

Curriculum Vitae

Jing Wang

Foreign Languages & Literatures
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CITIZENSHIP

USA

EDUCATION

Ph.D. Comparative Literature, University of Massachusetts, Amherst, 1985.
M.A. Comparative Literature, University of Michigan, 1975
B.A. Foreign Languages and Literatures, National Taiwan University, 1972.

ACADEMIC POSITIONS

2011-2013 Director, Institute of Civic Communication, Sun Yat-sen University, Guangzhou, China.

2009-2012 Visiting Professor, Institute of Knowledge Management, the Chinese University of Science and Technology of China, Hefei, Anhui, China

2005-2008 Head, Foreign Languages and Literatures (FL&L), MIT

2001-present S. C. Fang Professor of Chinese Language and Culture, Professor of Chinese Cultural Studies, FL&L, MIT;
Affiliated Faculty with Comparative Media Studies, MIT

2000-2001 Director, Center for East Asian Cultural and Institutional Studies, Duke University

2000-2001 Professor of Chinese Literature and Cultural Studies, AALL

1999-2001 Chair, Department of Asian and African Languages and Literature (AALL), Duke University

1993-96 Director, AALL, Duke.

1992-2000 Associate Professor of Chinese Language and Literature, AALL, Duke,

Affiliated faculty in the Ph.D in Literature Program, Duke

- 1985-92 Assistant Professor in Chinese Language and Literature, Center for International Studies (1985-88), AALL Literature (1988-1992), Duke University
- 1982-85 Instructor in Chinese Language and Literature, Chinese Dept., Middlebury College

OTHER ACADEMIC POSITIONS

- 2009- Director, MIT New Media Action Lab
- 2002-2008 Founder and Chair, MIT International Committee of Critical Policy Studies of China

OTHER NON-ACADEMIC POSITIONS

- 2012- New Media Advisor, Research and Development Foundation, State Council of the People's Republic of China
- 2010- Advisory Board, Wikimedia Foundation
- 2010 & 2011 Judge, Intel sponsored Nonprofit Technology Contest
- 2010- Advisor, Volunteers Alliance of Henan Province, China
- 2006- Chair, International Advisory Board, Creative Commons China Mainland
- 2008- 2009 Visiting Researcher, Ogilvy One/Interactive, Beijing, China
- 2008-2010 Consultant, Hakuhodo, Japan
- May-August, 2004 Visiting Researcher and Consultant, Strategic Planning Department, Ogilvy Beijing, China
- June - August, 2002 Visiting Researcher, Strategic Planning Department, Ogilvy Beijing, China

HONORS AND FELLOWSHIPS

- 2003-04 Chiang-Ching Kuo Foundation Senior Scholars Fellowship

- 2001 Bass Chair, Susan B. King Professor of Chinese Literature in Trinity College of Arts and Sciences, Duke University
- 1998-99 Fellowship, National Endowment for the Humanities
- 1994 Joseph Levenson Prize for the Best Book on Pre-Modern China published in 1992. Awarded by the Association of Asian Studies.
- 1992-93 Fellowship, National Humanities Center
- 1986 Duke Alumni Distinguished Undergraduate Teaching Award
- 1977-1980 University Fellowship, University of Massachusetts, Amherst

GRANTS

International Grants

- 2011-2012 CreditEase Company, a one-year grant on NGO2.0 map
- 2009-2012 Ford Foundation in Beijing, a three-year grant on “Chinese NGOs in the Web 2.0 Environment”
- 2009 Ford Foundation in Beijing, a conference grant on “Social Media and Nonprofits Organization in China”
- 2005 Ford Foundation in Beijing, an international conference grant on “The Third Space: The Debate on the Private and Public Divide in Chinese Policies”
- 1991 The Pacific Cultural Foundation, a publication grant for The Story of Stone

National Grants

- 2002-2003 A research project grant on “Policy Culture of China,” awarded (with Anthony Saich) by Asia Center of Harvard university
- 1997-2001 A research project grant on Modern and Contemporary Chinese Popular Culture, awarded by the Henry Luce Foundation.
- 1997 A conference grant from Josiah Charles Trent Memorial Foundation for the International Conference "Mapping the 'Popular' in Post-Socialist China" held at Duke, May 8-10, 1998.
- 1991-92 NEH Travel to Collections for the project of "Cultural Critique and the Rise of

Modernism in Contemporary China"

- 1989 A conference grant from Josiah Charles Trent Memorial Foundation for a symposium on Marxism and China's Reforms.
- 1986-87 NEH Travel to Collections for the Project on Chinese Theories of Socialist Alienation
- 1986 A conference grant from Josiah Charles Trent Memorial Foundation for a conference on "Marxism and the Chinese Experience" co-organized with Arif Dirlik, held at Duke.

