

08/08/2022

Hsin-I Sydney Yueh

Department of Communication
312 Switzler Hall
University of Missouri
Columbia, MO 65211
Email: hsyueh@missouri.edu

EDUCATIONAL AND PROFESSIONAL HISTORY

A. Education

- 2007–2012 **Ph.D., University of Iowa**, Communication Studies
2002–2004 **M.A., University of Pittsburgh**, East Asian Studies
1995–1999 **B.A., National Taiwan University**, Foreign Languages and Literatures

B. Professional Appointments

- 2022–Present **Associate Teaching Professor**, *University of Missouri*, Department of Communication
2018–2022 **Associate Professor**, *Northeastern State University*, Department of Communication Studies
2013–2020 **Graduate Director**, *Northeastern State University*, Department of Communication Studies
2012–2018 **Assistant Professor**, *Northeastern State University*, Department of Communication Studies
2007–2011 **Graduate Teaching Assistant**, *University of Iowa*, Department of Communication Studies

C. Honors (2012-Present)

- 2021 **Merit Award**, *East Asian Journal of Popular Culture* in collaboration with *the European Association of Taiwan Studies*, sponsored by the Taiwan Foundation of Democracy
2021 **Taiwan Fellowship**, *Ministry of Foreign Affairs*, Taiwan
2019 **Circle of Excellence in Research** (nominee certificate), *Northeastern State University*
2018 **Outstanding Book Award**, *National Communication Association*, International & Intercultural Communication Division
2015 **C. W. Mangrum Outstanding Young College Teacher Award**, *Oklahoma Speech Theatre Communications Association*
2013 **Outstanding Dissertation Award**, *National Communication Association*, Language and Social Interaction Division
2012 **Semester Finishing Fellowship**, *University of Iowa*, Communication Studies

RESEARCH PUBLICATIONS

A. Publications

- 2023 *Resistance in the era of nationalisms: Performing identities in Taiwan and Hong Kong under U.S.-China relations*. East Lansing, MI: Michigan State University Press (in press), co-edited with Hsin-I Cheng.

08/08/2022

- 2023 Vernacular collaboration: In search of a new Taiwanese identity through “worshipping Japan” and resisting China. In Hsin-I Cheng & Hsin-I Sydney Yueh (Eds.), *Resistance in the era of nationalisms: Performing identities in Taiwan and Hong Kong under U.S. China relations*. East Lansing, MI: Michigan State University Press (in press).
- 2023 Sakura Shrimp as a hybrid spokes-character: How Japanese moe anthropomorphism promotes tourism in Taiwan. *East Asian Journal of Popular Culture* (in press), with Yen-Zhi Peng.
- 2022 “Spicy Taiwanese Sister” against the rise of China: Gender, identity politics, and elections in Taiwan. *Communication and Critical/Cultural Studies* <https://doi.org/10.1080/14791420.2022.2090584>
- 2021 President Tsai’s celebrity marketing. *Taiwan Insight*, University of Nottingham.
- 2021 Book review: Crossing disciplines and generations: 20 years of NATSA. *International Journal of Taiwan Studies*, 4(2), 393–395.
- 2020 What is Taiwanese identity? SOAS China Institute Blog, University of London. <https://blogs.soas.ac.uk/china-institute/2020/10/26/what-is-taiwanese-identity/>
- 2020 Beyond cultural China: The representation of Taiwan in US-based speech communication and journalism research. *International Journal of Taiwan Studies*, 3(2), 292–320.
- 2020 Theorizing vernacular discourse in Sinophone transnational space: On Namewee’s YouTube music videos. *Critical Studies in Media Communication*, 37(2), 174–187.
- 2019 *China Media Research*, 15(2), 1–60. Guest editor for the special issue.
- 2019 Understanding Chinese communication from the peripheral: An introduction. *China Media Research*, 15(2), 1–8.
- 2019 From Japanese otaku to Taiwanese zhainan: Understanding transcultural masculinity through a cultural term in Taiwan. *Journal of International and Intercultural Communication*, 12(2), 111–127.
- 2017 *Identity politics and popular culture in Taiwan: A sajjiao generation*. Lanham, MD: Lexington Books.
- 2017 When localism meets racism: The controversy caused by the music video *Foreigner*. *East Asian Journal of Popular Culture*, 3(2), 215–230.
- 2016 Some distinctive Taiwanese communication practices and their cultural meanings. In Donal Carbaugh (Ed.), *The handbook of communication in cross-cultural perspective* (pp. 118–128). New York: Routledge, with Todd L. Sandel & Pei-Ying Lu.
- 2015 The embodiment of intercultural communication through course syllabi. *Intercultural Communication Studies*, 24(2), 135–154, with Kristopher D. Copeland.
- 2015 Playing the role of an outsider within: Teaching intercultural communication through an ethnographic project. *Communication Teacher*, 29(1), 13–20.
- 2013 Body performance in gendered language: Deconstructing the Mandarin term *sajiao* in the cultural context of Taiwan. *Ricerche di Pedagogia e Didattica* (Journal of Theories and Research in Education), 8(1), 159–182. doi:10.6092/issn.1970-2221/3777

08/08/2022

2010 A review of Jayson Makoto Chun, *A Nation of a Hundred Million Idiots? A Social History of Japanese Television, 1953–1973* (New York: Routledge, 2009) *The Journal of Asian Studies*, 69(2), 596–599.

