

CURRICULUM VITAE

Hong Cheng

(Updated in January 2022)

School of Communication, Room 235
Loyola University, Chicago

EDUCATION

Ph.D. (1995), Mass Communications, Pennsylvania State University.

M.A. (1989), English (International Journalism major), Shanghai International Studies University, China.

Diploma (1981), English, Taiyuan Normal College (currently Taiyuan Normal University), China.

ADMINISTRATIVE APPOINTMENTS

Dean, School of Communication, Loyola University Chicago, July 1, 2019 to present.

Director, Richard T. Robertson School of Media and Culture (formerly School of Mass Communications), College of Humanities and Sciences, Virginia Commonwealth University, July 1, 2013 to June 30, 2019.

Interim Director, International Journalism Program (currently School of Journalism and Communication), Shanghai International Studies University, September 1989 to December 1990.

ACADEMIC AND HONORARY APPOINTMENTS

Professor (with tenure), School of Communication, Loyola University Chicago, July 1, 2019 to present.

- Ewha Global Fellow (EGF) (honorary appointment), Ewha Womans* University, South Korea, January 2022 —>

* "Womans" is used intentionally by the university in its name due to the university's unique history.

Professor (with tenure), School of Mass Communications (currently Richard T. Robertson School of Media and Culture), College of Humanities and Sciences, Virginia Commonwealth University, July 1, 2013 to June 30, 2019.

- **Research Fellow** (honorary appointment), Institute of Modern Advertising Research, Peking University, China, February 2014 to present.

Professor, E. W. Scripps School of Journalism, Scripps College of Communication, Ohio University, Fall Quarter 2010 to June 30, 2013.

- **Chair Professor** (honorary appointment), School of Journalism and Communication, Xiamen University, China, October 2011 to present.
- **Visiting Professor**, School of Journalism and Communication, Peking University, China, Spring 2012.
- **Academic Trustee**, Panmedia Institute (Beijing and Hong Kong), January 2011 to December 2017.
- **Visiting Professor**, School of Communication, Hong Kong Baptist University, Semester I, 2011-2012.
- **Kohei Miura Visiting Professor¹**, Chubu University, Japan, Spring Quarter 2011.

Associate Professor (tenured in 2007), E. W. Scripps School of Journalism, Scripps College of Communication, Ohio University, Fall Quarter 2004 to Spring Quarter 2010.

- **Invited Researcher**, School of Advertising, Communication University of China, November 2008 to present.
- **Senior Research Fellow**, School of Marketing and Logistics, Nanjing University of Finance and Economics, China, Summer 2007 to present.
- **Visiting Scholar**, College of Management, National Sun Yat-sen University, Taiwan, Summer 2007.

Associate Professor (tenured in 2001), Department of Communication, Slane College of Communications and Fine Arts, Bradley University, Fall 2001 to Spring 2004.

- **Senior Fellow**, Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU), Singapore, Semesters I and II, 2002-2003.

Tenure-track Assistant Professor, Department of Communication, [Slane] College of Communications and Fine Arts, Bradley University, Fall 1995 to Spring 2001.

Temporary Assistant Professor, Department of Communication, College of Communications and Fine Arts, Bradley University, Fall 1994 to Spring 1995.

¹ Selected and appointed by Ohio University and Chubu University, as part of the Ohio-Chubu exchange program.

Graduate Research/Teaching Assistant, College of Communications, Penn State University, Spring 1991 to Spring 1994.

Lecturer, School of Journalism and Communication, Shanghai International Studies University, July 1988 to December 1990.

Assistant Professor, Department of Foreign Languages, Taiyuan Normal College (currently Taiyuan Normal University), July 1981 to July 1986.

TEACHING EXPERIENCE

Course Taught at Loyola University Chicago
COMM 215 Ethics and Communication

Courses Taught at Virginia Commonwealth University
MASC 591 International and Cross-cultural Advertising (undergraduate/graduate course)
MATX 601 Texts and Textuality (doctoral seminar)
MATX 603 Mass Media (doctoral seminar)

Courses Taught at Ohio University
JOUR 250-A01 & A02 Advertising Principles
JOUR 375-A01 & JOUR 790-A04 Advertising Media Planning and Buying
JOUR 423(0)-A01(100) & JOUR 523(0)-A01(100) International and Cross-cultural Advertising (undergraduate/graduate course)
JOUR 466-A01 & JOUR 566-A01 International Mass Media (undergraduate/graduate course)
JOUR 486-A01 & JOUR 586-A01 Advertising Campaigns (undergraduate/graduate course)
JOUR 4860-100 & JOUR 5860-100 Strategic Communication Capstone (undergraduate/graduate course)
JOUR 806-A01 & A02 Research Methods (graduate seminar)
JOUR 298T/498T Journalism Honors Tutorials (on Communication Theories, Media in China, Social Marketing, Gender Representations in Advertising, etc.)

Courses Taught at Bradley University

COM 200 Communication Writing	COM 215 Basic Reporting
COM 220 Advertising as Communication	COM 300 Communication Theory
COM 310 Broadcast Newswriting	COM 315 Intercultural Communication Theory
COM 415 Global Media Systems	COM 437 Advertising in a Global Environment
CFA 300 Global Scholars Seminar	

Courses Taught at Other Universities

Publicity Strategies and Techniques	Integrated Marketing Communications
Strategic Media Planning	Media and Marketing (graduate seminar)
Advertising Principles and Practice	Advertising Regulation and Ethics
International Advertising Research (graduate seminar)	Advances in Advertising Research (graduate seminar)
English Intensive Reading	Translation

STUDENT ADVISING EXPERIENCE

At Virginia Commonwealth University

Served as the dissertation committee director for one doctoral student and as a dissertation committee member for four doctoral students; directed six independent studies for doctoral students; and advised VCU Chapter, Public Relations Student Society of America, Fall 2017 to Spring 2018.

At Ohio University

Served on 15 doctoral dissertation committees and 46 master's thesis committees (chairing 18); conducted 23 HTC (Honors Tutorial College) tutorials; directed 45 independent studies for undergraduate or graduate students; advised between 17 and 51 undergraduate students each quarter/semester; and co-advised Ohio University Advertising Association, Fall Quarter 2007 to Winter Quarter 2011.

At Bradley University

Advised between 30 and 40 undergraduate students each semester, Fall 1994 to Spring 2004; and advised Bradley Chapter, Society of Professional Journalists, Fall 1996 to Spring 2002.

Class Adviser, Shanghai International Studies University, September 1988 to July 1989; Taiyuan Normal College (currently Taiyuan Normal University), September 1982 to July 1986.

PROFESSIONAL EXPERIENCE AND ENHANCEMENT

Participant, Academic Leaders Workshop on Fundraising, Loyola University Chicago, December 2021 to May 2022.

Auditor, Loyola Master Class for Media Managers (on leadership and management), June 2021.

Participant, DEI Trainings for Deans and Provostians, Loyola University Chicago, February 2021.

Participant, AJCU Leadership Institute, a yearlong leadership training program offered by the Association of Jesuit Colleges and Universities, October 2020 to August 2021.

Participant, Hiring for Diversity and Mission, a training workshop offered by the Associate Provost for Academic Diversity, Loyola University Chicago, October 2020.

Participant, "All Things Ignatian: Catholic Intellectual Life and the Common Good" (faculty seminar), The Hank Center for the Catholic Intellectual Heritage, Loyola University Chicago, Spring 2020.

Participant, "Power Shift Project," Freedom Forum Institute, October 16-17, 2019 ("successfully completed the Freedom Forum Institute's train-the-trainer course [offered at Loyola University Chicago] and is qualified to facilitate the Institute's workplace integrity curriculum").

Participant, "Got Big Data? Computational Methods in Research, the Classroom, and Ethical Storytelling" (preconference workshop), Public Relations and Mass Communication and

Society divisions, Association for Education in Journalism and Mass Communication, Toronto, Canada, August 6, 2019.

Participant, "4As' Elevated Professor Summit," American Association of Advertising Agencies, Chicago, IL, June 29, 2018.

Participant, "Transforming our Future: Innovation in Journalism and Mass Communication Education" Workshop, Association of Schools of Journalism and Mass Communication, Phoenix, AZ, February 22-24, 2018.

Participant, "Developing Early Career Faculty: Teaching, Scholarship, and Service" Leadership Community Workshop, Virginia Commonwealth University, November 2017.

Participant, "Distressed and Distressing Students" Leadership Community Workshop, Virginia Commonwealth University, October 2017.

Participant, "Chairs: Managing Conflicts Up, Down, and Across" Leadership Community Workshop, Virginia Commonwealth University, October 2017.

Participant, "Recruiting and Retaining High-Quality Faculty" Leadership Community Workshop, Virginia Commonwealth University, September 2017.

Participant, "Facing the Future: ASJMC's Next 100 Years" Workshop, Association of Schools of Journalism and Mass Communication, Memphis, TN, February 25-27, 2017.

Participant, International Travel Training Workshop, Virginia Commonwealth University, January 2017.

Participant, Site Team Training Workshop, Accrediting Council on Education in Journalism and Mass Communication, October 2016.

Participant, Support Zone Training Workshop [for mentally and physically challenged students], Virginia Commonwealth University, October 2016.

Participant, RealTime Training Workshop, Virginia Commonwealth University, June 2016.

Participant, Global Zone Training Workshop, Virginia Commonwealth University, May 2016.

Participant, Green Zone Training Workshop, Virginia Commonwealth University, April 2016.

Participant, "Best Practices on Conducting Annual Faculty Performance Evaluations" Leadership Development Workshop, Virginia Commonwealth University, April 2016.

Participant, Autism Awareness Workshop, Virginia Commonwealth University, March 2016.

Participant, "From A to Z: Preparing to Recruit, Retain, Prepare and Graduate the Next Generation" Workshop, Association of Schools of Journalism and Mass Communication, Savannah, GA, February 14-16, 2016.

Participant, Safe Zone Training Workshop, Virginia Commonwealth University, January 2016.

Participant, "Effective Leadership Decision-Making: Potential Impact of Unconscious Bias" Leadership Development Workshop, Virginia Commonwealth University, January 2016.

Participant, Campus Safety Training Workshop, Virginia Commonwealth University, November 2015.

Participant, Department Chairs Certification Program, Virginia Commonwealth University, July 2015.

Participant, Title IX Training Workshop, Virginia Commonwealth University, March 2015.

Participant, Scripps Howard Academic Leadership Academy, Manship School of Mass Communication, Louisiana State University, June 2014.

Participant, Administrative Workshop, Association of Schools of Journalism and Mass Communication, San Antonio, TX, February 27 - March 1, 2014.

Participant, Development Leadership Retreat: Fundraising, Virginia Commonwealth University, November 14, 2013.

Participant, Place-Based Sustainability Discourse Project, Ohio University, Winter 2011.

Participant, Visiting Professor Program (VPP), organized by Advertising Educational Foundation (AEF) and placed at Saatchi & Saatchi New York, Summer 2005.

Participant, Sandage Symposium IV, The Illinois Ad Conference, University of Illinois at Urbana-Champaign, October 2003.

Faculty Intern, Leo Burnett Singapore, Semester II, 2002-2003.

Faculty Intern, Starcom Media Worldwide (Singapore), Semester I, 2002-2003.

Fellow, Direct and Interactive Marketing Institute for Professors, a seminar conducted by the Direct Marketing Educational Foundation and the Chicago Association of Direct Marketing Educational Foundation, Chicago, IL, June 2000.