EDITORIAL RESPONSIBILITIES

International

- 2007-present Editorial Advisory Board, Chinese Journal of Communication, Routledge (in English)
- 2006-present Advisory Board, The Creative Economy: International and Chinese Perspectives, the Chinese Academy of the Social Sciences and Queensland University of Science and Technology.
- 2005-present Advisory Board, The Chinese Journal of Communication and Society, The Chinese University of Hong Kong Press (in Chinese)
- 2005-present Advisory Board, Taiwan: A Radical Quarterly in Social Studies, Geography Department, National Taiwan University, Taipei
- 2005-present Editorial Board, Book Series on "Media, Culture, and Social Change in Asia", Routledge Curzon
- 2005-present Editorial Advisory Board, Global Media and Communication, Sage Publications.
- 2003-present Advisory Board, Portal: Journal of Multidisciplinary International Studies, Sydney, Australia
- 2000-2009 Advisory Board for the Cultural Studies Series at the Hong Kong University Press.
- 2000-present Editorial Collective, "Critiques/Cultural Studies" Book Series (in Chinese), Ju-liu Publishing Co., Taipei, Taiwan.
- 1998-present Advisory Board, Inter-Asia Cultural Studies Journal: Movements. Routledge

National

- 2003-present Editorial Board, Advertising & Society Review
- 2000-2004 Consultant Editor, Encyclopedia of Contemporary Chinese Culture, Routledge.
- 1993-present Editorial Collective of positions: east asia cultures critique, Duke University Press
- 1995-2001 Editorial Advisory Board, Duke University Press

ADVISORY BOARD OF CENTERS/FOUNDATIONS

- 2010-present Member, Advisory Board, Wikimedia Foundation
- 2007-present Chair, International Advisory Board, Creative Commons China Mainland
- 2009-2010 Research Association of Asian Consumer Lifestyles, Hakuhodo, Tokyo, Japan
- 2008-present The Media Industries Research Centre, the University of Leeds, United Kingdom
- 2007-2008 The Cultural and Media Industries Research Centre (CuMIRC), the University of Leeds, United Kingdom
- 2007-present International Advisory Board, the Centre for Research on Social and Cultural Change in China, University of Technology, Sydney, Australia.
- 2003-2006 International Advisory Board, Cultural Research and Development Programme (CRD), the Institute of Humanities and Social Sciences, Lingnan University, Hong Kong
- 2002-2006 Senior Member of the Advisory Council, the Project for Critical Asian Studies, a Rockefeller Foundation funded grant in the humanities for 2002-06

REFeree FOR JOURNALS, PRESSES, AND FOUNDATIONS

- Government Research Grant Council administered by Hong Kong University Grants Committee
- Foundations Scholarly Communication with the PRC
The Chiang Ching-Kuo Foundation Junior and Senior Fellowship
- Centers National Humanities Center

Presses	Duke University Press, Minnesota University Press, Columbia University Press, Rowman & Littlefield
Journals	<u>Positions</u> , <u>Journal of International Cultural Studies</u> , <u>Chinese Journal of Communication</u> , <u>Global Media and Communication</u> , <u>The Journal of Asian Studies</u> , <u>Modern China</u> , <u>Traces</u> , <u>Inter-Asia Cultural Studies: Movements</u> , <u>Journal of Consumer Research</u> , <u>Modern Chinese Literature</u> , <u>China aktuell - Journal of Current Chinese Affairs</u> , <u>The China Journal</u>
E-Journals	<u>Advertising and Society Review</u>

COLLABORATIVE RESEARCH PROJECTS

2011	Co-PI (with Zhang Ning at Sun Yat-sen University, China), NGO2.0 Project.
2009-2011	Co-PI (with Rongting Zhou at the University of Science & Technology, China), “Chinese NGOs in the Web 2.0 Environment”
2005-2008	Co-PI (with Sun Lijun and Henry Jenkins), “The Beijing Film Academy: Digital Animation,” MIT/Beijing Film Academy
2004-2007	Member, Convergence Culture Consortium, Comparative Media Studies MIT
2002-2008	Chair and Founder, The MIT International Committee on Critical Policy Studies of China, Center for International Studies
2002-2004	Co-Principal Investigator (with Anthony Saich at the Kennedy School of Government Studies, Harvard), Research Program of “Policy Culture in Contemporary China,” Asia Center, Harvard University
2000-2003	“Inter-Asia Cultural Nexus” in collaboration with National Taiwan Tsing-hua University and the Inter-Asian Consortium of national universities
2001	Co-Director, Research Lab of Global Media and Culture, Comparative Media Studies, MIT.
1999-2001	Founder and Co-director, “Locating the Pacific,” Oceans Connect Program, funded by Henry Ford Foundation
1998-2001	Principal Investigator, Institutional Enhancement for Chinese Studies at Duke

University, funded by the Chiang Ching-kuo Foundation

- 1997-2001 Principal Investigator, Modern and Contemporary Chinese Popular Culture, a collaborative project between Asian/Pacific Studies Institute at Duke University and the Institute of Comparative Literature and Cultures at Beijing University, funded by Henry Luce Foundation.
- 1997-2000 Member of the Steering Committee, The Consortium for Contemporary Chinese Studies based at Rice University, funded by the Ford Motor Company and Coopers & Lybrand.
- 1996-1998 Acting Project Director, Triangle East Asia Studies Project: Deepening Area and Language Studies in An Internationalizing Region, Duke University, funded by U.S. Department of Education
- 1994-1998 Founder and organizer of A Research Cluster of Contemporary East Asian Popular/Media Culture, funded by Asian/Pacific Studies Institute, Duke University

ORGANIZING CONFERENCES AND COLLOQUIUMS

July 10, 2012, Co-organizer, “Post-Disaster Relief, Community Rebuilding & CSR: Partnerships for Sustainable Development,” CSR-NGO Partnership Forum, with BSR, Chengdu, PRC.