B. Manuscripts under Review or in Progress

Speaking ‘broken’ English: Linguistic minorities building cross-cultural alliances in US higher education, with Renu Pariyadath (R & R)

The “problems” of international teaching assistant mentoring from a critical pedagogical perspective. In Ahmet Atay & Diana Trebing (Eds.), *Communication and critical/cultural mentoring: Experiences from higher education*. Peter Lang (under review)

Gender and media. In Hsin-Huang Michael Hsiao (Ed.), *Encyclopedia of Taiwan Studies*. Brill Publishers (under review)

New questions raised by the case study of #MilkTeaAlliance: Rethinking ‘Chinese media’ (book chapter preparation)

The uses of cuteness: Gender, identity politics, and elections in Taiwan. Project sponsored by Taiwan Fellowship (data collection)

Discourse analysis of nostalgic stories about Japan colonization, with Todd Sandel (data analysis)

C. Published Reviews of Scholarship

2020 Benda, J. Hsin-i Sydney Yueh, “Beyond Cultural China: The Representation of Taiwan in US-based Speech Communication and Journalism Research.” 外 not
<https://jonintaiwan.blogspot.com/2020/10/hsin-i-sydney-yueh-beyond-cultural.html>

2018 Chen, F.-Y. (陳方隅). 為什麼台灣的政治人物喜歡裝可愛？《撒嬌世代》的解答 (Why do politicians in Taiwan like to play cute? The answer in “A Sajiao Generation”). 菜市場政治學 (Who Governs Taiwan) <http://whogovernstw.org/2018/07/08/fangyuchen28/>

2018 Lin, Y.-H. Review: Identity politics and popular culture in Taiwan: A sajiào generation, Hsin-I Sydney Yueh. *East Asian Journal of Popular Culture*, 4(1), 129–133.

2018 Keyser-Verreault, A. Book review, Identity politics and popular culture in Taiwan: A sajiào generation. *International Journal of Taiwan Studies*, 1, 235–237.

2017 Chuang, C.-Y. (莊佳穎). 認同政治書寫的認同與政治：評介《臺灣大眾文化與認同政治：撒嬌世代》 (The identities and politics of academic writing on identity politics: Notes on Identity Politics and Popular Culture in Taiwan: A Sajiao Generation). *文化研究期刊 (Router: A Journal of Cultural Studies)*, 25, 294–307.

D. Invited Talks

2023 “The Uses of Cuteness: Gender, Identity Politics, and Elections in Taiwan.” *University of Turku, Finland*.

08/08/2022

- 2023 “Intercultural Communication and Ethnography of Communication: Cases from Taiwan.” *University of Helsinki, Finland*.
- 2021 “Goodbye, Facebook! A Communication Perspective on Identity Formation in the Age of Social Media.” *National Chengchi University, Taiwan*, Research Center for Chinese Cultural Subjectivity in Taiwan, December 24.
- 2021 Book Talk: “The Culture of ‘Playing Cute’ in Taiwan: The Implications of Sajiao on Digital Activism and Political Communication.” *National Taiwan University, Taiwan*, Global Asian Research Center, December 15.
- 2021 “Netizens’ Collaborations and Activism in the Age of Social Media.” *National Taiwan Normal University, Taiwan*, Yin C. Chuang’s “Criticism of the Rhetoric of Social and Political Movements” seminar, December 1.
- 2021 Guest Speaker in Ethnographies of Contemporary Taiwan, *Leiden University, the Netherlands*, Kerim Friedman’s seminar, online, September 30.
- 2021 Book talk: “Identity Politics and Popular Culture in Taiwan: A Sajiao Generation.” *Northeastern State University, USA*, online, April 8.
- 2020 Book talk: “Identity Politics and Popular Culture in Taiwan: A Sajiao Generation.” *SOAS University of London, UK*, Centre of Taiwan Studies, online, December 2.
- 2020 “How to Give an Effective Presentation.” *National Changhua University of Education, Taiwan*, College of Arts, January 9.
- 2019 Book Talk: “Identity Politics and Popular Culture in Taiwan: A Sajiao Generation.” *The University of Oregon, USA*, The Admiral David E. Jeremiah and Mrs. Connie Jeremiah Lecture Series, Center for Asian and Pacific Studies, May 23.
- 2019 “Female Representations in Popular Culture: Taiwan and East Asia.” *The University of Oregon, USA*, Daniel Buck’s “What’s Asia?” class, May 22.
- 2019 “Back to the Future: Taiwan and Taiwan Studies in Ten Years.” *North American Taiwan Studies Association, USA*, Closing Forum, annual convention, University of Washington, May 18.
- 2019 “Cyber Conflict and Geopolitics.” *Muskogee Public Library, OK, USA*, Great Decisions book series, April 23.
- 2019 “How to Give an Effective Conference Presentation: Tips for Non-Native English Speakers.” *North American Taiwan Studies Association, USA*, Professional Development Webinar Series, online, March 15.
- 2019 Book Talk: “Understanding Taiwanese Culture Through the Native Term Sajiao.” *Ohio State University, USA*, Institute for Chinese Studies, March 8.
- 2017 Book Talk: “Identity Politics and Popular Culture in Taiwan: A Sajiao Generation.” *University of Macau, China*, Department of Communication, May 18.

