

Xu Wu

• *Walter Cronkite School of Journalism & Mass Communication, ASU* • Tel: (480)939-9388 • E-mail: xu.wu@asu.edu

EDUCATION

- Ph.D. (2005)** **University of Florida (Gainesville, FL)**
College of Journalism & Communications
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
- 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 & Mass Communication
Arizona State University
- August 2011** – **May 2013** **Visiting Associate Professor (on sabbatical leave)**
Dept. of Media and Communication
College of Liberal Arts & Social Sciences
City University of Hong Kong
- August 2005** – **May 2010** **Assistant Professor**
Walter Cronkite School of Journalism & Mass Communication
Arizona State University
- June 2007** – **May 2013** **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

- 2019 – present** **Chimerica Communication & Consulting, LLC** **(Washington, D.C.)**
Chief Adviser (part-time)
- 2011 – 2013** **Chinese Phoenix TV News Network** **(Hong Kong, China)**
Current Affair Commentator (part-time)
- 1999 – 2000** **Brand Times, Economic Daily Newspaper Group** **(Beijing, China)**

Manager & Front-page 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 Daily Telegraph* (Beijing, China)
Xinhua News Agency
Assistant Editor & Reporter
- 1991 – 1992 *Economic Daily* (Beijing, China)
Trainee Reporter (Intern)

RESEARCH

• Books:

Wu, X. (2017). *Reading the Dragon: The evolution of westerners' perception of China in the 21st century*. International Publishing Group.

Wu, X. (2009). *Crafting the Chinese Dream: On How to Solve China's Soft Power Deficit* [为世界打造“中国梦”]. Xinhua Publishing House (in Chinese).

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

Chinese Cyber Nationalism has been reviewed by:

- [Gary D. Rawnsley, University of Leeds, UK, *Asian Journal of Communication* 18 (2008):296-299.]
- [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).
- [after publication, the author was interviewed 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.]

Wu, X. and T., Liao (1992). *Student Time of 50 Chinese Intellectuals* [名家中学时代]. Shanghai: Shanghai Literature & Arts Publishing House (in Chinese).

• **Refereed Journal Articles:**

- Wu, X. (2015). Clash of perceptions: An analysis of China's 2011 image-building advertising campaign. *Public Relations Review* (40): 38-44.
- Wu, X. (2013). Foreign media's interpretation of "Chinese Dream". *Society Review* 11: 33-36.
- Wu, X. (2012). Para-Crisis: The new challenges in the social media era. *International PR* (4): 92-4. (Reprinted by *Journalism & Communication* 2012:11; Renmin Univ. of China)
- Wu, X. (2012). China's image, Western media and public diplomacy: To clarify several often misinterpreted concepts. *Public Diplomacy Quarterly* (4:4): 117-123.
- Wu, X. (2010). Cyber technology: A revolutionary technology for an evolutionary purpose. *Asia Policy* (10):167-171.
- Wu, X. (2010). Nationalism: A multifaceted review of its origins and characteristics. *Strategy and Management* 22:32-45.
- Wu, X. (2010). Turning China's soft power "deficit" to "surplus." *Public Diplomacy Quarterly* (2):60-66.
- Wu, X. (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, X. (2008). The characteristics of public sphere and a comparison among three different media platforms. *Journal of International Communication* 30(9): 25-30.
- Wu, X. (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, X. (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.
- 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.
- Wu, X. (2006). Three golden rules for international public relations. *China Media Reports* 16(1): 58-66.
- 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, X. (2005). Red net over China: China's new online media order and its implications. *Asian Journal of Communication* 15(2): 215-227.
- Wu, X. (2004). American patriotism and Chinese nationalism: What if these two forces clash over the Taiwan issue? *Perspectives* 5(4): 26-42.
- Wu, X. (2003). American newspapers' agenda-setting function on Iraq and North Korea news coverage. *Media Asia* 30(3): 138-146.

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

• **Editor-Reviewed Journal Articles:**

Wu, X. (2017). Trump’s Twitter Strategies and Twitter Diplomacy. *Journal of International Communication* (23)3: 22-26.

Wu, X. (2016). Where Did American’s Negative Perception of China Come From? *International Communication* (22)6: 28-33.

Wu, X. (2016) Does China Need Helps to Tell the “China Story”? *International Communication* (22)8: 33-36.