July 6-8, 2012, Co-organizer, Web 2.0 workshop, with 512 Relief, Chengdu, PRC

December 21 &22, 2011, Organizer, Foundation 2.0 Workshop, Beijing, PRC

July 8-10, 2011, Co-organizer, Web 2.0 workshop, with An Dian Cultural Association, Guangxi Province, PRC

July 15-18, 2010, Co-organizer, Web 2.0 workshop, with the University of Science and Technology of China, Hefei, Anhui Province, PRC.

June 17-20, 2010, Co-organizer, Web 2.0 workshop, with the Research Center of Women’s Studies in Shaanxi, Xi’an, Shaanxi Province, PRC.

January 7-11, 2010, Co-organizer, Web 2.0 Workshop, with NGO Communication Net, Kunming, PRC.

July 6-9, 2009. Co-organizer, Web 2.0 Workshop, with the Institute of Citizen and Social Development, Sun Yat-sen University, Guangzhou, PRC.

December 17-18, 2007. Co-organizer, International conference “Information Technology and Social Responsibilities,” with Joseph Chan and Jack Qiu at the Chinese University of Hong Kong.

July 29-31, 2005. Co-organizer. International workshop “The Notion of the ‘Commons’: The ‘Public’ and ‘Private’ Divide in the Reform Policies of the PRC,” with Wen Tiejun at People’s University in Beijing, in Beijing, PRC.

November 15-17, 2003. Co-organizer. International workshop on “A Matter of Choice: Critical Policy Studies of China,” with Anthony Saich at Harvard University, at MIT and Harvard.

March 28, 2003. Co-organizer and Chair. “Asia as Method: Dialogues in Culture and Places.” A roundtable. The 2003 Convention of Association for Asian Studies. New York.

May 10-12, 2002. Organizing Committee. International conference on “Media in Transition 2,” Comparative Media Studies, MIT.

June 18-20, 2001. Co-organizer, an international conference on “Locating China: Space, Place, and Popular Culture,” co-sponsored by Duke University and the USW-UTS based Research Center of Provincial China, Australia. Held at Zhejiang University, Hangzhou, PRC.

December 13-16, 1999. Co-organizer (with Peking University and the Chinese Academy of the Social Sciences), International conference "Media and Local Cultural Production" Beijing, PRC.

May 8-10, 1998. Organizer, International conference "Mapping the ‘Popular’ in Post-Socialist China," Duke University.

March 1996. Organizer, "Gay, Lesbian, Bisexual and Gender Issues in China and Japan," Triangle East Asian Colloquium, Duke University.

April 1995. Organizer, "Popular Religions in East Asia," Triangle East Asian Colloquium, Duke University.

November 11, 1989. Organizer, A Symposium on “Marxism and China's Reforms: Ideological Controversies and Contradictions,” Duke University.

October 30-November 1, 1986. Co-organizer (with Arif Dirlik in History), Symposium on “Marxism and the Chinese Experience: from Mao Zedong to Deng Xiaoping,” Duke University.

ASSESSORSHIP

2008 Member on the Visiting Committee to assess the Department of East Asian Languages and Civilizations of Harvard University

- 2004 Expert Assessor, the Australian Research Council, Australia
- 2001 External Examiner, Department of Comparative Literature, Faculty of Arts, The University of Hong Kong.
- 1987 External Assessor, Chinese Program, Tulane University

PUBLICATION

1. Books

Brand New China: Advertising, Media, and Commercial Culture. Cambridge, Mass.: Harvard University Press, 2008. Paperback edition, 2010.
 Arabic edition, Brand New China. Beirut: Arab Scientific Publishers. 2009.
 Japanese edition, Iwanami: Tokyo, Japan, 2011.

High Culture Fever: Politics, Aesthetics, and Ideology in Deng's China. Berkeley: University of California Press, 1996.

The Story of Stone: Intertextuality, Ancient Chinese Stone Lore, and the Stone Symbolism of "Dream of the Red Chamber," "Water Margin," and "Journey to the West." In book series "Contemporary Interventions" (ed. Fredric Jameson and Stanley Fish). Durham and London: Duke University Press, 1992. [Second printing, 2000]

2. Edited

Locating China: Space, Place, and Popular Culture. In the series of "China in Transition" (ed. David S. G. Goodman), London and New York: Routledge, 2005. Paperback edition, 2006

With Tani Barlow, Cinema and Desire: Feminist Marxism and the Cultural Politics in the Work of Dai Jinhua. New York & London: Verso. 2002.