08/08/2022

- 2017 “Examining Identity Transformation of a Minority Immigrant Facebook Group through Cultural Fusion Theory.” *United Nations University Computing and Society, Macau, China*, May 17.
- 2016 “*Sajiao* as Metaphor: The Portraits of Taiwan’s Political Leaders in Public Discourse.” *University of Oklahoma, USA*, Institute for US–China Issues, March 2.

E. Media Appearances/Interviews

- 2022 “*Sajiao* as the tactics of the weak,” podcast interview by *National Taiwan University, Global Asia Research Center*, June 24. (In Mandarin) <https://player.soundon.fm/p/9bcff740-8e8a-48d0-8476-27080a40fe1d/episodes/0d67bc3c-d02f-45c3-8add-2179f7619a72>
- 2022 “What election results mean for Taiwan politics,” interviewed by *TaiwanPlus News*, January 10. <https://www.taiwanplus.com/vods?c=90000011&v=80001573> (10:25–13:08)
- 2021 “Wang Leehom saga: Fallen idol crushes dreams of a generation of Southeast Asian female fans,” quoted by *South China Morning Post*, December 24.
- 2021 “Taiwan’s politics and future directions after the 2021 referendum,” interviewed by *ABC Chinese*, Australia, December 23. (In Mandarin) <https://youtu.be/7R8ESwZltN4>
- 2021 “How politics is defining referendum campaigns in Taiwan,” interviewed by *TaiwanPlus News*, December 16. <https://www.taiwanplus.com/vods?c=90000011&v=80001368> (01:51–05:25)
- 2021 “Taiwan rides soft power wave as democracies sour on China,” quoted by *Nikkei Asia*, October 20.
- 2021 “Taiwan’s ‘Butcher Princess’ is fed up with all the sexism and stalkers,” quoted by *VICE World News*, May 27.
- 2021 “Recent anti-Asian crimes raise concerns,” quoted by the *Northeastern News*, April 7.
- 2021 “NSU professor discusses increased racism against Asians,” quoted by the *Tahlequah Daily Press*, March 26.
- 2020 Podcast interview, *North American Taiwan Studies Association*, July 17.
- 2019 “A Generation of Playing Cute,” *Formosa TV*, Taiwan Lecture Hall, “台製日常” (Made-in-Taiwan Quotidian Life), July 1.
- 2018 Interview for Graduate College Spotlight Stories, *Northeastern State University*, June 26.
- 2018 Interview for NSU Master’s Program in Communication Studies, *Master’s in Communications.com*, May 3.
- 2018 Interview for Inclusive Conference Spaces Project, *Central States Communication Association*, Milwaukee, April 4.
- 2017 “NSU professor discusses immigration executive order,” quoted by the *Tahlequah Daily Press*, February 8.

08/08/2022

2014 “Intercultural communication course offers friendship program,” quoted by *Northeastern Student Newspaper*, September 17.