Participant, MM 113 *Introduction to Multimedia Production*, a three-semester-hour course taken at Bradley University, May Interim 2000.

ASNE Fellow, American Press Institute, Reston, VA, and *San Jose (Calif.) Mercury News*, Summer 1998.

Participant, "Reporting with the Internet," a seminar conducted by the Poynter Institute for Media Studies, St. Petersburg, FL, September 1997.

Participant, "Journalism Values," a seminar conducted by the American Society of Newspaper Editors, Chicago, IL, December 1996.

Faculty Intern, WMBD-AM/TV, CBS affiliate in Peoria, IL, Fall 1994 to Spring 1995.

Faculty Intern, WMAQ-TV, NBC-owned and -operated station in Chicago, IL, Summer 1994.

Editor, *Shanghai Students' Post*, a Shanghai-based English-language newspaper circulated nationwide in China, August 1988 to December 1990.

Reporter, *Shanghai Students' Post*, September 1986 to August 1988.

Editor, *Teach Yourself English*, a Shanghai-based monthly magazine circulated nationwide in China, January 1987 to December 1990.

OTHER EXPERIENCE

Graduate Research/Teaching Assistant, College of Communications, Penn State University, Spring 1991 to Spring 1994.

Collaborating Faculty Member and Interpreter for visiting British professors teaching at Taiyuan Normal College (currently Taiyuan Normal University), February 1983 to July 1985.

PUBLICATIONS

Books, Journals, and Proceedings

Cheng, Hong (August 2012 to present), Associate Editor, *Journalism and Mass Communication Quarterly*.

Cheng, Hong (January 2003 - August 2012), Associate Editor, *Asian Journal of Communication*.

Cheng, Hong (ed.) (2014), *The Handbook of International Advertising Research*. Malden, MA: Wiley Blackwell Publishing.

Cheng, Hong, Philip **Kotler**, and Nancy R. **Lee** (ed.) (2011), *Social Marketing for Public Health: Global Trends and Success Stories*. Sudbury, MA: Jones and Bartlett Publishers.

Cheng, Hong and Kara **Chan** (ed.) (2009), *Advertising and Chinese Society: Impacts and Issues*. Copenhagen: Copenhagen Business School Press.

Wan, Guofang and Hong **Cheng** (2004), *The Media-Savvy Student: Teaching Media Literacy Skills*. Chicago, IL: Zephyr Press.

Cheng, Hong (2003-2004), Guest Editor, Special issue on "International Communication in Asia," *Asian Journal of Communication*, 14 (1).

Cheng, Hong and Kara **Chan** (ed.) (2005), *International Conference Proceedings of the American Academy of Advertising 2005 Asia-Pacific Conference*, American Academy of Advertising.

Refereed Articles

1. **Deng, Fengyi, Heshui Huang, and Hong Cheng** (in press). "Consumers' Trust in Persuasion: Objective Versus Biased Elaboration Likelihood in China's E-commerce Advertising," *Journalism and Mass Communication Quarterly* [Columbia, SC].
2. **Zeng, Xiuqin, Shanshan Lou, and Hong Cheng** (in press). "Offensive Advertisements Influence You More than Me: An Examination of the Third-Person Effects in the Chinese Cultural Context," *Journal of Applied Business and Economics* [Atlanta, GA].
3. **Lin, Shengdong, Hong Cheng, Zhiyun Zhang, Fang Wang, and Xiaoling Li** (2021). "The Role of 'the Differential Mode of Association' in Chinese [Youth's] Responses to Health/Safety Communication and its Boundary Conditions," *Chinese Journal of Journalism and Communication* [Beijing, China], 43 (9).
4. **Chu, Shu-Chuan, Tao Deng, and Hong Cheng** (2020). "The Role of Social Media Advertising in Hospitality, Tourism and Travel: A Literature Review and Research Agenda," *International Journal of Contemporary Hospitality Management* [Bingley, UK], 32 (1).
5. **Crawford, Jerry, Jan Boyles, Terri Hernandez, Chen Lou, Hong Cheng, and David Perlmutter** (2020). "Opportunities and Challenges: Professional Development Programming in Media and Communication Education," *Journalism and Mass Communication Educator* [Thousand Oaks, CA] 75 (4).
6. **Hou, Fanyue, Shengdong Lin, and Hong Cheng** (2018). "Chinese Youth's Interpretations of Ink and Oil Painting Styles: An Experimental Study," *Journal of Modern Communication* [Beijing, China], Issue 266.
7. **Feng, Guangchao Charles, Tuting Zhang, Qiuyu Hu, and Hong Cheng** (2018). "Performance of China's Advertising Agencies: A Time Series Cross-Sectional Analysis," *Asia Pacific Business Review* [Oxfordshire, UK], 24 (2).
8. **Lou, Shanshan and Hong Cheng** (2016). "The Effectiveness of Cross-media Advertising in Simultaneous Media Use: Combining TV and Web Advertisements," *American Communication Journal*, 18 (2).
9. **Chen, Lou, Carson Wagner, and Hong Cheng** (2016), "Press Nationalism Emerges in Pollution Disaster Reporting," *Newspaper Research Journal* [Memphis, TN], 37 (2).
10. **Tan, Yue, Ping Shaw, Hong Cheng, and Kwangmi Ko Kim** (2013), "The Construction of Masculinity: A Cross-cultural Analysis of Men's Lifestyle Magazine Advertisements," *Sex Roles, A Journal of Research* [Norwell, MA], 69 (5/6). (Lead Article)

11. **Lovejoy**, Jennette P., Daniel **Riffe**, and Hong **Cheng** (2012), "Campaign Interest and Issue Knowledge: Did the Media—and Negative Political Advertising—Matter in "Battleground Ohio"? *Atlantic Journal of Communication* [New Jersey & New York], 20 (4).
12. **Cheng**, Hong and Kwangmi **Kim** (2010). "Research on Advertising in Asia: A Critical Analysis of the Articles Published in Major Advertising and Communication Journals, 1990-2009," *Asian Journal of Communication* [Singapore], 20 (2).
13. **Cheng**, Hong and Padmini **Patwardhan** (2010), "One Region, Two Worlds? Comparing Cultural Values in Chinese and Indian TV Commercials," *Asian Journal of Communication* [Singapore], 20 (1).
14. **Lovejoy**, Jennette, Daniel **Riffe**, and Hong **Cheng** (2010), "Voters' Attention, Perceived Effects, and Voting Preferences: Negative Political Advertising in the 2006 Ohio Governor's Election," *Mass Communication and Society* [Philadelphia], 13 (2).
15. **Chan**, Kara and Hong **Cheng** (2009), "Materialism and Consumer Socialization: A Semiotic Analysis of Personal Loan Advertisements," *Communicative Business* [Milan], 2 (1).
16. **Liu**, Fang, Hong **Cheng**, and Jianyao **Li** (2009), "Consumer Responses to Sex Appeal Advertising: A Cross-cultural Study [of Australia, China, and the United States]," *International Marketing Review* [Bradford, UK], 26 (4/5).
17. **Cheng**, Hong and Daniel **Riffe** (2008), "Attention, Perception, and Perceived Effects: Negative Political Advertising in a Battleground State of the 2004 Presidential Election," *Mass Communication and Society* [Philadelphia], 11 (2).
18. **Cheng**, Hong, and Katherine T. **Frith** (2006), "Going Global: An Analysis of Global Women's Magazine Ads in China," *Media International Australia* [Brisbane], No. 119.
19. **Liu**, Fang, Jianyao **Li**, and Hong **Cheng** (2006), "Sex Appeal Advertising: Gender Differences in Chinese Consumers' Responses." *Asia Pacific Journal of Marketing and Logistics* [Perth], 18 (1).
20. **Frith**, Katherine T., Ping **Shaw**, and Hong **Cheng** (2005), "The Construction of Beauty: A Cross-cultural Analysis of Women's Magazine Advertising," *Journal of Communication* [Washington, DC], 55 (1).
21. **Frith**, Katherine T., Hong **Cheng**, and Ping **Shaw** (2004), "Race and Beauty: A Comparison of Asian and Western Models in Women's Magazine Advertisements," *Sex Roles, A Journal of Research* [Norwell, MA], 50 (1/2).
22. **Chan**, Kara and Hong **Cheng** (2002), "One Country, Two Systems: Cultural Values Reflected in Chinese and Hong Kong Television Commercials," *Gazette, the International Journal for Communication Studies* [Amsterdam], 64 (4).
23. **Cheng**, Hong (2000), "An Armchair Surfing of a New Global News Medium: The Web's Coverage of Hong Kong's Handover," *Gazette, the International Journal for Communication Studies* [Amsterdam], 62 (5).

24. **Cheng, Hong** (1997), "Holding Up Half of the Sky"? A Sociocultural Comparison of Gender-role Portrayals in Chinese and U.S. Advertising," *International Journal of Advertising* [London], 16 (4).
25. **Cheng, Hong** (1997), "Toward an Understanding of Cultural Values Manifest in Advertising: A Content Analysis of Chinese Television Commercials in 1990 and 1995," *Journalism and Mass Communication Quarterly* [Columbia, SC], 74 (4).
26. **Cheng, Hong** and Katherine T. **Frith** (1996), "Foreign Advertising Agencies in China," *Media Asia: An Asian Mass Communication Quarterly* [Singapore], 23 (1).
27. **Cheng, Hong** and John C. **Schweitzer** (1996), "Cultural Values Reflected in Chinese and U.S. Television Commercials," *Journal of Advertising Research* [New York], 36 (3).
28. **Cheng, Hong** (1994), "Reflections of Cultural Values: A Content Analysis of Chinese Magazine Advertisements from 1982 and 1992," *International Journal of Advertising* [London], 13 (2).