Chinese Popular Culture and the State, a special issue for positions: east asia cultures critique, 9:1 (spring 2001).
 [Nominated for the 2001 MLA Council of Editors of Learned Journals Award for the category of the Best Special Issue]

China's Avant-Garde Fiction: An Anthology. Durham and London: Duke University Press, 1998. [Second Printing, 2004].

3. Work in Progress

“Visualizing Cultures: Issues, Debates, and Beyond.” Co-edited with Winnie Wong. A special issue for positions: east asia cultures critique.

4. Articles and Chapters in Books and Journals

“Beyond the Beijing Olympics and the Shanghai Expo” Brand New China, Japanese edition. Iwanami: Tokyo, Japan.

“Zhongguo qingnian yinyue yingxiao de wenhuaxue jiexi” (A Cultural Analysis of Music Marketing for Chinese Youth: Ethnographical Perspectives,” International Journalism (Guojin xinwen jie), 2011, No. 4. 37-43.

“New Media Technology and New Business Models: Speculations on ‘Post-advertising’ Paradigms,” *Routledge Major Work: Advertising, Media and Culture*, ed., Iain MacRury, 2011.

“Youth Culture, Music and Cell Phone Branding in China,” in Popular Music, ed., Chris Rojek, in the Benchmarks in Culture and Society Series, Sage Publications, 2011. 185-201.

“Brand New China’: On Cross-sector Collaboration,” Modern Advertising (xiandai guanggao), No. 12 (December), 2010.

“New Media Technology and New Business Models: Speculations on ‘Post-Advertising’ Paradigms” in “The Globalisation of Advertising in Asia: The Impact on Media,” a special issue for Media International Australia, No. 133, November 2009. 110-119.

“Bourgeois Bohemians in China? Neo-Tribes and the Urban Imaginary,” China Quarterly, No. 183, September, 2005. 532-548.

“Modern and Contemporary Chinese Advertising,” Routledge Encyclopedia on Contemporary Chinese Culture, 2005

“Youth Culture, Music, and Cell Phone Branding in China,” Global Media and Communication, 2005. 1 (2): 185-201.

“The Politics and Production of Scales in China: How Does Geography Matter to Studies of Local, Popular Culture?” in Jing Wang ed., Locating China: Space, Place, and Popular Culture in China in Transition Book Series (ed., David S. G. Goodman) (London and New York: Routledge, 2005).

“The Global Reach of a New Discourse: How Far Can ‘Creative Industries’ Travel?” International Journal of Cultural Studies, vol. 7, no. 1, 2004. 9-19.

“Framing Chinese Advertising: Some Industry Perspectives on the Production of Culture,” Continuum: Journal of Media and Cultural Studies. Vol. 17, No. 3, 2003. 247-260.

“Who Am I?: Questions of Voluntarism in the Paradigm of Socialist Alienation,” New Asian Marxisms, ed. Tani E. Barlow. London and Durham: Duke University Press. 2002.

"Introduction," Cinema and Desire. Ed. Jing Wang and Tani Barlow. London and New York: Verso. 2002.

“A Critical Introduction: The Chinese ‘Popular’ - Agendas and Methodologies,” in Jing Wang ed., The State Question and Chinese Popular Culture, a special issue in positions: east asia cultures critique, 9:1 (Spring, 2001). 1-27.

“‘Culture’ as Leisure and ‘Culture’ as Capital,” The State Question and Chinese Popular Culture, positions: east asia cultures critique, 9:1 (Spring, 2001). 69-104. Chinese translation appears in Quanqiu hua yu ‘Zhongguo xing’ (Globalization and “Chineseness”). Ed., Song Geng. Hong Kong University Press, 2006. 19-50.

"Pornography in Premodern China," Censorship: A World Encyclopedia. Ed. Derek Jones. London and Chicago: Fitzroy Dearborn Publishers, 2001.

"The State Question in Chinese Popular Cultural Studies," Inter-Asia Cultural Studies : Movements (Routledge), No. 4, 2001. 35-52.

“Zhongguo dazhong wenhua yanjiu zhong de guojia wenti” (The State Question in Chinese Popular Cultural Studies) (unabridged), Taiwan: A Radical Quarterly in Social Studies (Taiwan shehui yanjiu jikan), 38 (March 2000).

“Guojia sanyi” (Three Treatises on the State), Dushu (Reading), 4 (April, 2000)

"Dazhong wenhua yu su wenhua: yige kuaxueke de yanjiu jihua" (Mass Culture and Popular Culture: An Interdisciplinary Project), Sixiang wenzong (Journal of Intellectual Thoughts), 1 (August, 1999.)

"Dazhong wenhuaxue de yicheng" (On the Agendas of Popular Cultural Studies), Dushu (Reading), 10 (October, 1999)

"Introduction," Chinese Avant-Garde Fiction: An Anthology. Duke University Press, 1998. 1-13.

“Who Am I?--The Question of Voluntarism in the Paradigm of ‘Socialist Alienation’” positions: east asia cultures critique (spring, 1996).