F. Conference Paper Presentations

- 2022 Taiwanese netizens’ identity reconnection and transformation through cultural terms under US–China relations. *Central States Communication Association*, Madison, WI. **Top Paper.**
- 2021 Surviving the academy: Linguistic minorities building alliances through transnational collaborative autoethnography, co-authored with Renu Pariyadath. *National Communication Association*, Ethnography Division, Seattle, WA. **Top Four Papers.**
- 2021 Taiwan as a keyword in American speech communication and journalism research. *North American Taiwan Studies Association*, Irvine, CA. (Postponed from 2020 to 2021 due to Covid-19; virtual conference)
- 2021 When a “spicy Taiwanese sister” rules: Identity politics and gender representations in Taiwan. *The East Asian Popular Culture Association*, Kyushu University, Fukuoka, Japan. (Postponed from 2020 to 2021 due to Covid-19; virtual conference)
- 2020 Beyond cultural China: The representation of Taiwan in the US speech communication and journalism research. *National Communication Association*, Chinese Communication Studies Division, Indianapolis, IN. **Top Paper.** (Virtual conference)
- 2019 Vernacular discourse in Sinophone transnational space: On Namewee’s YouTube music videos. *National Communication Association*, Critical/Cultural Studies Division, Baltimore, MD.
- 2019 The “problems” of international teaching assistant mentoring from a critical pedagogical perspective. *Central States Communication Association*, Intercultural Communication Interest Group, Omaha, NE. **Top Four Papers.**
- 2018 Asian American communication at play: The Sinophone as a vernacular discourse. *National Communication Association*, Asian/Pacific American Communication Studies Division, Salt Lake City, UT.
- 2018 Cultural fusion theory and its application: Examining identity transformation of an immigrant Facebook group. *International Communication Association*, Intercultural Communication Division, Prague, Czech Republic.
- 2018 Sinophone or diaspora: Understanding Malaysian YouTuber Namewee’s music works. *North American Taiwan Studies Association*, Austin, TX.
- 2017 Transcultural masculinity: A discourse analysis of the cultural term zhainan in Taiwan. *National Communication Association*, Language and Social Interaction Division, Dallas, TX.
- 2017 Taiwanese immigrants in the USA: A virtual ethnography of “becoming American” through the use of Facebook. *International Academy for Intercultural Research*, Staten Island, NY.
- 2017 Japanese otaku vs. Mandarin zhainan: Gender, cultural appropriation, and transnational cyberspace in Taiwan. *North American Taiwan Studies Association*, Stanford, CA.

08/08/2022

- 2017 Online music videos and localism in Taiwan: Nine One One's parody of racialized others in Waiguoren (foreigner). *Central States Communication Association*, Intercultural Communication Interest Group, Minneapolis, MI.
- 2016 A marginal position as a solution: A calling for interdisciplinary inquiry of Taiwanese identity. *National Communication Association*, Asian/Pacific American Communication Studies Division, Philadelphia, PA.
- 2016 Culturally-situated femininity: Language, identity, and gender role negotiation in Taiwan. *International Communication Association*, Intercultural Communication Division, Fukuoka, Japan.
- 2015 Taiwanese communication: Practices and their cultural meanings, co-authored with Todd L. Sandel. *National Communication Association*, International and Intercultural Communication Division, Las Vegas, NV.
- 2014 How to teach diversity? A textual analysis of intercultural communication syllabi, co-authored with Kristopher Copeland. *National Communication Association*, International and Intercultural Communication Division, Chicago, IL.
- 2014 The uses of sajjiao: An ethnography of a feminine persuasive speech act in Taiwan. *North American Taiwan Studies Association*, Madison, WI.
- 2013 Gender performance in the cultural context: A post-structuralist view of sajjiao language in Taiwan. *National Communication Association*, Association of Chinese Communication Studies, Washington, DC.
- 2012 The imagined geography and identity trouble: The discursive construction of Taipei Chic in Taiwan's women's talk shows. *National Communication Association*, Asian/Pacific American Communication Studies Division, Orlando, FL.
- 2012 People sajjiao all the time: A culturally situated persuasive performance. *International Communication Association*, Language and Social Interaction Division, Phoenix, AZ.
- 2011 My fair lady is a baby: A critical analysis of femininity in Taiwanese popular culture. *National Communication Association*, Asian/Pacific American Communication Studies Division, New Orleans, LA.
- 2011 The politics of playing cute: A critical analysis of femininity in Taiwanese popular culture. *North American Taiwan Studies Association*, Pittsburgh, PA. **Top Paper.**
- 2011 The flâneuse in Shanghai: Revisiting modernity through women's mobility. *International Communication Association*, Feminist Scholarship, Boston, MA.
- 2011 The portrait of modern Chinese women: Rereading footbinding in Eileen Chang's Shanghai urban legend. *James F. Jakobsen Graduate Conference*, University of Iowa, IA. **Top Paper.**
- 2011 The tactic of the weak: A critical analysis of feminine persuasion in Taiwan. *Crossing Borders Convocation*, University of Iowa, IA.

08/08/2022

- 2010 Feminine persuasive power? The analysis of a cultural term for talk in Taiwan. *National Communication Association*, Language and Social Interaction Division, San Francisco, CA.
- 2010 The carnivalesque competition: The insanity, rebellion, and restoration in a Japanese talk show. *National Communication Association*, Asian/Pacific American Communication Studies Division, San Francisco, CA.
- 2009 Japanese competitive eaters in the U.S.: A cross-cultural Interpretation of American popular culture. *James F. Jakobsen Graduate Conference*, University of Iowa, IA.
- 2008 Ranking 10 female entertainers: A discourse analysis of the formation of Japanese women's proper behavior in a popular TV show. *National Communication Association*, Japan-U.S. Communication Association, San Diego, CA.

