

## Yu Xiang

620 Shriner Ave, Lewisburg, PA, 17837

Email: xiang@susqu.edu Phone: 3163787977

- 2024-present      **Susquehanna University, United States**  
Adjunct Faculty, Department of Communications
- 2024-present      **Bucknell University, United States**  
Faculty Associate, Department of Sociology and Anthropology
- 2018-2022        **Shanghai University, China**  
Assistant Professor, School of Journalism and Communication

### EDUCATION

- 2013-2018        **Ph.D., Media and Communication**, University of Westminster, London, U.K.
- 2012-2013        **M.A., Global Media**, University of Westminster, London, U.K.
- 2008-2012        **B.A., Communication Studies**, Heilongjiang University, Harbin, China

### RESEARCH & TEACHING INTERESTS

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Visual disinformation; International Communication; Digital journalism; Media Platformization;

### RESEARCH GRANTS

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- 2018-2021        Shanghai Planning Office of Philosophy and Social Science. Title: The Reception of Local Audience of China Central Television in East Africa. (\$8,640)
- 2020-2022        Shanghai Municipal Education Commission. Title: China's Media in Africa: Participation, Perception and Prospects (\$ 86,400)

### FELLOWSHIPS, HONORS, AND AWARDS

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- 2018              China Scholarship Council. Outstanding Students Abroad (\$ 6,000)

### PUBLICATIONS

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#### Peer-Reviewed Articles

- Zhang, Y. and **Xiang, Y.** Forthcoming. Identification with Internationalism: Socialist China's Media Promotion of African Cinema (1956-1966). *Journal of African Media Studies*.
- Xiang, Y.**, Zhang, X., and Zhang, J. Forthcoming. Problematic Encounters with Wolf Warrior II: Antithetic Reception of "China in Africa" Amongst Chinese and African Audiences. *Participations: Journal of Audience and Reception Studies*.
- Xiang, Y.**, and Wang, J. 2022. Nationalism and Heroism with Chinese Characteristics: A Critical Discourse Analysis of Wolf Warrior II. *Continuum: Journal of Media & Cultural Studies* 36(5): 751-762.
- Zhou, Y. and **Xiang, Y.** 2021. Dual Anxieties of Technology and Labour: An Ethnographic Analysis of a

University's WeChat Groups in China. *The Political Economy of Communication* 8(2): 56-74.

- Xiang, Y.**, and Zhang, X. 2020. CCTV in Africa: Constructive Approach to Manufacturing Consent. *Journal of African Media Studies* 12(2): 171-188.
- Xiang, Y.**, Zhao, X., and Zhang, X. 2019. Germinating "Constructive Journalism" of China's Outbound Media: A Structural Analysis of CCTV English News in Africa. *International Media Industry Review* 13: 195-216. (In Chinese).
- Zhao, X., and **Xiang, Y.** 2019. Does China's Outward Focused Journalism Engage A Constructive Approach? A Qualitative Content Analysis of Xinhua News Agency's English News. *Asian Journal of Communication* 29(4): 346-362.
- Xiang, Y.** 2019. User-Generated News: Netizen Journalism in China in the Age of Short Video. *Global Media and China* 4(1): 52-71.
- Zhang, X., **Xiang, Y.**, and Hao, L. 2019. Virtual Gifting on China's Live Streaming Platforms: Hijacking the Online Gift Economy. *Chinese Journal of Communication* 12(3): 340-355.
- Xiang, Y.** 2018. African Students Watching CCTV-Africa: A Structural Reception Analysis of Oppositional Decoding. *Westminster Paper in Communication and Culture* 13(1): 123-142.
- Xiang, Y.**, and Liao, D. 2017. Global Communication of Developing Countries – Reception Study on the Case of CCTV-News' Foreign Audience in China. *TV Research* 1, 27-30. (In Chinese).