Book Chapters

1. **Lou, Shanshan** and Hong **Cheng** (2018), "Advertising in China: Global Implications and Impacts," in *China's Media Going Global* (ed., Daya Kishan Thussu, Hugo de Burgh, and Shi Anbin). New York: Routledge.
2. **Chan, Kara, Hong Cheng, Melannie Zhan, and Dickson Yeung** (2017), "Personal Loan Advertisements in Hong Kong: A Semiotic Study," in *Social Issues of Advertising* (ed., Kara Chan). Hong Kong: City University of Hong Kong Press.
3. **Wan, Guofang, Ellen Yeh, and Hong Cheng** (2016), "Digital Media Use by Chinese Youth and Its Impact," in *Media Literacy Education in China* (ed., Chi-Kim Cheung). Singapore: Springer.
4. **Kim, Kwangmi K. and Hong Cheng** (2013), "Globalization, Penetration, and Transformation: A Critical Analysis of Transnational Advertising Agencies in Asia," in *The Routledge Companion to Advertising and Promotional Culture* (ed., Matthew P. McAllister and Emily West). New York: Routledge.
5. **Shaw, Ping, Yue Tan, Kwangmi Ko Kim, and Hong Cheng** (2012), "Masculinity Representations in Men's Lifestyle Magazine Ads: A Cross-cultural and Cross-racial Comparison," in *Advances in Advertising Research (Vol. III): Current Insights and Future Trends* (ed., Martin Eisend, Tobias Langner, and Shintaro Okazaki). Wiesbaden, Germany: Springer Gabler.
6. **Cheng, Hong, Philip Kotler, and Nancy R. Lee** (2011), "Social Marketing for Public Health: An Introduction," in *Social Marketing for Public Health: Global Trends and Success Stories* (ed., Hong Cheng, Philip Kotler, and Nancy R. Lee). Sudbury, MA: Jones and Bartlett Publishers.
7. **Cheng, Hong, Jun Qiao, and Huixin Zhang** (2011), "Love Your Liver, Improve Your Health': A Hepatitis B Prevention and Educational Campaign in China," in *Social*

- Marketing for Public Health: Global Trends and Success Stories* (ed., Hong Cheng, Philip Kotler, and Nancy R. Lee). Sudbury, MA: Jones and Bartlett Publishers.
8. **Cheng, Hong** (2010), "Advertising: Wings for the Media," in *New Media for a New China* (ed., James Scotton and William Hachten). Malden, MA: Blackwell Publishing.
 9. **Cheng, Hong** and Kara **Chan** (2009), "Public Service Advertising in China: A Semiotic Analysis," in *Advertising and Chinese Society: Impacts and Issues* (ed., Hong Cheng and Kara Chan). Copenhagen: Copenhagen Business School Press.
 10. **Cheng, Hong** and Ping **Shaw** (2009), "Truth Told Online: Consumer Insights into Automobile Lovemarks," in *Research in Advertising: Message, Medium, and Context* (ed., Patrick De Pelsmacker and Nathalie Dens). Antwerp: Garant Publishers.
 11. **Liu, Fang, Hong Cheng, and Jianyao Li** (2009), "Global Values versus a Confucian Value: Chinese Consumers' Responses to Sex Appeal Advertising in China," in *A Handbook of Confucian/Chopsticks Marketing* (ed., Kim-Shyan Fam, Zhilin Yang, and Mike Hyman). Wellington, New Zealand: Asia Business Research Corporation Limited.
 12. **Cheng, Hong** (2009), "Advertising and Chinese Society: An Overview," in *Advertising and Chinese Society: Impacts and Issues* (ed., Hong Cheng and Kara Chan). Copenhagen: Copenhagen Business School Press.
 13. **Frith, Katherine T. and Hong Cheng** (2009), "Symbolic Meanings of Advertisements in China," in *Advertising and Chinese Society: Impacts and Issues* (ed., Hong Cheng and Kara Chan). Copenhagen: Copenhagen Business School Press.
 14. **Cheng, Hong** and Guofang **Wan** (2008), "Holding Up Half of the 'Ground'? Women Portrayed in Subway Advertisements in China," in *Commercializing Women: Images of Asian Women in the Media* (ed., Katherine T. Frith and Kavita Karan). Cresskill, NJ: Hampton Press, Inc.
 15. **Mueller, Barbara, Hong Cheng, K. Tim Wulfemeyer, and James Rada** (2008), "Marketing Food to Kids in China and the U.S.: The Influence of Culture on Advertising Content," in *New Trends in Advertising Research* (ed., F. Costa Pereira, J. Verissimo, and P.C. Neijens). Lisbon: Silabo Publishers.
 16. **Cheng, Hong** (2007), "Advertising Research," in *Mass Communication, Series on Western Research in Humanities and Social Sciences* (ed., Shuming Lu and Junhao Hong) (in Chinese). Beijing: China Renmin University Press.
 17. **Cheng, Hong** (2005), "China," in *Global Entertainment Media: Content, Audiences, Issues* (ed., Anne Cooper-Chen). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
 18. **Cheng, Hong** and Guofang **Wan** (2005), "Identity and Interactive Hypermedia: A Discourse Analysis of Web Diaries," in *Read the Cultural Other: Forms of Otherness in the Discourses of Hong Kong's Decolonization* (ed., Shi-xu, Manfred Kienpointner, and Jan Servaes). Berlin & NY: Mouton de Gruyter.

19. **Cheng, Hong** (2000), "China: Advertising Yesterday and Today," in *International Advertising: Realities and Myths* (ed., John P. Jones). Thousand Oaks, CA: Sage Publications, Inc.
20. **Cheng, Hong** (1996), "Advertising in China: A Socialist Experiment," in *Advertising in Asia: Communication, Culture and Consumption* (ed., Katherine T. Frith). Ames, IA: Iowa State University Press.

Conference Proceedings Articles

1. **Cheng, Hong** (2012), "Social Marketing via Social Media: Opportunities, Challenges, and Research," *Proceedings of Beijing Forum 2012*, Peking University Press.
2. **Varma, Tulika M., Hong Cheng, and Jan Slater** (2006), "Corporate Branding on the Web: A Content Analysis of Stakeholder Communication by U.S. and Japanese Global Companies," *Proceedings of the 2006 Conference of the American Academy of Advertising* (ed., Jef I. Richards), American Academy of Advertising.
3. **Cheng, Hong** (2004), "4As, 3AF, and 3As: Responses of the Ad Industry and Ad Education to the Fast-growing Asian-American Market," *Proceedings of the 2004 Conference of the American Academy of Advertising* (ed., Patricia B. Rose), American Academy of Advertising.
4. **Cheng, Hong** (2003), "Advertising Law Implementation in China: A Six-'Tions' Analysis of Illegal Cases," *International Conference Proceedings of the American Academy of Advertising: 2003 Asia-Pacific Conference* (ed., Patricia B. Rose and Robert L. King), American Academy of Advertising.
5. **Cheng, Hong** (2001), "Media Coverage of Advertising in China: From Government Agenda to Audience Agenda," *International Conference Proceedings of the American Academy of Advertising: 2001 Asia-Pacific Conference* (ed., Marilyn S. Roberts and Robert L. King), American Academy of Advertising.
6. **Cheng, Hong and Kara Chan** (2001), "Public Service Advertising in China: Social Marketing in the Making," *International Conference Proceedings of the American Academy of Advertising: 2001 Asia-Pacific Conference* (ed., Marilyn S. Roberts and Robert L. King), American Academy of Advertising.
7. **Cheng, Hong and Kara Chan** (2000), "One Country, Two Systems: Cultural Values Reflected in Chinese and Hong Kong Television Commercials" [Abstract], *Proceedings of the 2000 Conference of the American Academy of Advertising* (ed., Mary A. Shaver), American Academy of Advertising.
8. **Cheng, Hong** (1989), "Fuzziness in News Writing—at Syntactical and Discourse Levels," *Proceedings of the 19th Academic Symposium at the Shanghai International Studies University*, Shanghai Foreign Language Education and Research Press.
9. **Cheng, Hong** (1988), "Fuzziness Seen in the 'Inverted Pyramid' Style," *Proceedings of the 18th Academic Symposium at the Shanghai International Studies University*, Shanghai Foreign Language Education and Research Press.

Non-refereed Articles

1. **Cheng, Hong, Angela Powers, and Herman Howard** (2021, January). "AEJMC's New Committee Works on Career Development," *AEJMC News*, 54 (2).
2. **Cheng, Hong** (2015). "Preface," for Dr. Hong Ji's book, *Guide to Journalism and Mass Communication International Exchange* (in Chinese), Nanjing University Press [Nanjing, China].
3. **Cheng, Hong** (2012). "External Professional Service: My Experience and Thought," *Chinese Communication Association Newsletter*.
4. **Chan, Kara and Hong Cheng** (2009). "Materialism in the Youth and Advertising Influence," *Media Digest* (in Chinese) [Hong Kong], 17 (8).
5. **Cheng, Hong** (2009), "We're Off to Boston—with a Rich Conference Program and a Good Plan for Fun!" AEJMC Advertising Division *AdNews*.
6. **Cheng, H.** (2009). "In a Historic City and a Historic Year ... Let's Help Make a Historic Conference," AEJMC Advertising Division *AdNews*.
7. **Li, Fengru and Hong Cheng** (2009), "Brand Naming in China's Globalized Economy: Summarizing Power of Key Symbols," *International Advertising* (in Chinese) [Beijing].
8. **Cheng, Hong** (2008), "A Great Conference in Chicago; an Exciting Year Ahead," AEJMC Advertising Division *AdNews*.
9. **Cheng, Hong** (2008), "Looking Back at the 'Chip Auction' and Looking Forward to Our Panels," AEJMC Advertising Division *AdNews*.
10. **Cheng, Hong and Jun Qiao** (2008), "Collaborations between Advertising Associations and Advertising Education in the United States," *China Advertising* (in Chinese) [Shanghai].
11. **Qiao, Jun and Hong Cheng** (2007), "An Overview of Advertising Education in the United States: The Past and the Present," *China Advertising* (in Chinese) [Shanghai].
12. **Cheng, Hong and Sandhya Rao** (2006), "Forty Years at a Glimpse: A Brief History of ICD's Growth" (an updated version of the 2000 article; posted on AEJMC International Communication Division's Web site).
13. **Cheng, Hong and Kara Chan** (2005), "Asia-Pacific Advertising Catches Attention; Scholars from 14 Countries Gathered in Hong Kong for a Conference," *International Advertising* (in Chinese) [Beijing].
14. **Cheng, Hong, Kara Chan, and Robert L. King** (2005), "Third Asia-Pacific Conference a Success," *AAA Newsletter*.
15. **Chan, Kara and Hong Cheng** (2003), "Chinese Public Service Advertising: New Methods for Promoting Social Values," *Journalism & Communication Research* (in Chinese) [Beijing], 10 (4).

16. **Chan**, Kara and Hong **Cheng** (2000), "One Country, Two Systems: Cultural Values in Chinese and Hong Kong Advertising," *Media Digest* (in Chinese) [Hong Kong] 8 (5).
17. **Cheng**, Hong and Sandhya **Rao** (2000), "Thirty-five Years at a Glimpse: A Brief History of ICD's Growth," *International Communication Bulletin: A Publication of the International Communication Division of AEJMC*, 35 (1-2).
18. **Cheng**, Hong (1997), "Can We Report on the Real China? Enormous Social Change Sweeping Asian Giant Largely Ignored by Media as They Focus on Conflict," *Quill*² [Greencastle, IN], 85 (10).
19. **Cheng**, Hong (1997) (reprint of *Quill* article), "China: A Challenge to Media," *Grassroots Editor*³ [Brookings, SD], 38 (4).
20. **Cheng**, Hong (1990), "On the Problems of Reporting China to the Outside World," *International Reporting* (in Chinese) [Beijing], 5 (3).
21. **Cheng**, Hong (1988), "Fuzzy Terms in English News Reporting," *Journal of Foreign Languages* [Shanghai], 29 (5).
22. **Cheng**, Hong (1987), "On English Synonyms" (a series of articles), *English Teaching* [Shanghai].

Book Reviews

1. **Cheng**, Hong (2008), *Communicating with the Multicultural Consumer: Theoretical and Practical Perspectives* (written by Barbara Mueller and published by Peter Lang Publishing Group), *Journalism and Mass Communication Quarterly*, 85 (2).
2. **Cheng**, Hong (2006), *Advertising and Hong Kong Society* (written by Kara Chan and published by The Chinese University Press, Hong Kong), *Journal of Communication*, 56 (2).
3. **Cheng**, Hong (2005), *Advertising to Children in China* (written by Kara Chan and published by The Chinese University Press, Hong Kong), *Journalism and Mass Communication Quarterly*, 82 (4).
4. **Cheng**, Hong (2004), *Advertising and Societies: Global Issues* (written by Katherine T. Frith and Barbara Mueller and published by Peter Lang Publishing, Inc.), *Journalism and Mass Communication Quarterly*, 81 (1).
5. **Cheng**, Hong (2003), *Handbook of the Media in Asia* (edited by Shelton A. Gunaratne and published by Sage Publications), *Journalism and Mass Communication Quarterly*, 80 (1).
6. **Cheng**, Hong (2002), *Chinese Perspectives in Rhetoric and Communication* (edited by D. Ray Heisey and published by Ablex Publishing Corporation) and *Foreign Advertising in*

² *Quill* is the official publication of the Society of Professional Journalists.