G. Panel Presentations

- 2022 The ugly face of racism: The realities of Asian Americans post-pandemic. *National Communication Association*, sponsored by Asian/Pacific American Caucus, New Orleans, LA (respondent)
- 2022 Looking both from the outside in and from the inside out: Asian immigrant women scholars in the COVID-19 pandemic. *National Communication Association*, sponsored by Asian/Pacific American Caucus, New Orleans, LA (panel discussant)
- 2022 Entering and Exiting the World: Perspectives from the Peripher(ies). *International Communication Association*, sponsored by Ethnicity and Race in Communication and Intercultural Communication, Paris, France (paper presenter)
- 2022 What is the faculty learning community? *Central States Communication Association*, Madison, WI (panel discussant)
- 2022 Hating on it: Existential crisis in academia and the condition of the international scholar. *Central States Communication Association*, sponsored by Intercultural Communication Interest Group, Madison, WI (panel discussant)
- 2022 Reconnect through resistance: Authoritarianism, nativism, and Asian communities in the US and abroad. *Central States Communication Association*, sponsored by CSCA Presidential Spotlight, Madison, WI (panel discussant)
- 2021 The transformative potential of US, China, and Taiwan on the knife's edge of international conflict. *National Communication Association*, sponsored by International and Intercultural Communication Division, Seattle, WA (panel discussant)
- 2021 Professionalism Session. Third Biennial Conference on Communication, Media, and Governance in the Age of Globalization, sponsored by NCA and CUC (panel discussant) (virtual conference)
- 2021 Perspectives on social activism and social change. *Central States Communication Association*, sponsored by multiple groups (panel discussant) (virtual conference)
- 2021 CSCA faculty learning community planning session. *Central States Communication Association*, sponsored by CSCA Second Vice President (panel discussant) (virtual conference)

08/08/2022

- 2021 What if international faculty could speak! What would they say about the prospects and challenges of “inspiration” in the academy? *Central States Communication Association*, Ethnicity, Race, International and Class Concerns Caucus (panel discussant) (virtual conference)
- 2021 Experiences of international scholars during the COVID-19 pandemic. *Central States Communication Association*, Intercultural Communication Interest Group (panel discussant) (virtual conference)
- 2020 Democracy, disinformation, and citizenship: At the crossroads of changing political participation and border making in Taiwan. *National Communication Association*, Association of Chinese Communication Studies, Indianapolis, IN (paper presenter) (virtual conference)
- 2020 Scholars at the crossroads: Mentoring, networking and building community as Asian/Pacific American scholars. *National Communication Association*, Asian/Pacific American Caucus, Indianapolis, IN (panel discussant) (virtual conference)
- 2020 Navigating racism within your department. *Central States Communication Association*, Chicago, IL (panel discussant) (canceled due to Covid-19)
- 2020 Communicating across contexts: Borders and breakthroughs in intercultural communication. *Central States Communication Association*, Chicago, IL (paper respondent) (canceled due to Covid-19)
- 2020 Be(com)ing (un)desirable: English hegemony, whiteness, and higher education. *Central States Communication Association*, Chicago, IL (paper presenter) (resubmitted to NCA 2020)
- 2020 What if international faculty could speak! What would they say about “borders” and “breakthroughs”? *Central States Communication Association*, Chicago, IL (panel discussant) (cancelled due to Covid-19)
- 2019 Understanding Chinese identity/ies and communication in various contexts. *National Communication Association*, International and Intercultural Communication Division, Baltimore, MD (paper respondent)
- 2019 Mentoring in intercultural contexts. *National Communication Association*, International and Intercultural Communication Division, Baltimore, MD (discussion panelist)
- 2019 Surviving academia as “others”? The past, present and future of the Association of Chinese Communication Studies (ACCS). *National Communication Association*, Association of Chinese Communication Studies, Baltimore, MD (discussion panelist)
- 2019 Explorations in the intersections of media and the ethnography of communication in Taiwan, Macao, Bhutan, and China. *Conference for Ethnography of Communication and Interdisciplinary Moves*, Helsinki, Finland (paper presenter)
- 2019 Creating inclusive conference spaces: A continuing dialogue. *Central States Communication Association*, Omaha, NE (discussion panelist)
- 2018 Challenging colonial legacies through critical intercultural communication scholarship: Denaturalize modernity and decolonize knowledge. *National Communication Association*, International and Intercultural Communication Division, Salt Lake City, UT (paper respondent)