## Book Chapter

- Xiang, Y.**, Forthcoming. *China Pictorial in Tanzania in the 1960s and 70s*. In *Press, Print, and Publishing in Tanzania since Independence*, edited by Zamda R. Geuza, Emma Hunter and George Roberts. Mkuki na Nyota.
- Xiang, Y.** 2023. A Reversed Narrative of Public Crisis: Xinhua's Framing of Medical Experts in Covid-19 Pandemic. Chapter 2 in *Political Discourse and Media in Times of Crisis*, edited by Sofia Iordanidou, Nael Jebri and Emmanouil Takas. Anthem Press, pp. 23-41.
- Xiang, Y.** 2023. Visualizing Hegemony and Resistance: A Multimodal Critical Discourse Analysis of "Covid-19 Hero" on Chinese Social Media. Chapter 8 in the *Visual Politics in the Global South*, edited by Anastasia Veneti and Maria Rovisco. Springer, pp. 73-92.
- Zhao, X., and **Xiang, Y.** 2022. Using Disparagement Humour to Deal with Health Misinformation Endorsers: A Case Study of China's Shuanghuanglian Oral Liquid Incident. In *The Palgrave Handbook of Media Misinformation*, edited by Julian McDougall and Karen Fowler-Watt. Palgrave Macmillan, pp. 179-190.
- Xiang, Y.** 2022. The Unguaranteed Hegemony of China in Global South: A Reception Analysis of China Central Television in Africa. Chapter 4 in the *China in the Global South: Impact and Perceptions*, edited by Theodor Tudoroiu and Anna Kuteleva. Singapore: Springer, pp. 57-78.
- Xiang, Y.** 2017. China in Africa: Refiguring Centre-Periphery Media Dynamics. Chapter 13 in the *China's Media Go Global*, edited by Daya. K. Thussu, Hugo de Burgh and Anbin Shi. London: Routledge, pp. 213-229.

## Book Reviews

- Xiang, Y.** 2023. Routledge Handbook of African Media and Communication Studies (2021). *Journal of African and Media Studies*.
- Xiang, Y.** 2022. Chinese Media in Africa: Perception, Performance and Paradox, Emeka Umejei (2020). *Journal of African Media Studies* 14(3): 471-475.
- Xiang, Y.** 2020. International Communication: Continuity and Change (3<sup>rd</sup> Edition). *Chinese Journal of Communication* 0(0): 1-4.
- Xiang, Y.** 2020. Luwei Rose Luqiu, Propoganda, Media, and Nationalism in Mainland China and Hong Kong. *International Journal of Communication* 14: 1750-1752.
- Xiang, Y.** 2017. The Trapped Critique of Critical Media Practices in Protest Movements: A Review of Anne Kaun's 'Crisis and Critique.' *Triple C* 15(1): 127-131.

## Under Review/Revision

## Curriculum Vitae

Wang, J., and **Xiang, Y.** Plague, Food, and Freedom: Resistance and Irresistance in Shanghai Lockdown. *Sociological Forum*.

**Xiang, Y.** Comparative Reception Analysis of Multimodal Visual Disinformation: A Case Study of Fukushima Wastewater Release on China's social media. *Journal of Visual Communication*.

### In Preparation

**Xiang, Y.,** and Wang, J. Surviving Chaos: Digital Rumor Communication during Shanghai Lockdown

### Other Publication

**Xiang, Y.,** and Wang, J. Wolf Warrior II: what the blockbuster movie tells us about China's views on Africa. *The Conversation*. September 1<sup>st</sup>, 2022. <https://theconversation.com/wolf-warrior-ii-what-the-blockbuster-movie-tells-us-about-chinas-views-on-africa-189332>

## INVITED PRESENTATIONS

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“Doing Fieldwork in Africa: Transnational Mobilities and Imaginations.” Invited talk at Institute of Economic Sociology and Multinationals, Shanghai University, Shanghai, January 3<sup>rd</sup>, 2020.

