

CURRICULUM VITAE

Mei Zhang, Ph.D.

Department of Communication Studies & Theatre
Missouri Western State University
St. Joseph, MO 64507
E-mail: meizhang@missouriwestern.edu

EDUCATION

Ph. D. December, 1999

Department of Communication, University of Pittsburgh, Pittsburgh, PA
Dissertation: *Economic Reform and Official Role Models: Rhetoric and Communication of the Party Press in Post-Mao China*

M. A. December, 1992

Department of Communication, University of Pittsburgh, Pittsburgh, PA

B. A. July, 1987

International Journalism, School of Journalism, Fudan University, Shanghai, China
Equivalent to graduation from M. A. Class without the requirement of a master's thesis

B. A. July, 1985

English, Department of Foreign Languages & Literature
Hangzhou University, Hangzhou, China

TEACHING EXPERIENCE

Assistant Professor August, 2000-Present

Graduate Faculty

Department of Communication Studies & Theatre

Missouri Western State University, St. Joseph, MO

Courses Taught:

COM 104 Oral Communication

COM 222 Communication Theory

COM 204 Mass Communication

COM 304 Media and Society

COM 342 Intercultural Communication

(New core course developed for communication majors)

COM 350 Selected Topics in Speech Communication

Instructor/Teaching Fellow/Teaching Assistant

August, 1990-April, 2000

Department of Communication, University of Pittsburgh, Pittsburgh, PA

Courses Taught and Assisted:

Public Speaking

Presidential Rhetoric

Communication Process

Mass Communication Process

Full-Time Faculty September, 1987-July, 1990

Department of International Journalism, School of Journalism,
Fudan University, Shanghai, China

Courses Taught:

English

Translation

News Writing

International Journalism

Selected Readings of Western Press

SCHOLARLY PUBLICATIONS

Zhang, Mei. (2009). A new look at mass media: Agents of control and change [Review of the book *History and future of mass media: An integrated perspective*]. *The Review of Communication*, 9 (1), 54-57.

Zhang, Mei. (2008). Rhetoric in the service of reform: A study of Chinese discourse in transition. *Intercultural Communication Studies*, 17 (2), 304-318.

Zhang, Mei. (2008). Connecting alumni around the world: A study of harmony, memory, and identity online. *China Media Research*, 4 (4), 85-91.

Zhang, Mei. (2008). Rhetorical criticism. In Shuming Lu (Ed.). *Communication studies in the West in the Series on Western research in the humanities and social sciences* (pp. 47-66). Beijing, China: Renmin University Press.

Zhang, Mei. (2007). Hong Kong Handover. In Lynda Lee Kaid and Christina Holtz-Bacha (Eds). *Encyclopedia of political communication* (pp. 309-310). Thousand Oaks, California: Sage Publications.

Zhang, Mei. (2004). Review of the book *Society online: The Internet in context*. The Resource Center for Cyberculture Studies (current address: <http://rccs.usfca.edu/booklist.asp>).

- Zhang, Mei. (2000). Raising the social status of intellectuals and prescribing ideal behavior for Chinese citizens: Press images of model intellectuals under economic reform. In Christ'I De Landtsheer and Ofer Feldman (Eds.), *Beyond public speech and symbols: Explorations in the rhetoric of politicians and the media* (pp. 147-164). Westport, CT: Praeger.
- Zhang, Mei. (2000). Official role models and unofficial responses: Problems of model emulation in post-Mao China. In D. Ray Heisey (Ed.), *Advances in communication and culture* (pp. 67-85). Stamford, CT: Ablex Publishing Corporation.
- Zhang, Mei. (1999). From Lei Feng to Zhang Haidi: Changing media images of model youth in the post-Mao reform era. In Randy Kluver and John Powers (Eds.), *Civic discourse, civil society, and Chinese communities* (pp. 111-123). Stamford, CT: Ablex Publishing Corporation. Outstanding Book Award, International and Intercultural Communication Division, National Communication Association, 2000.

COMPETITIVE CONFERENCE PAPERS

- Chang, Changfu; Zhang, Mei; & Chen, Joyce. (2009, November). *Cultures matter: An alternative model of teaching evaluations*. Paper presented at the annual convention of the National Communication Association, Chicago, Illinois.
- Zhang, Mei. (2009, June). *Inspiring American and global audiences: The rhetorical power of Randy Pausch's last lecture in the digital age*. Paper presented at the international conference of the China Association for Intercultural Communication, "Intercultural Communication between China and the World: Interpersonal, Organizational, and Mediated Perspectives," Beijing, China.
- Zhang, Mei. (2007, November). *Connecting alumni around the world: A study of harmony, memory, and identity online*. Paper presented at the annual convention of the National Communication Association, Chicago, Illinois.
- Zhang, Mei. (2005, November). *Constructing Yao Ming and China: Media narratives of a Chinese basketball star*. Paper presented at the annual convention of the National Communication Association, Boston, Massachusetts.
- Zhang, Mei. (2004, November). *Representing Chinese women and domestic violence in the TV serial "Do Not Talk to Strangers."* Paper presented at the annual convention of the National Communication Association, Chicago, Illinois.
- Zhang, Mei. (2004, November). *Covering China's first manned mission into space: A comparative study of news discourses*. Paper presented at the annual convention of the National Communication Association, Chicago, Illinois.