08/08/2022

- 2018 Intercultural pedagogy: Bridging the gap for international students in the public speaking classroom. *National Communication Association*, Basic Course Division, Salt Lake City, UT (discussion panelist)
- 2018 Pushing and pulling game of race and racism: Playing in the inter/intra East Asia-U.S. Space. *National Communication Association*, Asian/Pacific American Communication Studies Division, Salt Lake City, UT (discussion panelist)
- 2018 Everyday intercultural communication challenges in American higher education: Make a difference from international faculty's perspectives. *Central States Communication Association*, Intercultural Communication Interest Group, Milwaukee, WI (discussion panel chair and organizer)
- 2017 Pedagogies of cross-cultural communication. *National Communication Association*, Education Policies Board, Dallas, TX (discussion panelist)
- 2017 Revisiting identity theories in the marginalized position: Making their legacies relevant to us. *National Communication Association*, International and Intercultural Communication Division, Dallas, TX (paper panel presenter)
- 2016 Cross-cultural collaboration: Understanding cultural differences through international encounter project. *Oklahoma Speech Theater Communication Association*, Tulsa, OK (discussion panel chair and organizer)
- 2016 Strengthening the foundation: Preparing international graduate students for cross-cultural challenges. *Central States Communication Association*, Graduate Caucus, Grand Rapids, MI (discussion panel chair and organizer)
- 2015 The Taiwan question: In search of new identities and opportunities. *National Communication Association*, Asian/Pacific American Communication Studies Division, Las Vegas, NV (paper panel chair and organizer)
- 2015 Intercultural communication as praxis: Asia as method in teaching and learning. *Asian Studies Development Program National Conference*, Branson, MO (discussion panel organizer and presenter)
- 2014 Who are we? Who am I? Exploring auto/ethnography and Asian/American experiences. *National Communication Association*, Asian/Pacific American Communication Studies Division, Chicago, IL (discussion panelist)
- 2013 Connecting diverse voices in communication leadership and scholarship. *National Communication Association*, Washington DC (discussion panelist)
- 2013 Learning intercultural communication through ethnography: Empowering communities through campus engagement. *Oklahoma Speech Theater Communication Association*, Oklahoma City, OK (discussion panel chair and organizer)
- 2013 Qualitative possibilities: Overcoming the challenges of research. *Central States Communication Association*, Kansas City, MO (discussion panelist)

08/08/2022

- 2012 Animated communities: Japanese pop aesthetics, gendered performance and language politics. *National Communication Association*, Orlando, FL (paper panel presenter)
- 2012 Roundtable: Pedagogy and curriculum. *Conference of Ethnography of Communication: Ways Forward*. Creighton University, Omaha, NE (discussion panelist)
- 2012 From marginality to liminality: Culture, geography, and identity formation in Taiwan. *The Association for Asian Studies*, Toronto, Canada (paper panel presenter)

H. Research Funds and Grants

- 2021 Grant for the East Asian Popular Culture Association Conference, *European Association of Taiwan Studies*, €200.
- 2020 Graduate College Travel Fund, *Northeastern State University*, Graduate College, \$430
- 2019 Faculty Development Fund, *Northeastern State University*, Academic Affairs, \$1,000
- 2019 Travel Fund for Graduate Program, *Northeastern State University*, College of Liberal Arts \$2,485
- 2018 Faculty Development Fund, *Northeastern State University*, Academic Affairs, \$1,000
- 2018 Graduate College Travel Fund, *Northeastern State University*, Graduate College, \$1,500
- 2017 Faculty Development Fund, *Northeastern State University*, Academic Affairs, \$1,000
- 2017 President's Ambassadors Network Grant, *Northeastern State University*, \$977
- 2017 Chinese Language Research Grant, *University of Oklahoma*, Institute for U.S.–China Issues, \$2,000
- 2017 Short-Term Visiting Scholar, *University of Macao*, Department of Communication, \$2,500
- 2016 Faculty Development Fund, *Northeastern State University*, Academic Affairs, \$1,000
- 2016 Faculty Development Grant, *University of Oklahoma*, Institute for U.S.–China Issues, \$2,000
- 2015 Faculty Development Fund, *Northeastern State University*, Academic Affairs, \$1,000
- 2014 Faculty Development Fund, *Northeastern State University*, Academic Affairs, \$1,000
- 2013 Faculty Development Fund, *Northeastern State University*, Academic Affairs, \$1,000
- 2012 Faculty Development Fund, *Northeastern State University*, Academic Affairs, \$1,000
- 2011 T. Anne Cleary International Dissertation Research Fellowship, *University of Iowa*, \$2,000
- 2011 Graduate Dissertation Grant, *University of Iowa*, Center for Asian and Pacific Studies, \$500
- 2011 Graduate College Summer Fellowship, *University of Iowa*, monthly stipends
- 2010 Crossing Borders Travel Research, *University of Iowa*, \$2,000
- 2009 Kenneth T. Key Scholarship for Taiwanese-Born Graduate Students, *University of Iowa*, \$2,000
- 2009 Crossing Borders Travel Research, *University of Iowa*, \$4,000
- 2008 Foreign Languages and Area Studies Fellowship, *University of Iowa*, \$3,000

TEACHING EXPERIENCES

A. Courses Taught

University of Missouri, 2022–Present

08/08/2022

Undergraduate Courses

- Communication Research Methods
- Persuasion

Northeastern State University, 2012–2022

Graduate Courses

- Advanced Intercultural Communication
- Asian Communication: Media, Globalization, and Culture
- Communication and Social Change
- Digital Narrative
- Ethnographic Research Method
- Instructional Communication
- Introduction to Graduate Study