“Netizen Journalism in China in the Age of Short Video.” Invited talk on Citizen Journalism in China organized by the *Journal of Global Media*, Webinar, June 11<sup>th</sup>, 2021.

“Tanzania in China Pictorial: A Chinese Perspective on Tanzania's Ujamaa and Socialism.” Invited talk at the workshop on “Newspapers, Printing, and Publishing in Post-Colonial Tanzania” jointly organized by King's College London and Edinburgh University, Webinar, November 5<sup>th</sup>, 2021.

## CONFERENCE PRESENTATIONS

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### 2024

Jinpu Wang and **Yu Xiang**. Shifting Sands of Time: Navigating the Temporal Realities of Chinese Migrant Labor between Ghana and the Homeland. Canadian Sociological Association 2024 Annual Conference. McGill University, Quebec, Canada. June 21, 2024.

**Yu Xiang**, Lijing Gao and Jinpu Wang. Navigating Currents of Disinformation: The Role of AI in Shaping Perceptions of Food Safety and Sovereignty on Chinese Social Media. The 2024 Agriculture, Food & Human Values Society (AFHVS) and the Association for the Study of Food and Society (ASFS) Conference. Syracuse University, NY. June 5, 2024.

### 2023

Jinpu Wang and **Yu Xiang**. Jumping off a “reversing bus”: Chinese Irregular Emigrants to North America in the Post-Pandemic Era at York University, Toronto, Canada: Canadian Sociology Association 2023 Annual Conference. 05.30.2023.

### 2021

**Yu Xiang**. Cultural Homogenization or Narrative Transparency? A Case Study of the Dating Show in East Africa – Hello, Mr. Right at Edge Hill University, Ormskirk, United Kingdom (Online): Critical Studies in Television Biennial Conference. 07.19 – 08.06.2021.

### 2019

**Yu Xiang** and Jinpu Wang. The Gaze Upon African Women on Chinese Short Video Platform – Kwai at Nairobi, Kenya: African Women in the Media 2019 Conference. 07.25-27.2019.

**Yu Xiang** and Xiaoxing Zhang. Virtual Gifting on China's Live Streaming Platforms: Hijacking the Online Gift Economy at Complutense University of Madrid, Madrid, Spain: International Association for

Media and Communication Research (IAMCR) 2019: Communication, Technology and Human Dignity. 07. 7-11. 2019.

**Yu Xiang.** Broadcasting Africa on Kwai: Chinese Diaspora in Africa in the Age of Short Video at the Pennsylvania State University, University Park, the United States: Global Asias 5 Conference. 04. 4-7. 2019.

#### 2018

**Yu Xiang.** Germinating Constructive Journalism of China's Outbound Media at Shanghai University, Shanghai, China: World Communication Forum 2018: Cross-Cultural Communication of the Belt and Road Initiative and Journalism and Communication Education. 10. 2018.

**Yu Xiang.** Nationalism, Stereotype and New Hegemonic Narrative: Comparative Reception Analyses of the Chinese Audience and African Audience of Wolf Warrior II at Université Libre de Bruxelles, Brussels, Belgium: 5 th conference of the "Chinese in Africa/Africans in China Research Network" – "China-Africa" in Global Comparative Perspective. 06. 2018.

**Yu Xiang.** Germinating Constructive Journalism of China's Outbound Media: Content and Frame Analysis of CCTV English News in Africa at Tsinghua University, Beijing, China: 523th Tsinghua Post-Doctoral Symposium – 'Journalism, Communication and the Discourse of Present'. 04. 2018.

**Yu Xiang, Xiaoxing Zhang and Lei Hao.** Virtual Gifting on China's Live Streaming Platform: Hijacking the Online Gift Economy at Hong Kong Baptist University, Hong Kong, China: Platformization of Chinese Society: An International Workshop. 04. 12-13. 2018.