Wu, X. (2015). The Perception Gap of China between American Elites and General Public. *International Communications* 21 (10): 31-35.

Wu, X. (2015). The Evolution of China’s Image in the Eyes of Western Scholars in the 21st Century. *International Communications* 21 (7): 20-27.

Wu, X. (2014). The Communication Power Gaps behind the Narrative Competition. *International Communications* 20 (5): 3-10 (lead article).

Wu, X. (2014). *RT (Russia Today)*: The New Trump Card in Russian’s Information Warfare. *International Communications* 20 (7): 22-26.

Wu, X. (2014). The Media Management Strategies during Major Public Crisis involving Multiple Countries. *International Communications* 20 (8): 30-34.

Wu, X. (2014). Three Major Shifts of Western Countries’ “Perception of China” in the 21st Century (2000-2014). *International Communications* 20 (12): 10-16.

Wu, X. (2013). The “Jungle Rules” in the new media era. *International Communications* 19 (2):13-14.

Wu, X. (2012). The import-export deficit of China and West’s intellectual exchange. *International Communications* 18 (5): 57-59.

Wu, X. (2011). China in foreign visitors’ “five senses.” *International Communications* 17 (9): 57-59.

Wu, X. (2010). China’s cultural heritage should be preserved from the smallest details. *International Communications* 16 (7): 43-45.

Wu, X. (2010). Don’t ignore the role and soft power of those Chinese non-returnees. *International Communications* 16 (6): 40-42.

Wu, X. (2010). From Shanghai’s World Expo to China’s image in the world. *International Communications* 16 (5): 50-53.

Wu, X. (2010). Who should be worried about U.S. debt to China? *International Communications*

16(4):51-54.

- Wu, X. (2009). China's think-tanks needed to be privatized. *International Communications* 15(11): 22-25.
- Wu, X. (2009). The top-ten journalism & mass communication colleges in U.S. *International Communications* 15(10): 28-32.
- Wu, X. (2009). Speech-writers' role in U.S. government's public diplomacy. *International Communications* 15(9): 30-33.
- Wu, X. (2009). Twitter is "tweeting" the news world. *International Communications* 15(8): 32-35.
- Wu, X. (2009). On being "politically correct" (PC) in the United States. *International Communications* 15(7): 34-36.
- Wu, X. (2009). How to interpret foreigners' perception of China. *International Communications* 15(6): 31-33.
- Wu, X. (2009). Improving "soft skills" in public diplomacy. *International Communications* 15(5): 31-33.
- Wu, X. (2009). Trans-national & cross-cultural apology during a crisis. *International Communications* 15(4): 42-44.
- Wu, X. (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, X. (2008). China's rhetorical right & Beijing's Olympics games. *International Communications* 14(9): 20-24.
- Wu, X. (2008). How should China communicate with the world? *PR Magazine* 5: 23-28.

• **Refereed Book Chapters & Preface:**

- Wu, X. (2015). "Preface." In Gong Jie, *Re-Constituting an Ancient, Emergent Superpower: The PRC's Epideictic Extravaganza, Public Memory, and National Identity*. Sichuan University Press.
- Wu, X. (2015). "Two Different Perceptions of China between American Elites and General Public and Its Communication Channels," in *China's Image and Public Diplomacy* (pp. 44-50). China Publishing Group Press.
- Wu, X. (2014). "The effects of China's image-building advertising campaign in 2011: an empirical review of China's 'People' advertising campaign in the United States," in *The Collection of Best Research Papers on International Communication* (pp. 55-72). China Publishing Group Press.

- Wu, X. (2010). "Chinese cyber nationalism: A wild-weird-wired card in China's decision-making process." In K. Christensen, A. Esarey, et al. (Eds), *The Internet in China: Online business, information, distribution, and social connectivity*. Barrington, MA: Berkshire Publishing Group.
- Wu, X. (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, X. (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, X. (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 (in English):**