"Romancing the Subject: The Utopian Moments in the Chinese Aesthetics of the 1980s," Social Discourse, 6: 1-2 (Winter-Spring, 1994).

"The Mirage of `Chinese Postmodernism': Ge Fei, Self-Positioning, and the Avant-garde Showcase," Positions: East Asia Cultures Critique, 1: 2 (Fall, 1993).

"Modern Sinology in America: A Theoretical Proposal," Working Paper Series of Asian Pacific Studies Institute, June 1992

"Benwei wenhua qingjie yu da yuejin xintai" (The Cultural Complex of Sinfication and Great Leap Forward), Jintian (Today) 2 (1991).

"He shang and the Paradoxes of Chinese Enlightenment", Bulletin of Concerned Asian Scholars, 23: 3 (July-Sept. 1991).

"The Poetics of Chinese Narrative: An Analysis of Andrew Plaks' Archetype and Allegory in the `Dream of the Red Chamber', Comparative Literature Studies, 26: 3 (Dec. 1989). 252-270.

"The Rise of Children's Poetry in Contemporary Taiwan," Modern Chinese Literature, 3:1 & 2 (Spring/Fall 1987). 57-70.

"Taiwan Hsiang-t'u Literature: Perspectives in the Evolution of a Literary Movement," Chinese Fiction from Taiwan. Ed., Jeannette L. Faurot. Bloomington:Indiana UP, 1980.

5. Reviews

"Review on Dialectic of the Chinese Revolution, by Ci Jiwei. Chinese Literature, Essays, Articles, and Reviews, 21 (1997).

"Review on Enchantment and Disenchantment: Love and Illusion in Chinese Literature, by Li Wai-ye. China Review International, 1: 2 (Fall, 1994).

"Review on The Drowning of An Old Cat and Other Stories by Hwang Chun-ming (translated from the Chinese by Howard Goldblatt), Chinese Literature: Essays, Articles and Reviews, 4: 2 (July 1982).

6. Other Mediums & Non-Academic Publications

"Trigger a Snowball: Social Media and Chinese NGOs," People's Daily (Overseas Edition), Cover Story, http://europe.chinadaily.com.cn/epaper/2012-05/11/content_15268257.htm, May 11, 2012.

“NGO 2.0: An Experiment with Web 2.0,” December 7, 2009. China Brief published by the American Chamber of Commerce. <http://www.amchamchina.org/article/index/5366>.

www.candywei.org, with Richard Kunst and Andre Grewe, a multi-media website for the art, writings, and life of Candy R. Wei. Launched in August 15, 2006.

"Chinese-American Crosscurrents," a digital sound disc, produced by the National Humanities Center, Program no. 667. July 1993.

"Chinese Popular Culture Studies, A Luce Project, 1997-2001," The Faculty Forum (Duke University Publication), guest- edited issue, September 1998.

INVITED TALKS AND PRESENTATIONS

July 6, 2012, “How to Make Social Media Strategy,” Web 2.0 Workshop, Chengdu, PRC.

May 21-22, 2012, ”NGO2.0, Social Media, and the Scale Question,” paper presented at the 10th Chinese Internet Research Conference: Social Media, Digital Entertainment, Governance & Social Movements, the Annenberg School for Communication & Journalism, University of Southern California (USC).

May 9, 2012,”Social Media and the NGO sector in China,” China Urban Development Lecture Series, School of Architecture and Urban Planning, MIT.

December 2011, “Foundation 2.0: Frames and Case Studies,” Foundation 2.0 Workshop, Beijing, China.

December 2011, “NGO2.0 and Corporate Social Responsibility,” The Business of a Better World, Beijing, PRC.

October 2011, Keynote speech, “Prosumers as Trendsetters: Change Agents and the Social Web,” “Trends on the Move” conference, University of Heidelberg, Germany

July 16 2011, Keynote speech, “Civic Media and Technology,” Sun Yat-sen University, Guangzhou, China.

July 8-10 2011, “Introduction to Social Media,” “Listen 2.0 and NGO Communication Strategy,” An Dian Cultural Association, Guangxi, China.

February 2011, “NGO 2.0 and Social Media Action Research,” Program for Asian/Pacific/American Studies, New York University

October 2010, “NGO2.0: When Social Action Meets Social Media,” Comparative Media Studies

Colloquium, MIT.

July 2010, “Web 2.0 Thinking and NGO2.0 Case Studies,” “Listen 2.0,” Web 2.0 Workshop, Hefei, PRC

June 2010, “Web 2.0 Thinking and NGO2.0 Case Studies,” Web 2.0 Workshop, Shaanxi Province, PRC

May 2010, Keynote speech on “Business 2.0 and NGO 2.0,” School of Communication and Design, Sun Yat-sen University, Guangzhou, PRC

April 15, 2010, “NGO2.0: An Experiment with Social Media in China,” Distinguished Lecture Series in China Studies, University of Texas at Austin

March 25, 2010, “NGO 2.0: An Experiment with Social Media,” the Annual Conventions at the Association of Asian Studies, Philadelphia

March 12, 2010, “NGO2.0 China: A Social Practice and Experiment,” The 2010 Philip Lincoln Lecture in Chinese Studies, University of Michigan.