³ *Grassroots Editor* is the official publication of the International Society of Weekly Newspaper Editors.

- China: Becoming Global, Becoming Local* (written by Jian Wang and published by Iowa State University Press), *Journal of Communication*, 52 (2).
7. **Cheng, Hong** (2002), *Global Communication* (edited by Yahya R. Kamalipour and published by Wadsworth), *Journalism and Mass Communication Quarterly*, 79 (1).
 8. **Cheng, Hong** (2002), *Foreign Advertising in China: Becoming Global, Becoming Local* (written by Jian Wang and published by Iowa State University Press), *The Review of Communication*, 2 (1).

CONFERENCE PRESENTATIONS

1. **Cheng, Hong** (2022), "Walk the Walk: Keep Diversity Alive in Academic Programs," accepted for presentation at "Diversity, Equity, and Inclusion in Action: Advertising Research, Teaching, and Practice," a full-day preconference during the American Academy of Advertising annual conference, St. Petersburg, FL, March 24-27.
2. **Cheng, Hong** (2021), "Mentorship for Diversity, Equity, and Inclusion (DEI) in Career Development," a panel I coordinated and moderated for the Association for Education in Journalism and Mass Communication virtual conference, August 4-7.
3. **Cheng, Hong** (2021), "Opportunities and Challenges of Moving into Administration," a presentation I gave at a panel, "Mid-career: Opportunities and Challenges," I coordinated for the Association for Education in Journalism and Mass Communication virtual conference, August 4-7.
4. **Cheng, Hong** (2020), "Microtargeting: AI-generated Controversies during the 2020 U.S. Presidential Campaigns," a keynote speech delivered at the 3rd Annual International Conference on Intelligence Science and Advertising Development, Shanghai International Studies University, Shanghai, China, November 6-9.
5. **Cheng, Hong** (2020), "AEJMC Presidential Diversity and Inclusion Career Development Fellowship Session for Graduate Students," co-organizer and panelist during the Association for Education in Journalism and Mass Communication virtual conference, August 6-9.
6. **Cheng, Hong** (2020), "The Future of Advertising Education and a Market-Based Curriculum," an invited panel at the Sandage Symposium: Shaping the Future of Advertising held by the Charles H. Sandage Department of Advertising, University of Illinois, in Chicago, IL, February 27-28.
7. **Cheng, Hong** (2019), "Toward Trustworthy AI Advertising: Some Ethical and Legal Considerations," a keynote speech delivered at the 2nd International Conference on Intelligence Science and Advertising Development, Shanghai International Studies University, Shanghai, China, November 22-24.
8. **Lin, Shengdong, Hong Cheng, and Zhiyun Zhang** (2019), "Fear Appeals to Be Conveyed in Antismoking Campaigns to Chinese Adolescents: Endangers Self or Others? What Kind

- of Others?”, an invited paper presented at the Communication and Media Conference, Ewha Womans* University, Seoul, South Korea, November 7-9.
9. **Cheng, Hong** (2019), “Bridging the Gap between Class and ‘Real-World’ Experiences: Loyola SOC’s Endeavors in Chicago,” an invited presentation at the International Forum on “Transformation and Innovation: Toward a Community of Journalism and Communication Educators in the Era of Media Convergence,” Fudan University, Shanghai, China, November 1-3.
 10. **Cheng, Hong** (2019), “Campus Life,” an invited panel at the “Foreign Influences on U.S. Colleges and Universities: Transparency, Integrity, and Reciprocity” Summit, Loyola University Chicago, Chicago, IL, September 16.
 11. **Cheng, Hong** (2019), “AEJMC Presidential Task Force on Careers: Final Report and Recommendations for Actions,” moderator for a panel during the Association for Education in Journalism and Mass Communication annual convention, Toronto, Canada, August 7-10.
 12. **Cheng, Hong** (2019), “Public Service Advertising Research: Status, Trends, and Directions,” a presentation at a refereed panel, “Latest Studies on Public Service Advertising: Executions and Effectiveness,” at the American Academy of Advertising Global Conference, Beijing, China, July 12-15.
 13. **Cheng, Hong** (2019), “Advancing Advertising Research in China: Current Status, Future Directions, and International Perspectives,” moderator and discussant of a refereed panel at the American Academy of Advertising Global Conference, Beijing, China, July 12-15.
 14. **Cheng, Hong** (2018), “Teaching Diversity to Mass Communications Students during the Trump Era,” a panel session at which I was invited to present during the Association for Education in Journalism and Mass Communication annual convention, Washington, DC, August 6-9.
 15. **Cheng, Hong** (2018), “Nation Branding: Building China’s Image in the Global Village Strategically,” a keynote speech delivered at the Second Annual China’s Image and Global Communication Forum at Shanghai International Studies University, Shanghai, China, June 23-24.
 16. **Feng, Charles, Tuting Zhang, Qiuyu Hu, and Hong Cheng** (2017), “Factors Affecting the Performance of China’s Advertising Agencies: A Time Series Cross-Sectional Analysis,” a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Chicago, IL.
 17. **Cheng, Hong** (2016), “Toward Transformative Education: Experiential Learning, Service Learning, and Community Engagement Involving Media Technology,” an invited presentation at “Discover, Restructure and Share: The Talent Training Model of Journalism and Communication in a Connected Era” international forum, School of Journalism, Fudan University, Shanghai, China.

* “Womans” is used intentionally by the university in its name due to the university’s unique history.

18. **Cheng, Hong** (2016), "Innovate, Integrate, and Engage: State of the Media in Our Digital Age," a plenary session at which I was invited to present during the Association for Education in Journalism and Mass Communication annual convention, Minneapolis, MN.
19. **Zeng, Xiuqin, Shanshan Lou, and Hong Cheng** (2016), "The Third-person Effect of Offensive Advertisements: An Examination in the Chinese Cultural Context," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Minneapolis, MN.
20. **Xie, Quan and Hong Cheng** (2016), "Facebook Brand Communities: A Qualitative and Quantitative Study on U.S. College Students' Motivation for Participation," a refereed paper presented at the International Communication Association annual conference, Fukuoka, Japan.
21. **Cheng, Hong** (2015), "Diversity in the Classroom: Concepts, Practice, and Conversation," a panel session I organized and moderated at the Association for Education in Journalism and Mass Communication annual convention, San Francisco, CA.
22. **Cheng, Hong** (2014), "Strategies, Achievements, and Reflections: Showcasing the AEJMC Equity and Diversity Award Recipients," a panel session I organized and moderated at the Association for Education in Journalism and Mass Communication annual convention, Montreal, Canada.
23. **Lou, Shanshan and Hong Cheng** (2014), "The Effectiveness of Cross-media Advertising in Simultaneous Media Use: Combining TV and Web Advertisements," a referred paper presented at the Association for Education in Journalism and Mass Communication annual convention, Montreal, Canada.
24. **Cheng, Hong, Hiroyasu Saito, and Keiko Yanagiya** (2013), "Disaster Mitigation and Ad Likeability: Japanese Public's Attitudes Toward Post-March 11 PSAs," a referred paper presented at the American Academy of Advertising annual conference, Albuquerque, New Mexico.
25. **Cheng, Hong** (2012), "Development Advertising: A Brief Report and Some Thoughts on Further Conceptualization," an invited presentation given at the Development Advertising Forum, Peking University, China.
26. **Cheng, Hong** (2012), "Social Marketing via Social Media: Opportunities, Challenges, and Research," an invited presentation given at Beijing Forum 2012, China.
27. **Cheng, Hong, Chen, Gang, Yao, Xi, and Chu, Guangzhi** (2012), "Development Advertising: A New Theory in the Making in China," a refereed paper presented at the Twelfth Global Fusion Conference, Athens, OH.
28. **Kim, Kwangmi Ko, Ping Shaw, and Hong Cheng** (2012), "Global Public Health Concerns and McDonald's TV Commercials: A Longitudinal Analysis of the Fast Food Giant's Strategies in Korea," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Chicago, IL.
29. **Chen, Lou, Hong Cheng, and Carson Wagner** (2011), "News Framing of the 1984 Bhopal Gas Leak in India and the 2010 BP Oil Spill in the Gulf of Mexico: A Content

- Analysis of *The New York Times* and *The Washington Post* Coverage," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, St. Louis, MO.
30. **Cheng**, Hong (2011), discussant for "International Communication Research," a refereed paper session organized by the Association for Education in Journalism and Mass Communication annual convention, St. Louis, MO.
 31. **Kim**, Kwangmi K., Ping **Shaw**, and Hong **Cheng** (2011), "Not Global Anymore? A Longitudinal and Cross-cultural Analysis of McDonald's Commercials in Korea and Taiwan," a refereed paper presented at the Sixth American Academy of Advertising Asia-Pacific Conference, Brisbane, Australia.
 32. **Shaw**, Ping, Yue **Tan**, Kwangmi K. **Kim**, and Hong **Cheng** (2011), "The Construction of Masculinity: A Cross-Cultural Analysis of Men's Lifestyle Magazine Advertisements [in South Korea, Taiwan, and the United States]," a refereed paper presented at the 10th International Conference on Research in Advertising, Berlin, Germany.
 33. **Wang**, Xiaoduo and Hong **Cheng** (2011), "Children's Prime-time Food Commercials in China: A Content Analysis of National and Provincial TV Channels," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, St. Louis, MO.
 34. **Cheng**, Hong (2011), "The State of Social Marketing Research: A Critical Analysis of the Articles Published in *Social Marketing Quarterly*, 1996-2010," a refereed paper presented at the Second World Non-profit and Social Marketing Conference, Dublin, Ireland.
 35. **Cheng**, Hong (2010), "Social Marketing: Its Development, Current State, and Future," an invited presentation at the First Academic Symposium of the Chinese Advertising Education Committee of the Chinese Association of Higher Education, Nanjing, China.
 36. **Cheng**, Hong, Nancy **Lee**, and Philip **Kotler** (2010), "Social Marketing for Public Health: Global Trends and Success Stories," a breakout session that I organized and presented on at the 20th Anniversary Social Marketing in Public Health Conference, Clearwater, Florida.
 37. **Cheng**, Hong, Nancy **Lee**, and Philip **Kotler** (2010), "Social Marketing for Public Health: Global Trends and Success Stories," a breakout session that I organized and presented at during the 20th Anniversary Social Marketing in Public Health Conference, Clearwater, Florida.
 38. **Cheng**, Hong (2009), "One Quarter of a Century after *Madison Avenue in Asia*: A Re-examination of Transnational Advertising Agencies' Roles in China in the Age of Globalization," presentation for an International Communication Division research panel at the Association for Education in Journalism and Mass Communication annual convention, Boston, MA.
 39. **Cheng**, Hong (2009), "Presenting China in the Classroom: Resources," presentation for an International Communication Division preconference workshop at the Association for Education in Journalism and Mass Communication annual convention, Boston, MA.