- Wu, X. (2012). *The effects of China's image-building advertising campaign in 2011: an empirical review of China's "People" ad series*. The 5th International Forum on Public Relations & Advertising, Aug. 10-12, Taiwan. (Top Paper Award).
- Wu, X. (2011). *Clash of [Mis]Perceptions: An analysis of China's image-building ad campaign*. Paper presented to the 4th Forum on Chinese Communication Studies, Aug.1-4, Hong Kong.
- Wu, X. (2010). *Sino-U.S. Trade Deficit in the "Brian-Power Industry": On how to solve a bottleneck problem in China's public diplomacy*. Paper presented to the International Conference "Global Communication, Local Perspectives," December 10-12, Hong Kong.
- Wu, X. (2010). *Party Crashers? How Will Foreign Correspondents Cover Chinese Communist Party's (CCP's) 90th Birthday Party*. Paper presented to the AAS/ICAS Joint Conference, March 31-April 3, Hawaii, U.S.A.
- Wu, X. (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, X. (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, X. (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, X. (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, X. (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, X. (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, X. (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, X. (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, X. (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 convention, Nov.15-20, San Antonio, TX.
- Wu, X. (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, X. (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, X. (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, X. (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 X. 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, X. (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, X. 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 X. 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, X. (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, X. (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, X. (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, X. (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, X. (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, X. (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, X. (2019). *Black Swan Index Report of Chinese Corporations (2020)* (pp.303). This is the first index of its kind that systematically examines the probability and consequences of those low-frequency, high-impact extreme events that may befall on Chinese corporations in the year of 2020. This report was released on Dec. 18, 2019 in Hong Kong.

Wu, X. (2014). *Americans' Perception of Chinese Government: A comparative survey study of American general public and elite opinion leaders' views of China and Chinese ruling party* (Sponsored by *China Foundation on Peace and Development*). The final data analysis and policy report (pp.112) was submitted to the sponsor on Aug. 15, 2014.

Wu X. (2014). *Three Major Shifts of Western Countries' "Perception of China" in the 21st Century* (the final report was submitted to the Research Center of International Communication.

Wu, X. (2012). *The effects of China's image-building advertising campaign in 2011: an empirical review of China's "People" ad series* (pp.55, monograph). Taiwan Shixin University Press, Aug. 2012.

Wu, X. (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, S. Kioussis, X. Wu, M. Losch, & T. 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, X. (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, X. (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, X. (2019). "The 20 Black Swan Events That Will Rock the World in the Year of 2020." A keynote speech given to the Annual Summit Meeting of New Business Leaders in Shanghai, on Dec. 22, 2019.

Wu, X. (2014). *Americans' Perception of Chinese Government: A comparative survey study of American general public and elite opinion leaders' views of China and Chinese ruling party*. Paper presented at the Fourth Seminar on International Communication, June 30, Chongqing, China.

Wu, X. (2011). *Clash of Perceptions: An analysis of China's 2011 image-building ad campaign*. Paper presented at the Research Seminar Series at City University of Hong Kong, Oct. 31, 2011, Hong Kong.

Wu, X. (2011). *Clash of Misperceptions: How China and U.S. misperceives each other*. Keynote speech presented to the annual seminar at Shanghai Foreign Language University, May 23, 2011 Shanghai, China.

Wu, X. (2010). "Media effects and public diplomacy: From Google's China dilemma to Obama's Cairo speech," keynote speech for the 22nd "Grand Classroom for Public Relations," organized and sponsored by China International Public Relations Association, July 31, Beijing, China.

Wu, X. (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, X. (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, X. (2009). *Understanding China's Angry Youth: What does the future hold?* Special panel sponsored by The John Thornton China Center, The Brooking Institution, April 29, Washington D.C.

Wu, X. (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, X. (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, X. (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, X. (2008). *The worst-case scenarios in China's 2008 Olympics*. Invited speaker, Beijing Foreign Studies University, June 15, Beijing, China.
- Wu, X. (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, X. (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, X. (2008). *Crisis Communication for the 2008 Olympics in Beijing*. Invited speaker, March 10, Communication University of China, Beijing, China.
- Wu, X. (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, X. (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, X. (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, X. (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, X. (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, X. (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, X. (Dec. 25, 2019). "What Awaits in 2020 - Watch Out for These Black Swans---- Here are the top 20 black swan incidents that are most likely to disrupt global economies and international relations in the new year". (<https://www.capitalwatch.com/article-4709-1.html>)
- Wu, X. (Oct. 14, 2019). "U.S. is Fighting a National Security-oriented Trade War with China" (<https://www.capitalwatch.com/article-4504-1.html>)