February 26, 2010, “Transnationalism and When It Does Not Work,” The Chao China Studies Center, Rice University.

January 7 & 9, 2010, “Web 2.0 Strategic Thinking and Web 2.0 Case Studies,” “Listening 2.0,” Web 2.0 Workshop, Kunming, China.

October 14, 2009, “NGO 2.0: A Social Experiment,” Provincial China Workshop, University of Technology Sydney and Anhui University, Hefei, China.

October 8, 2009, “NGO 2.0: A Social Experiment,” China-US Institute, University of Southern California.

July 6, 2009, “Introduction of the NGO 2.0 Project,” Web 2.0 Workshop, Sun Yat-sen University, Guangzhou, China.

May 20, 2009, “Chinese Advertising in the Web 2.0 Era: Challenges and Opportunities,” Asia Trends 2009 Conference, National University of Singapore, Singapore.

May 8, 2009. “New Media Research in the Web 2.0 Environment,” Institute of Cultural Studies, Shanghai University, China.

March 17, 2009. “Business Models in the Web 2.0 Era,” the Department of Science and Technology of Communication and Policy, the University of Science and Technology of China, Hefei, China.

December 8, 2008, “New Media Technology and New Business Models Are we entering a post-advertising era?” A symposium on “The Globalisation of Advertising in the Asia-Pacific,” University of Melbourne, Australia.

June 2, 2008. “Creative Culture & Creative Commons: Web 2.0 in China,” the Institute for Asian Studies, Portland State University

April 21, 2008. “Creativity and Digital Culture,” Asian/Pacific Studies Institute, Duke University.

December 17-18, 2007. “Creative Commons for the Socially Marginalized? Model Building for a Developing Country.” for the international conference on “IT and Social Responsibility.” Chinese University of Hong Kong.

July 5-6, 2007. **Keynote Address**, “Countdown to the Olympics,” for China Media Centre Conference, “New Media and Creativity,” Queensland University of Technology, Brisbane, Australia.

April 11, 2006. “Cell Phone Branding and Youth Culture in China,” Harvard Business School, Harvard University.

March 29, 2006. “Knowledge Commons and Creative Commons: Expectations and Blocking Stones,” at the Launch of Creative Commons China, People’s University, Beijing, China.

March 24, 2006. “Hello Moto: Cell Phone Branding and Music Marketing in China,” Chinese University of Hong Kong, Hong Kong.

March 22, 2006. “Marketing ABCs in China.” Hakuhodo (a transnational Japanese advertising agency), Tokyo, Japan.

November 17, 2005. “Cell Phone Branding and Music Marketing.” CMS Communication Forum, MIT.

July 30, 2005. “Creative Industries, Cultural Industries, and Creative Commons,” the international conference on “The Third Space” at People’s University, Beijing, China.

Nov. 4, 2004. “Bourgeois Bohemians: The Tribalization of the Chinese Market,” Center of East Asian Studies, University of Notre Dame.

October 15 & 16, 2004. "Bobos in China? Lifestyle Cultures and Market Segmentation," China Quarterly Special Issue Workshop on Art and Culture in Contemporary China," Harvard University.

July 30, 2004. "Academia as a Medium," IBM in Beijing, China.

May 24-26, 2004. "Urban Tribes in Chinese Advertising," a presentation for "Urban Imaginaries" International Conference. Lingnan University, Hong Kong.

January 24, 2004. "Critical Policy Studies at MIT," the MIT Alumni Association and the Chinese Alumni Association. Washington D.C.

November 15-16, 2003. "Framing Policy Research on Cultural Industries: Cultural Goods, State-Market Relations, and the International Trade Regime." International workshop on Critical Policy Studies of China. Co-sponsored by MIT and Harvard University.

December 12-13, 2002. "'Creative Industries', WTO, and the Knowledge Economy in the Chinese Context." A symposium on "The New Economy, Creativity and Consumption," Queensland University of Technology, Brisbane, Australia.

September 28, 2002. "The Local/Global Nexus." Comparative Media Studies Colloquium on Globalization in conjunction with the Cambridge-MIT Institute Workshop.

May 28, 2002. "Chinese Advertising: A Case of Global/Local Paradox." Center of Cultural Studies, Hong Kong University of Science and Technology.

April 26, 2002. "Advertising in Contemporary China: A Cultural Industry in Transition." Fairbank Center, Harvard University.

May 21-22, 2001. "The State, Brand Names, and Media." A paper given at the conference "Media Studies and Political Economy." China Times Center for Media and Social Studies, University of Minnesota.

June 21-25, 2000. "Leisure Culture and Brand Name Culture: The Question of the State in Popular Cultural Studies," a presentation given at the Third International Crossroads Conference in Cultural Studies, University of Birmingham, England.

May 12, 2000. "Leisure Culture and the State Question," a talk given at Department of Foreign Languages and Literatures, MIT.