Undergraduate Courses

- Fundamentals of Oral Communication
- Intercultural Communication
- Introduction to Communication Theory
- Persuasion
- Public Speaking

University of Iowa, 2007–2011

Undergraduate Courses

- Communication and Everyday Life
- Gender Role and Communication
- Intercultural Communication
- Media, Advertising, and Society
- Politics of Popular Culture

B. Thesis Direction

Northeastern State University

2020	Julia Carlo, M.A. in Communication Studies (committee member)
2018	Conner Schwab, M.A. in Communication Studies (advisor)
2017	Christopher Rudick, M.A. in Communication Studies (advisor)
2016	Tricia Price, M.A. in Communication Studies (advisor)
2016	Kendrea James, M.A. in Communication Studies (second reader)
2015	Jamie Shanks, M.A. in Communication Studies (second reader)
2015	Sherilyne Pack, M.A. in Communication Studies (second reader)

08/08/2022

2014 Elaina Ross, M.A. in Communication Studies (second reader)

C. Academic/Administrative Advising

Northeastern State University

Graduate Academic Advising

2019–2020 10 students

2018–2019 9 students

2017–2018 12 students

2016–2017 8 students

2015–2016 6 students

2014–2015 7 students

2013–2014 9 students

Recommendation Letters

2021 Miranda Robert, Billy Hefton

2020 Chuyue Ou

2019 Petra Russel, Anthony Woodall, Yikun Wang, Comfort Tosin Adebayo

2017 Kendrea James

Undergraduate Advising

2020–2022 NSU Communication Lab Consultation

D. Mentored Student Research Presentations

(*graduate student; **undergraduate student)

Northeastern State University

Externally Reviewed Papers

2018 *Diaville, T. P. “We’re there to help, not to learn”: An analysis of lack of cultural awareness and its influence on volunteerism in Haiti. Paper presented at the annual meeting of the *Central States Communication Association*, Milwaukee, WI.

2018 *Rudick, C. L. Their stories: Environmental identity and narrated experience. Paper presented at the annual meeting of the *Central States Communication Association*, Milwaukee, WI.

2016 *James, K. Thanks FAMM: A social change project. Paper presented at the annual meeting of the *Oklahoma Speech, Theatre, and Communication Association*, Tulsa, OK.

External Poster and Panel Sessions

2019 *Dorr, M. M. “Fake news”: Examining the scrutiny and distrust of modern day media. Discussion panel organized and submitted to the annual meeting of *Central States Communication Association*, Omaha, NE.

2019 *Vaughn, T. Being feminist graduate students during the #metoo movement. Discussion panel organized and submitted to the annual meeting of *Central States Communication Association*, Omaha, NE.

08/08/2022

- 2016 **Desai, P., **Dow, R., **Song, Y., & **Trammel, J. L. Cross-cultural collaboration: Understanding cultural differences through international encounter project. Panel presented at the annual meeting of the *Oklahoma Speech, Theatre, and Communication Association*, Tulsa, OK.
- 2016 *Lasater, L. B., *Price, T., *James, K., & *Turner, M. C. *Media analysis of Orange is the New Black*. Panel presented at the annual meeting of *Central States Communication Association*, Minneapolis, MN.
- 2015 *Alwoeden, J. Standard beauty is not one size fits all. Poster presented at *Oklahoma Research Day*.
- 2015 **Atcity, L. Understanding cultural differences through practice: A reflection on intercultural friendship program. Poster presented at *Oklahoma Research Day*.
- 2015 *Bradford, B. Walking out of the household: Becoming an outdoor-woman (BOW) outdoor program. Poster presented at *Oklahoma Research Day*.
- 2015 *Curry, P. Whore: Stud:: Gay: Weak: Vocabulary and the sexual double standard. Poster presented at *Oklahoma Research Day*.
- 2015 *Parker, J. The portrayal of African American males in the media. Poster presented at *Oklahoma Research Day*.
- 2014 *Alworden, J. A textual analysis of the ideal female image in the U.S. Poster presented at *Oklahoma Research Day*.
- 2014 *Johnson, T. A netnography of baby boomers' adaptation of social media and evolving communication devices. Poster presented at *Oklahoma Research Day*.
- 2014 *Rae, J. Bar talk: A discourse comparison of the communication in heterosexual and homosexual singles bars. Poster presented at *Oklahoma Research Day*.
- 2014 *Rudick, C. (2014). Will this be on the test? Student-teacher interactions in a college classroom setting. Poster presented at *Oklahoma Research Day*.
- 2013 **Drumm, M., **Husdon, B., **Schwab, C., & **Williams, R. A. (2013). Learning intercultural communication through ethnography: Empowering communities through campus engagement. Panel presented at the annual meeting of *Oklahoma Speech, Theatre, and Communication Association*.