- Wu, X. (Sept. 18, 2019). The Big (China) Short vs the "Black Swan".
(<https://www.capitalwatch.com/article-4389-1.html>)
- Wu, X. (Aug. 6, 2019). "The Black Swan Effect of U.S.-China Decoupling".
(<https://www.capitalwatch.com/article-4212-1.html>)
- Wu, X. (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, X. (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, X. (Dec. 10, 2016) "Sino-U.S. Relations Need to Fasten Its Seatbelt after Trump's Presidential Win." An op-ed piece written for a special column about American presidential election at www.guancha.cn (China's equivalent of www.huffingtonpost.com)
(http://www.guancha.cn/WuXu/2016_12_10_383564.shtml)
- Wu, X. (Nov. 13, 2016) "Why the Public Opinion Polls Misread the Public Opinions?" An op-ed piece written for a special column about American presidential election at
(http://www.guancha.cn/WuXu/2016_11_12_380323.shtml)
- Wu, X. (Sept. 28, 2016) "The Presidential Debates Demonstrated the Big Gap." An op-ed piece written for a special column about American presidential election at
(http://www.guancha.cn/WuXu/2016_09_28_375660.shtml)
- Wu, X. (June 25, 2013). On the similarities and connections between Chinese dream and American dream. *Global Times* (this is the largest and one of the most influential newspapers in China nowadays). pg. 14.
- Wu, X. (June 12, 2013). Why the Chinese dream is connected with the "American Dream." *I-feng Editorial (No. 16)*. Accessible at
(<http://news.ifeng.com/opinion/special/wangping/zhongguomeng.shtml>)
- Wu, X. (Jan, 2013). U.S. congress plays "all-in" with China on the Diaoyu Islands issue. *New-Way Monthly (27)1*: 95-97.
- Wu, X. (Oct. 18, 2012). China needs to cultivate the third-generation of pro-China journalists in the West. *Global Times*. pg. 14.
- Wu, X. (July 23, 2012). China needs to establish its tough character in the world stage. *Global Times*. pg. 14.
- Wu, X. (Feb. 26, 2012). China needs to pass its own law to fight against holocaust denial. *Global Times*. pg. 14.

- Wu, X. (May 11, 2010). "A footnote of China's modern image: How the 2010 Shanghai World Expo would change China's image," *China Social Science Journal*, p. 2.
- Wu, X. (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, X. (June 17, 2009). "China should change its West-bound psychology" *Global Times*, pg.14.
- Wu, X. (March 12, 2009). "How to craft the 'Chinese Dream'?" *Oriental Outlook*, no. 11, p. 10-14.
- Wu, X. (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, X. (Feb.12, 2009). "What if U.S. abandons globalization?" *Global Times*, pg. 11. (This is a half-page op-ed).
- Wu, X. (Aug. 18, 2008). "Beijing Olympics: The world's crystal ball." *Oriental Outlook*, no. 33, p. 22-24.
- Wu, X. (Aug.14, 2008). "Overcome the Sino-U.S. knowledge deficit." *Global Times*, pg. 11. (This is a full-page op-ed).
- Wu, X. (July 15, 2008). "Winning the Olympic gold medal in world opinion." *Global Times*, pg. 11. (This is a half-page op-ed).
- Wu, X. (July 11, 2008). "No need to panic for the Olympics crisis." *Global Times*, pg. 11. (This is a half-page op-ed).
- Wu, X. (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, X. (May 29, 2008). "How to bring Olympics torch to Sichuan after the Quake?" *Oriental Outlook*, no. 22, p. 92.
- Wu, X. (May 1-8, 2008). "Winning public opinion is more important than winning a war." *Oriental Outlook*, no. 18-19, p. 95-7.
- Wu, X. (March 25, 2008). "On Tibet riot: Let foreigners speak for China." *Global Times*, pg. 11. (This is a full-page op-ed).
- Wu, X. (October 15, 2007). "Why is U.S. so frustrated with China?" *Global Times*, pg. 11.
- Wu, X. (August 9, 2007). "China's crisis management skill needs improvement." *Oriental Outlook*, no. 32, p. 68-69.
- Wu, X. (June 27, 2007). "China's soft power should be updated." *Global Times*, pg. 11.
- Wu, X. (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, X. (1999). Who should audit Chinese newspapers' circulation? *Business World*, Dec.1, 1999, (pp. 89-91).

Wu, X. (1994). Behind the economic miracle: An analysis of Southern China's new economic boom. *Economic Reference Daily*, Oct. 11, 1994, p.9.