April 14, 2000. "On the keyword 'Culture' in post-Deng China," a lecture given at the Department of History, Rice University.

March 20-21, 2000. "Leisure Culture and Brandname Culture: The Question of the State in Popular Cultural Studies," a presentation given at the Institute for International Studies, University of Technology and Science, Sydney.

March 13, 2000. "Popular Discourses on the Keyword 'Culture' in post-Deng China," a lecture given at Center for Chinese Studies, University of California at Berkeley.

February 10, 2000. "Leisure Culture and the State Question," a lecture given at the Department of Literature, University of California, San Diego.

December 13, 1999. "State Policies and Leisure Culture," a presentation given at the Luce international conference "Media and Local Cultural Production," sponsored by Peking University, Duke University, and the Chinese Academy of the Social Sciences, Beijing, PRC.

May 27, 1999. "On the Theories and Methodologies of Popular Cultural Studies," a lecture given at the Institute of Comparative Literature and Comparative Culture," Peking University.

May 15-17, 1999. Discussant for the Workshop on "The Public Space and Public-Private Issues in Asia, Beijing Forum on Public Philosophy for Future Generations, Chinese Academy of the Social Sciences, Beijing.

May 10, 1999. "Policy Studies and Cultural Studies," Center of Cultural Studies, Hong Kong University of Science and Technology.

April 30, 1999. "The State Question in Popular Cultural Studies," a talk given at the University of Chicago.

May 8, 1998. "Public Culture and Popular Culture: Urban China at the Turn of the New Century," a talk given at the international conference "Mapping the 'Popular' in Post-Socialist China," Duke University.

February 20-21, 1998. "'Leisure' and 'Culture': The New Ruling Technologies of the Post-Socialist Chinese State," a talk given at the conference on "Popular Culture in the Age of Mass Media in Korea and Neighboring Countries." University of Texas at Austin.

January 8, 1998. "Cultural Trends of Post-1989 China," a talk given at Jackson School, University of Washington, Seattle.

November 15-16, 1997. Roundtable panelist for "Trans-China Project," an international workshop, Rice University.

April 25-26, 1997. "Institutional Culture and Intellectual Agendas: 'China Studies' at Duke?" a talk given at the international conference of "Rethinking Chinese Studies and Ethnic Studies," Rice University.

April 8, 1995. "Contemporary Chinese Popular Culture: Issues of Consumption and New Cultural Authorities," presented at the 1995 AAS Roundtable China Contested: Issues and Perspectives in Recent Scholarship, Annual Meeting of the AAS, Washington.

March 3, 1995. Respondent to the panel on "Locating East and West, Orient and Occident" in the workshop of "Rethinking the Globe: Post 1989," Duke University.

March 19, 1994. "The Rituals of Naming and Unnaming: The Controversy over 'Pseudo-Modernism' in Post-Mao China," a workshop on "Translation, Transportation, and Transplantation," University of North Carolina, Chapel Hill.

June 30, 1993. "Methodologies of Comparative Studies," a seminar given at the Xinjiang Academy of Sciences at Urumqi in China.

July 5, 1993. "Sinology and Comparative Literature in America," a talk given at the Chinese Department of Sichuan University in China.

July 8, 1993. "Postcolonial Discourse and Its (Ir)relevance to China Studies," a talk given at the Chinese Department of Shanghai Huadong Normal University in China.

January 24-26, 1993. "Romancing the Subject," for a conference on The Subject of China, University of California, Santa Cruz.

January, 1993, "Romancing the Subject," Conference on *The Subject of China*, University of California, Santa Cruz.

January 8, 1993. "The Problematics of Subjectivity in Contemporary Chinese Literature," a talk given at the University of Chicago.

April 24 & 25, 1992. "The Pseudo-proposition of 'Chinese Postmodernism,'" for the panel "Reworking the Colonial Paradigm"; "Culture, Literature, Colonialism, Ritual: Questioning the Categories of China Studies," at the symposium of "Intervention: Orientalism in the Context of East Asia," UC Berkeley.

April 4, 1992. "What is Literature? The Sinologist and Comparatist Approach," for the panel "Culture, Literature, Colonialism, Ritual: Questioning the Categories of China Studies," the annual meeting of the Association of Asian Studies, Washington D.C.

October 28, 1989. "The Rise of Modern Consciousness and the Literature of Alienation in Modern China" one of the three faculty talks sponsored by Parent's Weekend Program at Duke University.

December 30, 1986. "Irony as a Form of Consciousness in Contemporary Chinese Literature," presented for the panel of "The Modes of Production in Thinking" at the 1986 Annual Meeting of American Historical Association, Chicago.

October 30-November 1, 1986. Discussant, Symposium on Marxism and the Chinese Experience: From Mao Zedong to Deng Xiaoping, Duke University.

October 11, 1986. Discussant at the Triangle East Asia Colloquium seminar on "Women in Fiction in 20th Century East Asia," National Humanities Center.