#### 2017

**Yu Xiang.** Germinating 'Constructive Journalism' of CCTV in Africa: Charm Offensive or Structural Coercion? at the University of Leeds, Leeds, U.K: Symposium on Foreign Aid and Journalism in Latin America and Africa: Developing a Research Agenda. 09. 2017.

**Yu Xiang.** The Third World as Method Towards Transcultural Political Economy of Global Communication – Case Study on Discourse of China in Africa at the Xiamen University, Xiamen, Fujian, China: China Communication Forum. 08. 2017.

#### 2016

**Yu Xiang.** New Hegemony within Global South? A Structural Analysis of the Agenda Setting Role of CCTV-Africa at the Goethe University Frankfurt/Main, Frankfurt, Germany: Conference African-Asian Encounters (III) on Afrasian Transformations: Beyond Grand Narratives? 09.2016.

**Yu Xiang.** Manufacturing Ideological Consent Among Centre Classes – A Structural Analysis on the Agenda Setting of CCTV-Africa at the ISCTE-IUL, Lisbon, Portugal: ESA RN18 Mid-term Conference on Rethinking Power in Communication Capitalism. 09. 2016.

**Yu Xiang.** Manufacturing Ideological Consent Among Centre Classes – A Structural Analysis on the Agenda Setting of CCTV-Africa at the Aoyama Gakuin University, Tokyo, Japan: 66th ICA Annual Conference on Communicating with Power, Pre-Conference on Communication with New Power Blocs: Culture and Ethics in BRICS Media. 06. 8. 2016.

**Yu Xiang and Vivien Marsh.** Structuralist Sub-Imperialism and Ideological Consent: CCTV-News in Africa at China Media Centre, University of Westminster, United Kingdom: China and the Changing Geopolitics of Global Communication. 04. 9. 2016.

#### 2015

**Yu Xiang.** 'Sinicization' of 'Proletarian Capitalism' – A Reflection of Ideological Domination on CCTV-News and Its African Audience in China at the Czech Technical University, Prague, Czech Republic: the 12nd Conference of the European Sociological Association on Differences/Inequalities and Sociological Imagination. 08. 25-28. 2015.

**Yu Xiang.** Ideological Sinicization of PRC's foreign Propaganda – A Reception Analysis of CCTV News's African Audience at the University of Quebec, Montreal Canada: International Association for Media and Communication Research Conference of Hegemony or Resistance? The Ambiguous Power of Communication. 07. 2015.

## Curriculum Vitae

**Yu Xiang.** Is Imperialism Inevitable? Rethinking Structural Imperialism Theory in the Case of the Globalized Propaganda of People's Republic of China at the University of Westminster, London, UK: Co-organized International Conference by CAMRI and Fluminense Federal University on Reframing Media/Cultural Studies in the Age of Global Crisis. 06. 2015.

2014

**Yu Xiang.** The Dilemma Faced by Chinese Media's Global Expansion – Spotlight CCTV-News' Ambiguous Positioning at the Tsinghua University, Beijing, China: International Conference on China's Media Go Global. 09. 2014.

### TEACHING EXPERIENCE

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Spring	2025	China's Soft Power and Globalization, Bucknell University
Spring	2025	Intercultural Communication, Susquehanna University
Fall	2024	Interpersonal Communication, Susquehanna University
Spring	2022	Cultural Studies (Undergraduate), Shanghai University
Spring	2022	Journalism Practice (Undergraduate), Shanghai University
Fall	2021	International Communication (Postgraduate), Shanghai University
Spring	2021	Cultural Studies (Undergraduate), Shanghai University
Spring	2021	Journalism Practice (Undergraduate), Shanghai University
Fall	2020	International Communication (Postgraduate), Shanghai University
Spring	2020	Journalism Practice (Undergraduate), Shanghai University
Spring	2020	Fashion, Culture and Communication (Undergraduate), Shanghai University
Fall	2019	International Communication (Postgraduate), Shanghai University
Spring	2019	Journalism Practice (Undergraduate), Shanghai University
Fall	2018	International Communication (Postgraduate), Shanghai University