40. **Cheng, Hong** (2009), "Doing Advertising-related Research in China: Lessons Learned in the Past 15 Years," presentation for an International Communication Division preconference workshop at the Association for Education in Journalism and Mass Communication annual convention, Boston, MA.
41. **Ma, Xiaofang** and **Hong Cheng** (2009), "Extra-Media Influences on the Issue-Attention Cycle: A Content Analysis of Global Warming Coverage in the *People's Daily* and *The New York Times*, 1998-2007," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Boston, MA.
42. **Chan, Kara** and **Hong Cheng** (2009), "Materialism and Consumer Socialization: A Semiotic Analysis of Personal Loan Advertisements," a refereed paper presented at the 2009 Media and Healthy Development in Adolescence Conference, Hong Kong.
43. **Cheng, Hong** (2009), "Research on Advertising in China: Subjects, Findings, and Trends in the English-speaking World," a special topics session I proposed, presided over, and presented on at the Fifth American Academy of Advertising Asia-Pacific Conference, Beijing, China.
44. **Cheng, Hong, Barbara Mueller, Sandra Diehl, Tim Wulfemeyer, Ralf Terlutter, and James Rada** (2009), "Children's Food Television Commercials in China, Germany, and the United States: Content, Images, and Targets," a refereed paper presented at the Fifth American Academy of Advertising Asia-Pacific Conference, Beijing, China.
45. **Li, Fengru** and **Hong Cheng** (2009), "Brand Naming in China's Globalized Economy: The Power of Summary and Elaboration," a refereed paper presented at the Fifth American Academy of Advertising Asia-Pacific Conference, Beijing, China.
46. **Lovejoy, Jennette, Daniel Riffe, and Hong Cheng** (2009), "Issue Knowledge and Campaign Interest in 'Battleground Ohio': Did the Media—and Political Advertising—Matter?" a refereed paper presented at the 2009 International Communication Association annual conference, Chicago, IL.
47. **Cheng, Hong** and **Ping Shaw** (2008), "Truth Told Online: Consumer Insights into Automobile Lovemarks," a refereed paper presented at the European Advertising Academy's Seventh International Conference on Research in Advertising, Antwerp, Belgium.
48. **Lovejoy, Jennette, Hong Cheng, and Daniel Riffe** (2008), "Voters' Attention, Perceived Effects, and Voting Preferences: Negative Political Advertising in the 2006 Ohio Governor's Election," a referred paper presented at the Association for Education in Journalism and Mass Communication annual convention, Chicago, IL.
49. **Zhang, Jingjing** and **Hong Cheng** (2008), "Distorted Mirrors" in Cyberspace: Cultural Values Reflected in Internet Automobile Advertisements in China," a refereed paper presented at the Eighth Global Fusion Conference, Athens, OH.
50. **Cheng, Hong** (2007), "Social Marketing and Health Communication in Asia: Themes, Strategies, and Trends," a special topics session I proposed, chaired, and presented on at the American Academy of Advertising's Fourth Asia-Pacific Conference, Seoul, South Korea.

51. **Cheng**, Hong and Kara **Chan** (2007), "Public Service Advertising in China: Case Studies," a completed paper presented at the Association of Chinese Professors of Humanities and Social Sciences in the United States' 13th International Conference, Athens, OH.
52. **Cheng**, Hong, Barbara **Mueller**, K. Tim **Wulfemeyer**, and James **Rada** (2007), "Content of Food Advertisements on Children's Television Programs in China and the United States: A Cross-cultural Comparison," a refereed paper presented at the American Academy of Advertising's Fourth Asia-Pacific Conference, Seoul, South Korea.
53. **Lei**, Linghao, Anne **Cooper-Chen**, and Hong **Cheng** (2007), "Advertising Portrayals of the Elderly in Chinese and U.S. Elder-audience Magazines: Culture, Visibility, Valence," a refereed paper presented at the Ohio Communication Association Conference, Youngstown, OH.
54. **Liu**, Fang, Hong **Cheng**, and Jianyao **Li** (2007), "Consumer Responses to Sex Appeal Advertising: A Study of Australia, China, and the United States," a referred paper presented at the American Academy of Advertising annual conference, Burlington, VT.
55. **Mueller**, Barbara, Hong **Cheng**, K. Tim **Wulfemeyer**, and James **Rada** (2007), "Marketing Food to Kids in China and the U.S.: The Influence of Culture on Advertising Content," a refereed paper presented at the European Advertising Academy's Sixth International Conference on Research in Advertising, Lisbon, Portugal.
56. **Cheng**, Hong (2006), "Advertising in Post-WTO China: Growth, Opportunities, and Challenges," a completed project presented at the Association for Education in Journalism and Mass Communication annual convention, San Francisco, CA.
57. **Cheng**, Hong (2006), "Image vs. Innovation: Quests for Effective Branding Strategies," a completed project presented at the International Forum on Industrial Brand Communication, Nanjing, China.
58. **Cheng**, Hong and Padmini **Patwardhan** (2006), "One Region, Two Worlds? Comparing Cultural Values in Chinese and Indian Television Commercials," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, San Francisco, CA.
59. **Thomas**, Tiffany, Hong **Cheng**, and Anne **Cooper-Chen** (2006), "Hispanics, Blacks, and Asian Americans in *Time* Magazine Advertisements," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, San Francisco, CA.
60. **Varma**, Tulika M., Hong **Cheng**, and Jan **Slater** (2006), "Corporate Branding on the Web: A Content Analysis of Stakeholder Communication by U.S. and Japanese Global Companies," a refereed paper presented at the American Academy of Advertising annual conference, Reno, NV.
61. **Cheng**, Hong and Daniel **Riffe** (2005), "Attention, Perception, and Perceived Effects: Negative Political Advertising in a Battleground State of the 2004 Presidential Election," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, San Antonio, TX.

62. **Cheng**, Hong and Guofang **Wan** (2005), "Holding Up Half of the 'Ground'? Gender Portrayals in Subway Advertisements in China," a refereed paper presented at the American Academy of Advertising annual conference, Houston, TX.
63. **Riffe**, Daniel and Hong **Cheng** (2005), "Third- and First-person Effects: Independently Sponsored Negative Political Advertising in the 2004 Presidential Election," a completed paper presented at the Midwest Association for Public Opinion Research annual conference, Chicago, IL.
64. **Kim**, Kwangmi Ko and Hong **Cheng** (2004), "TNAAs' Managerial Structures: A Comparison of China and Korea," a refereed paper presented at the Global Media Studies Conference, Seattle, WA.
65. **Cheng**, Hong (2004), "4As, 3AF, and 3As: Responses of the Ad Industry and Ad Education to the Fast-growing Asian-American Market," a special topics session I organized and presented on at the American Academy of Advertising annual conference, Barton Rouge, LA.
66. **Cheng**, Hong (2003), "Videoconferencing: Trans-Atlantic Dialogues Between Bradley and HIT Students," a completed project presented at a teaching panel, "Building Bridges: Using Technology to Enhance Reflexivity and Global Collaboration," at the Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO.
67. **Cheng**, Hong (2003), "*Advertising Law* Implementation in China: A Six-'Tions' Analysis of Illegal Cases," a refereed paper presented at the American Academy of Advertising's Second Asia-Pacific Conference, Kisarazu, Chiba, Japan.
68. **Frith**, Katherine T., Hong **Cheng**, and Ping **Shaw** (2003), "Multi-races and Gender: The Construction of Beauty in Women's Magazines in Singapore," a completed paper presented at a research panel, "The Construction of Beauty Across Cultures: A Visual Analysis of Advertisements in Women's Magazines," at the International Communication Association annual conference, San Diego, CA.
69. **Chan**, Kara and Hong **Cheng** (2001), "Chinese Public Service Advertising: A New Tool for Promoting Sociocultural Values," [in Chinese] a refereed paper presented at the Chinese Communication Association annual conference, Hong Kong.
70. **Cheng**, Hong (2001), "Internet Access Outside the United States: Legal and Public Policy Initiatives and Issues," a research panel that I organized and presented on for the Association for Education in Journalism and Mass Communication annual convention, Washington, DC.
71. **Cheng**, Hong (2001), "Media Coverage of Advertising in China: From Government Agenda to Audience Agenda," a completed project presented on a research panel, "Media Coverage of Advertising Topics in the Asian World: Examining Content and Considering Effects," at the American Academy of Advertising Asia-Pacific Conference, Kisarazu, Chiba, Japan.

72. **Cheng**, Hong and Kara **Chan** (2001), "Public Service Advertising in China: Social Marketing in the Making," a refereed paper presented at the American Academy of Advertising Asia-Pacific Conference, Kisarazu, Chiba, Japan.
73. **Chan**, Kara and Hong **Cheng** (2000), "One Country, Two Systems: Cultural Values Reflected in Chinese and Hong Kong Television Commercials," a refereed paper presented at the American Academy of Advertising annual conference, Newport, RI.
74. **Cheng**, Hong and Sandhya **Rao** (2000), "Thirty-five Years at a Glimpse: A Brief History of ICD," a completed project presented at the Association for Education in Journalism and Mass Communication annual convention, Phoenix, AZ.
75. **Cheng**, Hong and Guofang **Wan** (2000), "Between Cultural and Social Identities: A Discourse Analysis of Web Diaries on Hong Kong's Handover," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Phoenix, AZ.
76. **Cheng**, Hong and Guofang **Wan** (2000), "Heart and Soul Searches for Identities on the Web: The Case of Hong Kong's Handover," a completed paper presented at the International Media 2000 Conference, Ohio University, Athens, OH.
77. **Cheng**, Hong (1999), "We Are the World: Problems Faced and Contributions Made by International Students and Foreign-Born Faculty," a panel session at which I was invited to present during the Association for Education in Journalism and Mass Communication annual convention, New Orleans, LA.
78. **Cheng**, Hong (1999), discussant for "International News Coverage," a refereed paper session organized by the Association for Education in Journalism and Mass Communication annual convention, New Orleans, LA.
79. **Cheng**, Hong (1999), "A Showcase of a New Global News Medium: Hong Kong's Handover on the World Wide Web," a refereed paper presented at the International Communication Association annual conference, San Francisco, CA.
80. **Cheng**, Hong (1998), "Dependency Theory Revisited: Western Influences on Advertising in China," a completed paper presented at the National Communication Association annual convention, New York City, NY.
81. **Cheng**, Hong (1997), "Sociocultural Influences on Advertising Seen from Gender Role Portrayals: A Content Analysis of Chinese and U.S. Television Commercials from 1996," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Chicago, IL.
82. **Cheng**, Hong (1996), "A Distorted Mirror and Melting Pot: Mapping the Cultural Values Manifest in Chinese Advertising," a completed paper presented at the American Academy of Advertising annual conference, Vancouver, BC, Canada.
83. **Cheng**, Hong (1996), "Toward an Understanding of Cultural Values Manifest in Advertising: A Content Analysis of Chinese Television Commercials from 1990 and 1995," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Anaheim, CA.

84. **Cheng**, Hong and John C. **Schweitzer** (1995), "Cultural Values Reflected in Chinese and U.S. Television Commercials: A Content Analysis," a refereed paper presented at the International Communication Association annual conference, Albuquerque, NM.
85. **Cheng**, Hong (1993), "The *New York Times*' and the *Washington Post*'s Coverage of the Tiananmen Incident and the U.S. China Policy: A Comparative Study," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO.
86. **Cheng**, Hong (1993), "Reflections of Cultural Values: A Content Analysis of Chinese Magazine Ads from 1982 and 1992," a refereed paper presented at the Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO.