SERVICE

A. Reviewer

Editorial Board Member

2022–present *East Asian Journal of Popular Culture*

2021–2023 *Qualitative Research Reports in Communication*

2017–2020 *Journal of International and Intercultural Communication*

Ad Hoc Journal Reviewer

08/08/2022

2021 *Cambridge Review of International Affairs*
2021 *International Journal of Taiwan Studies*
2020 *Globalizations*
2019 *East Asian Journal of Popular Culture*
2015 *International Journal of Intercultural Relations*

Book Reviewer

2020 Lexington Books
2019 Michigan State University Press
2019 Routledge

Conference Paper/Abstract Reviewer

2022 North American Taiwan Studies Association
2013–2021 NCA Asian/Pacific American Communication Studies Division
2013–2021 NCA International and Intercultural Communication Division
2014–2020 CSCA Intercultural Communication Interest Group
2019–2020 NCA Language and Social Interaction Division
2018–2019 European Association of Taiwan Studies
2014–2019 ICA Intercultural Communication Division
2013–2019 ICA Language and Social Interaction Division
2018 Georgetown University Round Table on Language and Linguistics
2018 OSTCA Student Competitive Papers
2015 ICA Global Communication and Social Change Division
2014, 2018 NCA Ethnography Division

B. Positions & Committees

2022 Chair, CSCA, Communication Studies Outstanding Article Award Committee
2021 Vice Chair, CSCA, Communication Studies Outstanding Article Award Committee
2020–2023 Board of Directors, NATSA
2020–2022 Member, CSCA, Faculty Learning Community for Students and Scholars of Color
2020 Member, NCA, APAC Outstanding Dissertation Award Committee
2020 Member, CSCA, Ad Hoc Committee on Equity & Inclusion
2020 Member, NCA, The US–China Communication Colloquium, Task Force for Fostering International Collaborations in the Age of Solidarity
2019 Member, CSCA, Communication Studies Outstanding Article Award Committee
2018 Member, CSCA, Cooper Award Committee
2018 Chair/Program Planner, CSCA, Intercultural Communication Interest Group
2018 Representative, NCA, Legislative Assembly

08/08/2022

- 2018 Representative, *OSTCA*, *CSCA* National States Advisory Council
- 2017 The Nominating Committee, *NCA*, International & Intercultural Communication Division
- 2014–2015 Secretary, *CSCA*, Intercultural Communication Interest Group
- 2013–2015 Inter-Caucus Representative, *NCA*, Asian/Pacific American Communication Studies Division

C. College/University Services

Northeastern State University

- 2020 Promotional video participant, University Strategies
- 2019 Recruiter, Graduate Program Fair
- 2018 Recruiter, Graduate Program Fair
- 2018 Recruiter, Major Fair
- 2018 Recruiter, Graduate School Fair
- 2017–2018 Member, Student Conduct Appeals Committee
- 2017 Recruiter, campus visiting (Roger State University)
- 2017 Recruiter, Riverhawk Rally
- 2016–2017 Member, Affirmative Action Committee
- 2016 Recruiter, Riverhawk Rally
- 2016 Recruiter, Riverhawk Jam
- 2015–2019 Member, University Curriculum Committee
- 2015–2018 Faculty Representative, Publications Board
- 2015–2017 College Representative, Faculty Council
- 2015 Recruiter, Riverhawk Jam
- 2015 Recruiter, Career and Graduate School Fair
- 2014 Recruiter, Riverhawk Expo on Transfer Student Orientation
- 2013–2020 Member, Graduate Council
- 2013–2015 Member, General Education Committee
- 2013–2014 Member, Student Conduct Appeals Committee
- 2013 Recruiter, Family Weekend and College of Liberal Arts Open House

D. Department

Northeastern State University

- 2021 Hiring Committee, Department of Communication Studies
- 2021 MA Program Revision Committee
- 2020 Leading to launch an M.A. Program in Public Relations
- 2019 Review Committee, Department of Communication Studies
- 2019 Leading to revise learning outcomes of M.A. Program in Communication Studies

08/08/2022

2019 Hiring Committee, two positions, Department of Communication Studies
2018 Promotion Committee Member
2017 Hiring Committee, Department of Languages and Literature
2015 Hiring Committee, Department of Languages and Literature
2014 Hiring Committee, Department of Communication Studies
2013 Hiring Committee, Department of Communication Studies

University of Iowa

2011–2012 Co-Organizer, International Female Graduate Students' Kitchen Table, Department of Communication Studies
2011 Schrage Award Committee, Department of Communication Studies
2010–2011 Graduate Student Advisory Committee, Department of Communication Studies

E. Membership

- Association of Asian Studies (2012–2014; 2019–2022)
- Central States Communication Association (2013–Present)
- International Academy for Intercultural Research (2017)
- International Communication Association (2009–Present)
- National Communication Association (2008–Present)
- North American Taiwan Studies Association (2011; 2014–Present)
- Oklahoma Speech, Theater, and Communication Association (2012–2018)