### RESEARCH TRAINING

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2018	Europe-China Dialogue: Media and Communication Studies Summer School, Vrije Universiteit Brussel, Università della Svizzera Italiana, Peking University
2016	Social Media Analytics: Using Data to Understand Public Conversations, Queensland University of Technology
2016	International Joint Summer School on Communication, Culture and Global South, Communication University of China, Chinese University of Hong Kong, Simon Fraser University, University of Westminster
2016	1st Senior Workshop on China Media's African Coverage, Tsinghua University
2013-2017	Doctoral Researcher Development Programme, University of Westminster

### PEDOGOGICAL TRAINING

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2013	University Certificate of Special Study: Supporting Learning, University of Westminster
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### PROFESSIONAL MEMBERSHIPS

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Member, International Association for Media, and Communication Research (IAMCR) 2016-17; 2024-25  
Member, Chinese in Africa/Africans in China Initiatives (CAAC) 2016-present  
Member, Media, Communication and Cultural Studies Association (MeCCSA) 2023-24

### PROFESSIONAL SERVICE

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#### University and Departmental Service

2018-2020	Dissertation Advisor, Xinyu Zhao, Shanghai University
2018-2020	Dissertation Advisor, Xueji Zhong, Shanghai University
2020	Senior Thesis Advisor, Cai Weiwei, Shanghai University
2020	Senior Thesis Advisor, Marion Clarkson, Shanghai University

## Curriculum Vitae

2018-2020      International Academic Exchange Programme, Shanghai University

### Academic Service

2020-      Editorial Member, *Journal of African Media Studies*

### OCCASIONAL REVIEWER

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*Asian Journal of Communication; China: An International Journal; Chinese Journal of Communication; Continuum: Journal of Media and Culture Studies; Critical Arts; Global Media and China; Global Media and Communication; INFORMASI; Journal of African Media Studies; Journal of Asian and African Studies; Journal of Contemporary China; Journal of Contemporary African Studies; Journal of International Communication; Journal of Visual Political Communication; Journalism Practice; Studies in World Cinema; Social Media and Society; The International Journal of Press/Politics*

### OTHER TRAINING

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Fall	2019	Film Script Writing (Weekend School), Shanghai Vancouver Film School
Spring	2024	Filmmaking (4 Week Program), New York Film Academy

### WORK AND INTERN EXPERIENCE

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Freelance Reporter, Pear Video, Jun-Aug 2018  
Freelance Reporter, China Global Television Network, Mar-Jun 2018  
Intern Editor, China Think Tank, Development Research Centre of the State Council, Oct 2016-Sep 2017  
Freelance Columnist, Red Scarf Limited, London, UK, Jul 2014-Sep 2016  
Intern Editor, Q Magazine, London, UK, Sep 2012  
Intern Editor, Al-Jazeera Beijing Bureau, Beijing, China, Aug 2012  
Intern Journalist, Xinhua News Agency Heilongjiang Bureau, Harbin, China, Mar-Apr 2012  
Intern Editor, Xinhua Beijing Headquarters, Economic News Desk of China News for World Service, Beijing, China, Jul-Aug 2011  
Volunteer Translator, China Harbin Trade Fair, Harbin, China, June 2011  
Intern Scenarist, Heilongjiang Provincial TV Station, Harbin, China, Oct 2010-Apr 2011

### REFEREES

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Daya Kishan Thussu, Professor of International Communication, Hong Kong Baptist University, Department of Communication Studies, Email: dayathussu@hkbu.edu.hk

Winston Mano, Reader of Media and Communication, Westminster University, Communication and Media Research Institute, Email: W.Mano@westminster.ac.uk

Xin Zhao, Principal Academic in Media and Communication, Bournemouth University, Faculty of Media and Communication, Email: xzhao@bournemouth.ac.uk