MAJOR INVITED SPEECHES / LECTURES / TALKS

1. **Cheng**, Hong (2019), "AI and Brand Management," a guest lecture delivered to Advertising and Brand Management class at Ewha Womans* University, Seoul, South Korea, November 6.
2. **Cheng**, Hong (January 2015, January 2016, January 2017, February 2018, February 2019), "Asians and Asian Americans in U.S. Media: Historical and Stereotypical Portrayals," a talk given to MASC 474 Diversity in the Media class at Virginia Commonwealth University.
3. **Cheng**, Hong (2017), "Visual Rhetoric: Application and Research in Advertising," a public presentation at North Minzu University, Yinchuan, Ningxia Hui Autonomous Region, China.
4. **Cheng**, Hong (2015), "Social Marketing: Its Development, Trends, and Application," a public presentation at the Media Leaders Workshop at Jinan University, Guangzhou, Guangdong Province, China.
5. **Cheng**, Hong (2015), "Chinese Higher Education Market: Trends and Opportunities," a talk given at the China Initiative Luncheon and Faculty Panel Discussion at Virginia Commonwealth University.
6. **Cheng**, Hong (2014), "Advertising Industry and Research in China," a talk given to MASC 686 International Journalism class at Virginia Commonwealth University.
7. **Cheng**, Hong (2014), "Cross-cultural Communication: Experience and Tips on Working with International Students," a talk given to The Globe at Virginia Commonwealth University.
8. **Cheng**, Hong (2014), "Disaster Mitigation and Advertising Likeability: Japanese Public's Attitudes Toward Post-March 11 PSAs," a Cornis-Pope Lecture sponsored by Media, Art and Text Ph.D. Program at Virginia Commonwealth University.

* "Womans" is used intentionally by the university in its name due to the university's unique history.

9. **Cheng, Hong** (2014), "International Advertising Research: Trends, Traps, and Tips," a Skype talk given to the Study of the U.S. Institute (SUSI) on Journalism and Media program at Ohio University.
10. **Cheng, Hong** (2012), Invited talks and presentations on advertising research and education given at more than 10 universities in China.
11. **Cheng, Hong** (2011), "Public's Awareness and Perception of Post March 11 PSAs: A Study in Japan," a public presentation given on Hong Kong Baptist University campus.
12. **Cheng, Hong** (2011), "My Experience in Japan: April 17-June 27, 2011," a talk given in the E. W. Scripps School of Journalism.
13. **Cheng, Hong** (2011), Multiple talks given at the DI (Discovering Internationalism) Table, a weekly activity organized by the Center for International Programs at Chubu University, Japan.
14. **Cheng, Hong** (2011), "Social Marketing: Its Development, Trends, and Application," a public presentation on Chubu University campus, Japan.
15. **Cheng, Hong** (2011), "The Development and State of Social Marketing in the International Arena: An Advertising Researcher's Reflections," a presentation given in the School of Journalism and Communication at Xiamen University, China.
16. **Cheng, Hong** (2007), "Diversity in the Media," a panelist for a U.S. State Department-sponsored workshop for Indonesian Broadcast Journalists, Ohio University.
17. **Cheng, Hong** (2007), "Lovemarks: A Branding Revolution in the Making," a lecture given at the College of Management, National Sun Yat-sen University; the School of Mass Communication, Shih Shin University; and the College of Business, National Chengchi University, Taiwan.
18. **Cheng, Hong** (2007), "MRI and Mintel: Consumer, Media, and Market Research Tools for the NSAC," a talk given to the Ohio University Advertising Association (OUAA).
19. **Cheng, Hong** (2005), "Ups and Downs: Advertising in China," for Ohio University *Phi Gamma Nu*.
20. **Cheng, Hong** (2005), "Ups and Downs of Advertising: A Glimpse of Sociocultural Changes in China," a presentation given to Saatchi & Saatchi New York.
21. **Cheng, Hong** (2005), "Ups and Downs of Advertising: A Glimpse of Sociocultural Changes in China," a presentation given to Conill Advertising, New York.
22. **Cheng, Hong** (2004), "International Advertising: Snapshots from Asia," a talk given to the Ohio University Advertising Association (OUAA).
23. **Cheng, Hong** (2004), "Ups and Downs: Advertising in China," a talk given to the Ohio University Chinese Student Language Association (CSLA).
24. **Cheng, Hong** (2003), "Stereotypes in Advertising: A Comparison of China and the United States," a talk given to Leo Burnett Singapore.

25. **Cheng, Hong** (2002), "Advertising in China: Development, Challenges, and Issues," a talk given to Starcom Media Worldwide (Singapore).
26. **Cheng, Hong** (2001), "International and Intercultural Communication: Implications for a Global Company," a talk given to Caterpillar Inc.'s corporate public affairs staff, Peoria, IL.
27. **Cheng, Hong** (2000), "Balance Teaching, Research, and Service: Tips for the New Faculty," a talk given at a forum organized by Bradley University's Teaching Excellence and Faculty Development Office, Peoria, IL.
28. **Cheng, Hong** (1997), "Audience Change and News Content: An Observation from Both Sides of the Ocean," a speech addressed to a group of 60 "leading journalism decision-makers" at a roundtable on "Content: New News for New Audiences," part of the "New Models for New Media ... in a world with no boundaries" series organized by the New Directions for News and underwritten by the McCormick Tribune Foundation's Future of Journalism Initiative, Minneapolis, MN.

SERVICE

For the School of Communication at LUC

Chair (ex officio), Leadership Team, July 2019 to present.

Coordinator (ex officio), Advisory Board, July 2019 to present.

Member, Branding Task Force, October 2019 to present.

For the University at LUC

Member (ex officio), Council of Deans, July 2019 to present.

Member (ex officio), Board of Undergraduate Studies (BUS), September 2019 to present.

Member (ex officio), Graduate Studies Coordinating Board (GSCB), September 2019 to present.

Alternate (ex officio), Academic Technology Committee (ATC), August 2021 to present.

For the Richard T. Robertson School of Media and Culture at VCU

Chair (ex officio), Administrative Team, July 2013 to June 2019.

Co-chair, Robertson School Strategic Plan Task Force, September 2015 – May 2016.

Coordinator (ex officio), Robertson School Advisory Board, Fall 2013 to Spring 2019.

Member, Selection Committee, Virginia Communications Hall of Fame, Fall 2013 – Spring 2016.

Member, Steering Committee, Virginia Communications Hall of Fame, Fall 2013 – Spring 2016.

For the University at VCU

Co-author and co-coordinator, “VCU China Initiative: Status, Trends, and Strategies,” a report completed for VCU leadership team, August - October 2018.

Co-chair, China Plan Implementation Team, VCU, September 2014 to June 2019.

Member, Chairs and Directors Leadership Committee, VCU, Fall 2018 to Spring 2019.
Member, Presidential and Provost's Delegation to American University in Vietnam, VCU, March 2018.

Member, University Marketing Advisory Board, VCU, Spring & Fall 2016.

Member, Deans' Delegation to China, VCU, June 2015.

Member, Fudan University Support Team, Fall 2013 to Spring 2019.

Member, Provost's Global Advisory Network, VCU, September 2014 to June 2019.

Member, Presidential Delegation to China, VCU, June 2014.

Member, East Asia Strategy Team, VCU, Fall 2013 to June 2019.

Member, Great Place Initiative (GPI) Recognition Sub-Committee, VCU, Fall 2013 – Spring 2014.

Member, Strategic Partner Support Team, VCU, Fall 2013 to June 2019.

For the E. W. Scripps School of Journalism at Ohio

Chair, Assessment Committee, Fall Quarter 2006 to Winter Quarter 2011.

Interim Chair, Graduate/Research Committee, spring semester 2013.

Interim Chair, Promotion and Tenure Committee, spring semester 2013.

Co-adviser, Ohio University Advertising Association, Fall Quarter 2007 to Winter Quarter 2011. (The ad club won the first place in District 5 and the first place in national finals in AAF 2008 National Student Advertising Competition. It repeated the first place in District 5 in 2009 and 2010.)

Member, Promotion and Tenure Policy Review *Ad Hoc* Committee, Spring Quarter 2008.

Member, Advertising and Public Relations Faculty Search Committee, Fall Quarter 2005 to Winter Quarter 2006; Fall Quarter 2006 to Spring Quarter 2007.

Member, Assessment Committee, Fall Quarter 2004 to Spring Quarter 2005; Fall Quarter, 2010; Fall Semester 2012 to Spring Semester 2013.

Member, Broadcast Faculty Search Committee, Fall Quarter 2007.

Member, International Committee, Winter Quarter 2011 to Spring Semester 2013.

Member, Undergraduate Curriculum Committee, Fall Quarter 2005 to Spring 2006.

Member, Graduate/Research Committee, Fall Quarter 2005 to Fall Quarter 2010; Fall Semester 2012 to Spring Semester 2013.

Member, Scripps Howard Visiting Professional Search Committee, Fall Quarter 2004 to Spring Quarter 2005.

For the Scripps College of Communication at Ohio

Chair, *Ad Hoc* Committee (for a Five-year Review of the Scripps Survey Research Center), Winter Quarter 2008; Spring Semester 2013.

Member, Faculty Working Group for GERB Grant Proposal, Fall Quarter 2006 to Spring Quarter 2007.

Member, *Ad Hoc* Diversity Committee (for *Vision Ohio*), Spring Quarter 2005.

Member, *Ad Hoc* Research Committee (for *Vision Ohio*), Spring Quarter 2005.

For the University at Ohio

Affiliate Core Faculty Member, East Asian Studies, Center for International Studies, Spring Quarter 2007 to Spring Semester 2013.

Affiliate Core Faculty Member, International Development Studies, Center for International Studies, Fall Quarter 2006 to Spring Semester 2013.

Affiliate Core Faculty Member, Southeast Asian Studies, Center for International Studies, Fall Quarter 2004 to Spring Semester 2013.

Member, Vision Ohio Steering Committee, Winter Quarter 2008 to Spring Quarter 2010.

For the Department of Communication at Bradley

Adviser, Bradley Chapter, Society of Professional Journalists, Fall 1996-Spring 2002 (The Chapter won the second place in a national Network@SPJ Member-Get-A-Member contest in 1997).

Bradley Coordinator, Illinois Broadcasters Association Minority Internship Program, Fall 1995 to Spring 2002.

Chair, Department Advertising Search Committee, Fall 1997 to Spring 1998.

Chair, Department Award/Scholarship Committee, Fall 2000 to Spring 2002.

Director, Bradley University/Dow Jones Newspaper Fund/[Peoria] *Journal Star*-sponsored Rainbow 2000 Journalism Workshop for high school minority students, June 18-27, 2000.

Instructor, U.S. Department of State-sponsored TV workshop for journalists from 12 Eastern and Central European countries, Summer 2015.

Member, Department *Ad Hoc* Freedom Forum Journalist-in-Residence Search Committee, Fall 1997 to Spring 1998.

Member, Department *Ad Hoc* Fulbright Scholar-in-Residence Search Committee, Fall 1998 to Spring 1999.

Member, Department Award/Scholarship Committee, Fall 1999 to Spring 2000.