July 7-9, 1986. "The Growth of Children's Literature in Taiwan," International Symposium on Taiwan Studies, University of Chicago.

March 19-22, 1986. "The Poetics of Chinese Narrative: A Case of the Changing Literary Reception across Cultural Borders," the Ninth Triennial Meeting of the American Comparative Literature Association, University of Michigan.

February 27, 1986. "Children's Verse and Playground Culture in Taiwan." The Asia Society as part of a series on "Stages of Life/Growing up in Asia".

February 13-15, 1986. "Andrew Plaks' Interpretive Model: Another Case of Formalism?", annual meeting of the Southern Comparative Literature Association.

October 19, 1985. "Taiwan Children's Poetry as a Cultural and Literary Phenomenon", annual meeting of New England Conference of the Association for Asian Studies, Wellesley College.

March 29, 1982. "The Aesthetics of Taiwan Hsiang-t'u Literature," Chinese Department, Middlebury College.

December 1982. Discussant at the Seminar Workshop on "Critical Approaches to Modern Chinese Short Stories", East-West Center, University of Hawaii, Honolulu.

June 1979. Panel speaker of "Alternatives--in Taiwan and Mainland", workshop on Contemporary Chinese Literature and the Performing Arts, Harvard University.

October 1977. Panel speaker of "Imaginative Literature and the Socially Concerned Writers in Mainland China and Taiwan", at the New England Conference of the Association for Asian Studies, Amherst College.

SERVICE IN THE PROFESSION

2011 – Member, China and Inner Asia Council, Asian Studies Association.

Fall 2001 - Member, Ad Hoc Committee on Diversity and Tolerance, Modern Language Association of America

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

NTEN Nonprofit Technology Network
Modern Languages Association
Association for Asian Studies

MAJOR COMMITTEES AT THE INSTITUTE

2012 Member, Tenure Review Committee for Heather Hendershot, CMS
2012 Member, AWOT Review Committee for T.Y. Tayler, CMS
2011 Member, CMS Search Committee for Senior Professor
2011-12 Member, SHASS Education Advisory Committee (SHEAC)
2011-12 CMS Graduate Admissions Committee
2010 MIT China Innovation Fund Selection Board
2009-2011 Mellon Post-doc Selection Committee, SHASS
2007-2010 China Strategy Working Group, International Advisory Committee (IAC)
2007-2008 SHASS representative on the MIT Council on Educational Technology
2006 Search Committee on the Deanship of the School of the Humanities, Arts and the Social Sciences
2005-2008 MIT Faculty Council
2005-2008 SHASS School Council
2002 Egerton Committee

MAJOR COMMITTEES AT FOREIGN LANGUAGES & LITERATURES

2012 Chair, Chair, Promotion Committee of Ian Condry
2012 Member, Search Committee of Chinese Senior Lecturer
2011 Chair, Review Committee of Jane Dunphy
2011 Member, Review Committee of Bruno Perreau
2010 Chair, Review Committee of Tong Chen
2010 Member, Review Committee of Minmin Liang
2008-09 Member, Tenure Review Committee (Christine Henseler)
2009 Member, Review Committee of Dagmar Jaeger
2008 Chair, Tenure Review Committee (Ian Condry)

2008 Search Committee for an Open Rank Position in Spanish and Latin American Literature and Cultural Studies (ex officio)
 2007 Chair, Search Committee for Senior Lecturer in Chinese
 2006-2008 Advisor, Minor in Chinese
 2005 Chair, Promotion Review Committee (Ian Condry)
 2004 Chair, Tenure Review Committee (Emma Teng)
 2003 Chair, Review Committee (Yoshimi Nagaya)
 2001 Chair, Search Committee for Assistant Professor in Japanese Popular Culture
 2001-present Senior Council, Foreign Languages and Literatures
 2001-2003, 2006-2008 Steering Committee, Comparative Media Studies

PHD DISSERTATION

Winne Wong, 2007, "Painting the Reproducibly Original Art Product in South China," History, Theory and Criticism of Architecture and Art, MIT

Yiman Wang, 2000, "Reformulating Film Remake and National Cinema: Moving the Image Between Hollywood, Shanghai and Hong Kong from 1920s," Literature Program, Duke University

Feng Liu, 1996, English Department, Duke University

MASTER'S THESIS DIRECTED

Liwen Jin, 2008. "Targeting Digital Youth in Web 2.0 China: Interactive Digital Advertising in China's Online Social Network" Comparative Media Studies

Rena He Huang, 2006. "Journey to the East: The (Re)Make of Chinese Animation Animation," Comparative Media Studies

Stephanie Davenport, 2003. "Experiments in Corporate Collaboration: The Case of Ars Electronica FutureLab," Comparative Media Studies

Qi Wang, 2002. "Negotiating Realists: The Sixth Generation of Chinese Filmmakers," Comparative Media Studies

Li Li, 1988, Ph.D in Literature Program, Duke University

UROPs DIRECTED

Helen Tang, "Critical Policy Studies of China," 2006-2007.

Wang Shuo, "Civic Media 2.0 in China," 2011-2012.