Relations (2009-present)
- Chinese Communication Association (2007-present)
- International Studies Association (ISA)(2005-present)
- Association for Education in Journalism and Mass Communication (AEJMC) (2003-present)
- International Communication Association (ICA) (2003-present)
- National Communication Association (NCA)(2003-present)

Other Affiliations

- ***Senior advisor***, International Communication Research Center, China International Publishing Group.