Member, Department Chairperson Search Committee, Fall 1998 to Spring 2000.

Member, Department Curriculum Committee, Fall 1996 to Spring 2002; Fall 2003 to Spring 2004.

Member, Department David Horowitz Scholarship Committee, Fall 1995 to Spring 1999.

Member, Department Journalism Search Committee, 1995 to 1997.

Member, Department Personnel Committee, Spring 2001 to Spring 2002; Fall 2003 to Spring 2004.

Member, Department Robison Lecturer Committee, Fall 1996 to Spring 2002.

Test Monitor, Dow Jones Newspaper Fund Editing Intern Programs, Fall 1997 to Spring 2002.

For the Slane College of Communications and Fine Arts at Bradley

Member, CFA Dean Search Committee, Fall 1995 to Spring 1996.

Member, CFA International Programs Committee, Fall 1995 to Spring 2002; Fall 2003 to Spring 2004.

For the University at Bradley

Member, [University] Connectivity Subcommittee of NCA Accreditation Committee, Spring-Fall 1999.

Member, University Diversity Committee, Fall 2001 to Spring 2002; Fall 2003 to Spring 2004.

Member, University International Programs Advisory Committee, Spring 2000 to Spring 2002; Fall 2003 to Spring 2004.

Member, University Pacific Rim Task Force, Fall 1995 to Spring 2002; Fall 2003 to Spring 2004.

Member, University Research Excellence Committee, Fall 1999 to Spring 2002; Fall 2003 to Spring 2004.

Member, University Senate, Spring 2001 to Spring 2002.

Member, University Teaching Excellence Committee, Fall 1998.

Member, WCBU Radio News Reporter/Announcer Search Committee, Fall 2000.

For the Peoria, IL Community

Coordinator and Instructor, six annual Bradley-Caterpillar Chinese Management Development Programs, 1997 to 2002.

For the Professional Community

Acting Student Paper Competition Chair, Advertising Division, Association for Education in Journalism and Mass Communication, December 2004 to August 2005.

Book Manuscript Reviewer, *Advertising and Hong Kong Society* by Kara Chan, The Chinese University Press [Hong Kong], 2005; *Connect Technology Product*, which accompanies the text *Advertising* (9th ed.) by Belch, for McGraw Hill; *Mass Communication Theory: Foundations, Ferment, and Future* (3rd ed.) by Stanley J. Baran and Dennis K. Davis, Wadsworth, 2001; *The Complete Communicator*, Wadsworth, 2000; *Modern Media Writing*, Wadsworth, 2000; *Computerization of Work*, Sage Publication, 1999; and *Writing for the Mass Media* (4th ed.) by James Glen Stovall, Allyn and Bacon, 1998.

Book Proposal Reviewer, *Advertising Practice in the Time of COVID-19: An Industry Perspective* to be written by Frauke Hachtmann, for Routledge/Taylor & Frances Group, 2021; *The Content and Copywriting Toolkit: The Complete Guide to Strategic Marketing Copy* to be written by Margo Berman, for Wiley Blackwell, 2021; *The Wiley-Blackwell Handbook of Consumer Psychology* to be edited by Rajan Natarajan and Ron Cohen, for Wiley and Blackwell Publishing, 2012.

Chair, Nominations and Elections Committee, Association for Education in Journalism and Mass Communication, Fall 2019 to present.

Chair, Professional Freedom and Responsibility Standing Committee, Association for Education in Journalism and Mass Communication, Fall 2016 to Summer 2017.

Chair, Equity and Diversity Award Selection Sub-committee, Professional Freedom and Responsibility Standing Committee, Association for Education in Journalism and Mass Communication, Fall 2013 to Summer 2015.

Chair, National Education Executive Committee, American Advertising Federation, Fall 2014 to Summer 2016.

Chair-elect / Vice Chair, National Education Executive Committee, American Advertising Federation, Fall 2012 to Summer 2014.

Co-chair, AEJMC Committee on Careers, May 2020 to present.

Co-chair, AEJMC Presidential Task Force on Careers, May 2018 to August 2019.

Co-chair, Third Asia-Pacific Conference, American Academy of Advertising, Fall 2003 to Summer 2005.

Conference Paper Judge, American Academy of Advertising, Association for Education in Journalism and Mass Communication, International Communication Association, and Chinese Communication Association.

Co-organizer, Louisiana State, Virginia Commonwealth, and Maryland Social at the Association for Education in Journalism and Mass Communication annual convention, Washington DC, August 6-9.

Co-organizer, Louisiana State, Ohio, and Virginia Commonwealth Social at the Association for Education in Journalism and Mass Communication annual convention, Chicago, IL, August 9-12.

External Assessor, Communication Curriculum, Singapore Institute of Management, Fall 2003 to Spring 2004.

External Examiner, "Effects of Attractive Models in Advertising: It Depends on How You Focus on the Self," doctoral dissertation by Fan HU, School of Communication, Hong Kong Baptist University, Semester I, 2011-2012.

External Examiner, "Visual Images in Men's Magazines and the Social and Economic Construction of Masculine Identity in China and Singapore," doctoral dissertation by Michele Khoo Cheng Hoon, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore, Summer 2009.

External Examiner, "The Effect of Institutional Change Towards Modernization on Consumer's Responses to Sex-appeal Advertising," doctoral dissertation by Wing Chi Chow, Department of Marketing, City University of Hong Kong, Fall 2008.

External Examiner, "Creative Strategies and Cultural Values in Thai and Australian Television Commercials: A Comparative Study," doctoral dissertation by N. Vitayakul, School of Media and Communications, The University of New South Wales, Australia, 2000.

External Reviewer, Chair Professor and Head of Department of Media and Communication Search, City University of Hong Kong, October 2015.

External Reviewer, Self-Study of Department of Communication, Slane College of Communications and Fine Arts, Bradley University, Spring 2018.

External Reviewer, Promotion to [Full] Professor dossiers for University of North Texas (2010), Pennsylvania State University (2015), University of Southern Mississippi (2015), Jinan University (China, Distinguished Professorship, 2017), University of Rhode Island (2017), Western Virginia University (2018), Peking University (China, 2020), Southern Illinois University Edwardsville (2020), University of Florida (2020), University of Missouri – Kansas City (2021), Villanova University (2021), and Bradley University (2021).

External Reviewer, Promotion and Tenure dossiers for Ohio University (2001, prior to joining the E. W. Scripps faculty), Missouri State University (2006, 2007), Nanyang Technological University (Singapore, 2004, 2010), Pennsylvania State University (2008), University of Nebraska-Lincoln (2009, 2017), Western Virginia University (2009), Idaho State University (2010, 2011), Oklahoma State University (2010), East Tennessee State University (2011), University of Rhode Island (2011), University of Alabama (2012, 2019), University of Oklahoma (2012), University of South Carolina (2012), Florida International University (2015), Hong Kong Baptist University (2015, 2016), University of West Florida (2016), Miami University (2018), University of Houston (2018), University of Texas Rio Grande Valley (2018), University of North Texas (2019), and Rochester Institute of Technology (2021).

External Reviewer, William R. Payden Award for Faculty Excellence, College of Media, Communication, and Information, University of Colorado Boulder, April 2018.

Founder and Coordinator, *Asian Journal of Communication (AJC)* and *Ecquid Novi (EN)* Best Paper awards, International Communication Division, Association for Education in Journalism and Mass Communication, 2003-2013.

Founder and Coordinator, *International Journal of Advertising (IJA)* Best Research Paper and Best Student Paper awards, Advertising Division, Association for Education in Journalism and Mass Communication, 2009-2014.

Grant Reviewer, Research Grants Council, Hong Kong, 2007 and 2008.

Head, Advertising Division, Association for Education in Journalism and Mass Communication, August 2008 to August 2009.

Head, International Communication Division, Association for Education in Journalism and Mass Communication, August 2002 to August 2003.

Judge, Expert Panel for the 2021 Stronger Democracy Award, Level for Change, "A John D. and Catherine T. MacArthur Foundation Affiliate," Chicago, IL.

Journal Manuscript Reviewer, *Journalism and Mass Communication Quarterly*, *Journal of Advertising*, *International Journal of Advertising*, *Advances in International Marketing*, *Journal of Marketing Communications*, *International Marketing Review*, *Web Journal of Mass Communication Research*, *Asian Journal of Communication*, *Ecquid Novi: African Journalism Studies*, *Northwestern Communication Journal*, *Sex Role: A Journal of Research*, *Mass Communication and Society*, *Communication Theory*, *Chinese Journal of Communication*, *Journal of Magazine and New Media Research*, and *Journalism and Communication Monographs*.

Member, Academic Advisory Committee, *China Advertising* magazine, Summer 2010 to Summer 2018.

Member, Board of Directors, American Advertising Federation, Fall 2014 to Summer 2016.

Member, Editorial Advisory Committee, *Chinese Journal of Advertising*, Spring 2010 to present.

Member, Editorial Board, *Journal of Advertising Education*, Fall 2010 to present.

- Member, Editorial Board, *Communication Theory*, Summer 2010 to Summer 2013.
- Member, Editorial Advisory Board, *Emerald Emerging Markets Case Studies*, Summer 2010 to Summer 2019.
- Member, Editorial Review Board, *Journal of Advertising*, Fall 2010 to present.
- Member, Editorial Advisory Board, *Journalism and Mass Communication Quarterly*, Summer 2006 to Summer 2012.
- Member, Editorial Board, *Web Journal of Mass Communication Research*, Summer 2006-Summer 2013.
- Member, Editorial Review Board, *International Communication Research Journal* (formerly *International Communication Bulletin*), Spring 2001 to present.
- Member, Editorial Review Board, *Journal of Current Issues and Research in Advertising*, January 2019 — .
- Member, Executive Committee, American Advertising Federation, Fall 2014 to Summer 2016.
- Member, Industry Relations Committee, American Academy of Advertising, February 2003 to February 2007.
- Member, International Advertising Education Committee, American Academy of Advertising, February 2004 to January 2010.
- Member, Internationalization Task Force, Association for Education in Journalism and Mass Communication, August 2003 to August 2005.
- Member, National Education Executive Committee (formerly National Academic Committee), American Advertising Federation, Summer 2009 to Summer 2017.
- Member, Professional Freedom and Responsibility Standing Committee, Association for Education in Journalism and Mass Communication, Fall 2012-Summer 2018. [Re-elected by AEJMC membership in Spring 2015]
- Member, Publication Committee, American Academy of Advertising, January 2014 to December 2017.
- Member, Selection Committee, AEJMC Presidential Diversity and Inclusion Career Development Fellowship Program for Graduate Students, June-July 2020.
- Member, Tankard Book Award Committee, Association for Education in Journalism and Mass Communication, Fall 2017 to Spring 2018.
- Member, Board of the Vance & Betty Lee Stickell Honors Student Internship Program (established by the *Los Angeles Times* and the American Advertising Federation and housed in the Stan Richards School of Advertising and Public Relations at the University of Texas at Austin), Spring 2017—.

Moderator, "High-Density Refereed Research Paper Session," Advertising Division of the Association for Education in Journalism and Mass Communication annual convention, August 2012 and 2013.

Moderator, "Cross-cultural and International Advertising and Marketing," Advertising Division of the Association for Education in Journalism and Mass Communication annual convention, August 2008.