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

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

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

- **Research Grants**

Dec. 2016-July 2017: Guangzhou Social Science Institute (\$50,000)—Project Title: How to Rebrand the Guangzhou Identity in the West? (A project for the Guangzhou municipal city in preparation for the Fortune Global Forum to be held in December 2017)

October 2013-August 2014: Peace and Development Foundation (\$50,000)—Project Title: *A comparative survey analysis of American opinion leaders' and general public's perception of Chinese government.*

August 2011: China Foreign Communication Group Research Grant (\$10,000)—Project Title: *An analysis of China's 2011 image-building advertising campaign.*

August 2010: China Foreign Communication Group Research Grant (\$3,000)—
Project Title: *Foreign Correspondents' Perception of Chinese Communist Party.*

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

March 2009: Walter Cronkite School 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 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 Dean's Research Grant (DRG) (\$6,000)—Project Title: *Internal*

reference: *China's confidential news gathering and disseminating system.*

March 2006: Walter Cronkite School 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:**

2011-2013: City University of Hong Kong

<i>Production of PR Communication</i>	(COM 3413)
<i>Media & Society</i>	(COM 3106)
<i>China in the Eyes of Foreign Media</i>	(GE 3201)
<i>PR Lab</i>	(COM 5604)

2005-2011: Arizona State University

<i>International Business Journalism: Chinese Perspective</i>	(JMC494/MCO598)
<i>Public Relations Techniques</i>	(JMC 270)
<i>Strategic Media & Public Relations</i>	(JMC 310)
<i>Communication in Contemporary China</i>	(CHI 394) ASU Confucius Institute
<i>Advanced Public Relations Campaign</i>	(JMC 401)
<i>Writing for Public Relations</i>	(JMC 415)
<i>Research in Mass Media</i>	(JMC 436)
<i>Research Methods in Mass Communication</i>	(MCO 510) graduate-level
<i>Public Relations Capstone (PR Lab)</i>	(MCO 591) graduate-level

2007-2012: Johns Hopkins University

<i>Communication in Contemporary China</i>	(480-690-graduate level seminar)
<i>Political Communication in China</i>	

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).
- Gong Jie (2010). *Comparative Rhetoric and Intercultural Communication: A Review of China's International Events* (Hugh Downs School of Human Communication 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

- 2013 *Best Paper Award, 3rd International Communication Forum, Changchun, China.*
- 2012 *Top Paper Award, 5th International Forum on PR & Advertising*
- 2011 *Zenith Awards Top Prize winners in PR Writing, PR Research (advisor)*
- 2010 *Zenith Awards Top Prize winners in PR Writing, PR Design, PR Research (advisor)*
- 2010 *PSAid International Competition, Second Place & Third Place (advisor)*
- 2010 *Marquis Who's Who in America (2011 edition)*
- 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*

- 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 each year).*
- 1992 *Excellent Student Leader Award, People's University of China (Awarded to top 5% 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
 - 2008-2010: *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 for Book
 - 2010: *Prentice Hall-Business Publishing*
 - 2009: *Palgrave Macmillan Publishers*
 - 2008: *Prentice Hall Press*
 - 2007: *CQ 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 (2008-2010), 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 Kioussis), 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)
- China Central Television (CCTV) Current Affair Commentator:
- Commenting on a wide range of issues, such as China's Internet White Paper, BP oil spill and its crisis management, World Population Day, Poland Election,

Australia Election, Japan Election, Sino-Pakistan Relations, Labor strikes in Guangdong, “boy crisis” in China, China’s national entrance exam, G20 meeting, etc. (Starting from June 1, 2010, worked on a three-day per week, 2-hour per day schedule in Beijing’s CCTV headquarter)

- CCTV is the largest TV network in China (also in the world), with over 500 million regular viewers.
- Phoenix TV Network Current Affair Commentator:
 - Commenting on a wide range of issues (starting from Dec., 2011, to June 2013, worked as an on-duty commentator; on average airtime three-day per week, 2-hour per day)
 - *Phoenix TV Network* is the largest Chinese cable news network, headquartered in Hong Kong, with over 100 million viewers around the world.

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.
- *Fellow*, Research Center in International Public Relations, Fudan University.
- *Honorary Professor*, Shanghai Foreign Studies University