Moderator, "Special Topics Research Paper Session," Advertising Division of the Association for Education in Journalism and Mass Communication annual convention, August 2004.

Moderator, "Competitive Papers on Asian Media," a refereed paper session at the Association for Education in Journalism and Mass Communication annual convention, August 2003.

Moderator, "Communication, Culture and National Development: Some Theoretical Perspectives," a refereed paper session at the Association for Education in Journalism and Mass Communication annual convention, August 2002.

Outside Reviewer, Graduate Programs, School of Journalism and Mass Communication, Texas State University, February 2016.

Research Committee Chair, Advertising Division, Association for Education in Journalism and Mass Communication, August 2005 to August 2006.

Research Committee Chair and Paper Competition Chair, International Communication Division, Association for Education in Journalism and Mass Communication, August 2000 to August 2001.

Secretary, Advertising Division, Association for Education in Journalism and Mass Communication, August 2004 to August 2005.

Secretary, American Academy of Advertising, January to December 2005.

Secretary-elect, American Academy of Advertising, January to December 2004.

Secretary and Treasurer, International Communication Division, Association for Education in Journalism and Mass Communication, August 1999 to August 2000.

Special Topics Paper Competition Chair, Advertising Division, Association for Education in Journalism and Mass Communication, August 2003 to August 2004.

Teaching Paper Chair, Advertising Division, Association for Education in Journalism and Mass Communication, August 2006 to August 2007.

University Examiner, "McAdvertising and Kids: Fast Food Television Advertisement Strategies and Reception by Preschoolers," Master's thesis by Afshan Asad Junaid, School of Communication and Information, Nanyang Technological University, Singapore, Semester 1, 2002-'03.

Vice Chair, Professional Freedom and Responsibility Standing Committee, Association for Education in Journalism and Mass Communication, Fall 2015 to Summer 2016.

Vice Head, Advertising Division, Association for Education in Journalism and Mass Communication, August 2007 to August 2008.

Vice Head and Program Chair, International Communication Division, Association for Education in Journalism and Mass Communication, August 2001 to August 2002.

ORGANIZATIONAL MEMBERSHIPS

American Academy of Advertising (AAA) (1993 to present).

Association for Education in Journalism and Mass Communication (AEJMC) (1993 to present).

Chinese Communication Association (CCA) (1995 to present).

European Advertising Academy (EAA) (2007 to 2010).

International Communication Association (ICA) (1993 to present).

Kappa Tau Alpha (KTA), Penn State Chapter (1993-1994).

Phi Kappa Phi (PKP), Bradley University Chapter (1999-2004).

AWARDS AND HONORS

Nominee, Presidential Candidate, 2021 elections of the American Academy of Advertising.

Honoree, Outstand Scholar, *China Journalism and Communication Education Yearbook 2020*, University of Wuhan Press, China.

Recipient, Certificate of Excellence “for dedicated service as co-chair on the AEJMC Presidential Task Force on Careers, 2018-2019,” Association for Education in Journalism and Mass Communication.

Nominee, Council of Divisions Vice-Head Candidate, 2019 elections of the Association for Education in Journalism and Mass Communication.

Nominee, Vice Presidential Candidate, 2018 elections of the Association for Education in Journalism and Mass Communication.

Recipient, Certificate of Excellence “for dedicated service as chair of the AEJMC Professional Freedom and Responsibility Standing Committee, 2016-2017,” Association for Education in Journalism and Mass Communication.

Top Faculty Paper, Advertising Division, Association for Education in Journalism and Mass Communication annual convention, Montreal, Canada (2014). (Shanshan **Lou** and Hong

Cheng, "The Effectiveness of Cross-media Advertising in Simultaneous Media Use: Combining TV and Web Advertisements")

Nominee, Presidential Teacher Award, Ohio University (2011).

Service Award, International Communication Division, Association for Education in Journalism and Mass Communication annual convention, San Francisco, CA (2006).

Caterpillar Inc. New Faculty Achievement Award for Scholarship, Bradley University (1999).

Phi Kappa Phi (PKP), Bradley University Chapter (1999).

Faculty Achievement Award for Excellence in Teaching, The Slane College of Communications and Fine Arts, Bradley University (1997).

Top Research Paper, Advertising Division, Association for Education in Journalism and Mass Communication annual convention, Anaheim, CA (1996).

Honorable Mention, Graduate Student Paper Competition, Advertising Division, Association for Education in Journalism and Mass Communication annual convention, Kansas City, MO (1993).

Kappa Tau Alpha (KTA), Penn State Chapter (1993).

"Three-Good" Student (i.e., good in moral quality, academic performance, and physical fitness), Shanghai International Studies Universities (1987).

MEDIA INTERVIEWS

Beijing TV Station, (July 11, 2019), at Peking University, China (about trends in advertising education in the United States)

Jinan University student media (July 20, 2015), in Guangzhou, China (about social marketing)

VCU Alumni Magazine (February 16, 2015) (about Robertson School's participation in multidisciplinary collaboration to improve human health)

Global Media Research Center (Tianjin, China) (September 2, 2014), via Skype (about my *Handbook of International Advertising Research*)

The Commonwealth Times (August 29, 2014), at VCU (about President Rao's China visit)

10 Chinese media outlets (June 21, 2014), in Beijing, China (about VCU and President Rao's visit)

Richmond Times-Dispatch (January 10, 2014), about school name change, in Richmond, VA.

Peking University student media (November 3, 2012), in Beijing, China.

Ningbo University student media (April 9, 2012), in Ningbo, China.

China Advertising magazine (July 19, 2010), in Shanghai, China.

China Advertising magazine (August 23, 2009), from Shanghai, China.

China Advertising magazine (May 6, 2009), in Beijing, China.

China Advertising magazine (July 22, 2006), in Nanjing, China.

Chinese Communication Association Newsletter (June 2012), via e-mail.

Lee, Jennifer S. "China's Censor Is Customer No. 1, Creative Thinking Is Secondary to Cultural and Political Stability," *New York Times*, August 17, 2000, C1, C8.

GRANTS

Research Grant (2021, February), [China] National Social Science Fund Project (for a study on brand image design and international trends, in collaboration with colleagues at Renmin University of China and Xiamen University).

Research Grant (2020), [China] National Social Science Fund Project (for a study on public service advertising history, in collaboration with colleagues of the School of Journalism and Communication, Renmin University of China).

Travel Grant (2019), Shanghai International Studies University, China (for bringing me from Chicago, IL to Shanghai, China to deliver a keynote speech at the Second International Conference on Intelligence Science and Advertising Development).

Travel Grant (2019), Ewha Womans* University, Seoul, South Korea (for bringing me from Chicago, IL to Seoul, South Korea to present at the Communication and Media Conference).

Travel Grant (2019), Fudan University, China (for bringing me from Chicago, IL to Shanghai, China to attend Fudan School of Journalism's celebration on its 90th anniversary and to present at its International Forum on "Transformation and Innovation: Toward a Community of Journalism and Communication Educators in the Era of Media Convergence").

Travel Grant (2018), Shanghai International Studies University, China (for bringing me from Richmond, VA to Shanghai, China to deliver a keynote speech at the Second Annual China's Image and Global Communication Forum).

Travel Grant (2017), North Minzu University, China (for bringing me from Richmond, VA to Yinchuan, China to deliver a public lecture at the university and to discuss exchange programs).

Research Grant (2017), "The Changes and Growth of Chinese Advertising Education in the Age of Digital Media" (for humanities and social sciences research, Ministry of Education of the PRC).

* "Womans" is used intentionally by the university in its name due to the university's unique history.

Travel Grant (2016), International Forum on Talent Training in Journalism and Communication, School of Journalism, Fudan University, China (for bringing me from Richmond, VA to Shanghai to present at the forum)

Travel Grant (2015), Media Leaders Workshop, School of Journalism and Communication, Jinan University, China (for bringing me over from Richmond, VA to Guangzhou, to deliver a public lecture at the university).

Travel Grant (2014), Scripps Howard Academic Leadership Academy (for participating in a weeklong Academy program in Baton Rouge, Louisiana).

Collaborative Research Grant (2013), City of Ningbo, Zhejiang Province, China (for branding the city overseas).

Travel Grant (2013), International Advertising Education Forum, Xiamen University, China (for bringing me from Richmond, VA to Xiamen to organize the forum).

Travel Grant (2013), Ohio University (for attending the World Social Marketing Conference held in Toronto, Canada).

Travel Grant (2012), Development Advertising Forum (for bringing me from Xiamen to Beijing, China, to speak at the forum).

Travel Grant (2012), Beijing Forum (for bringing me from Ohio to Beijing, China, to speak at the forum).

Travel Grant (2011), Xiamen University (for bringing me from Japan to Xiamen, China, to speak in its School of Journalism and Communication).

Travel Grant (2011), Brown-Forman (for bringing me from Athens, OH to Louisville, KY, to speak at its First Stakeholder Dialogue Meeting).

Discretionary Research Grants (2010, 2011, 2012, 2013), Ohio University.

Conference Grant (2010), Chinese Association of Advertising Education (for bringing me from Athens, Ohio to Nanjing, China, as a selected speaker for its conference).

Grant Award (2010), The Century Council (TCC), U.S.A. (for combating dangerous overconsumption of alcohol on campus).

Research Grant, [China] National Social Science Fund Project (2010), [China] National Planning Office of Philosophy and Social Sciences (for comparative studies of public service advertising in five countries, in collaboration with colleagues of School of Advertising, Communication University of China).

National Grant Proposal (2009), U.S. Department of Education (for "Increasing Literacy Through Libraries), in collaboration with colleagues of College of Education, Ohio University).

Research and Travel Grant (2006), College of Management, National Sun Yat-sen University, Taiwan (for lecturing and collaborative research in Taiwan).

VPP Grant (2005), Advertising Educational Foundation (AEF) (for participating in the Visiting Professor Program in New York).

REC Award, Slane College Faculty Development and International Grants, and Department of Communication Matching Grant, Bradley University (2002) (for fieldwork on advertising in the Chinese mainland and Hong Kong).

REC Discretionary Grant (2001), Bradley University (for project on "Chinese advertising history").

Fellowship (2000), Direct Marketing Educational Foundation and Chicago Association of Direct Marketing Educational Foundation (for participation in their Direct and Interactive Marketing Institute for Professors).

REC Discretionary Grant (2000), Bradley University (for project on "public service advertising in China").

REC Award (1999), Slane College Faculty Development Grant, and Department of Communication Matching Grant, Bradley University (for project on "Cultural Values Reflected in [Mainland] Chinese and Hong Kong Advertising").

ASNE Fellowship (1998), American Society of Newspaper Editors (for participation in a seminar at the American Press Institute and work residency at the *San Jose [Calif.] Mercury News*).

REC Award (1997), Summer Stipend Award and CFA Faculty Development Grant, Bradley University (for project on "Hong Kong's Return to China on the Web").

REC Discretionary Grant (1997), Bradley University (for project on "Gender-Role Portrayals in Chinese and U.S. Television Commercials").

Seminar Grant (1997), New Directions for News (for bring me from Peoria, IL to Minneapolis/St. Paul, MN, as a selected speaker for its roundtable).

Seminar Grant, American Society of Newspaper Editors (ASNE) (1996) (for participation in its seminar on journalism values).

Dissertation Grant (1993), Penn State College of Communications.

CCS/CJS Asia Library Travel Grant (1992-1993), University of Michigan.

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