- Zhang, Mei. (2003, November). *Dialectics in intercultural communication studies: Reflections on cultural value dichotomies in the global context*. Paper presented at the annual convention of the National Communication Association, Miami, Florida.
- Zhang, Mei. (2003, April). *Rhetoric of leadership in Chinese political communication*. Paper presented at the annual convention of the Central States Communication Association, Omaha, Nebraska.
- Zhang, Mei. (2002, November). *Changing discourse of Chinese intellectuals and its implications for political communication and instructional development in China*. Paper presented at the annual convention of the National Communication Association, New Orleans, Louisiana.
- Zhang, Mei. (2000, April). *Commonalities and differences in Chinese and American values*. Paper presented at the annual convention of the Eastern Communication Association, Pittsburgh, Pennsylvania.
- Zhang, Mei. (1999, November). *Old words and new meanings in post-Mao China*. Paper presented at the annual convention of the National Communication Association, Chicago, Illinois.
- Zhang, Mei. (1998, November). *New Lei Feng in the 1980s: Changing media images of model Chinese youth in the early post-Mao reform years*. Paper presented at the annual convention of the National Communication Association, New York City, New York.
- Zhang, Mei. (1998, June). *Official role models and unofficial responses: Problems of model emulation in post-Mao China*. Paper presented at the annual convention of the Rhetoric Society of America, Pittsburgh, Pennsylvania.
- Zhang, Mei. (1997, November). *Raising the social status of intellectuals and prescribing ideal behavior for Chinese citizens: Images of model intellectuals under economic reform*. Paper presented at the annual convention of the National Communication Association, Chicago, Illinois.
- Zhang, Mei. (1997, November). *The changing newspaper images of role models in the post-Mao reform era in China*. Paper presented at the annual convention of the National Communication Association, Chicago, Illinois.
- Zhang, Mei. (1994, April). *Time's coverage of Chinese civil war: Hegemonic news discourse under the Cold War frame*. Paper presented at the annual convention of the Eastern Communication Association, Washington, D. C.
- Zhang, Mei. (1992, May). *Chinese student demonstration and media coverage: A perspective of cultural studies*. Highest Ranked Paper in Mass Communication Division, Top Three Papers Panel presented at the annual convention of the Eastern Communication Association, Portland, Maine.

Zhang, Mei. (1992, May). *MacArthur's "Don't Scuttle the Pacific": Neo-Aristotelian criticism*. Paper presented at the annual convention of the Eastern Communication Association Convention, Portland, Maine.

COMPETITIVE CONFERENCE PANELS

Zhang, Mei. (2009, November). Presenter on panel *Multiple discourses in media literacy: Where to from here?* at the annual convention of the National Communication Association, Chicago, Illinois.

Zhang, Mei. (2009, November). Chair of panel *Chinese politics in social issues* at the annual convention of the National Communication Association, Chicago, Illinois.

Zhang, Mei. (2008, November). Presenter on panel *Chinese communication and media for harmonious society* at the annual convention of the National Communication Association, San Diego, California.

Zhang, Mei. (2007, November). Respondent on panel *Public address concerning the Pacific Rim, Hawaii, and Asian peoples: From the turn of the century to the recent past* at the annual convention of the National Communication Association, Chicago, Illinois.

Zhang, Mei. (2007, November). Respondent on panel *Media and global communications in Chinese contexts* at the annual convention of the National Communication Association, Chicago, Illinois.

Zhang, Mei. (2006, November). Respondent on panel *Rhetoric, identity, and ideology in Chinese communication* at the annual convention of the National Communication Association, San Antonio, Texas.

Zhang, Mei. (2005, April). Presenter on panel *Heart matters: Teaching diverse students* at the annual convention of the Central States Communication Association, Kansas City, Missouri.

Zhang, Mei. (2004, November). Chair of panel *Chinese communication studies: Language, culture, identity, and media* at the annual convention of the National Communication Association, Chicago, Illinois.

Zhang, Mei. (2002, November). Presenter on panel *Development of diagnostic instrument and intervention strategies to improve student writing* at the annual convention of the National Communication Association, New Orleans, Louisiana.

Zhang, Mei. (2002, November). Respondent on panel *Competitive papers in Chinese communication (1): Investigations of Chinese values and norms* at the annual convention of the National Communication Association, New Orleans, Louisiana.

Zhang, Mei. (2001, November). Presenter on panel *Teaching, research, and doing Service in American Higher Institutions for foreign professors* at the annual convention of the National Communication Association, Atlanta, Georgia.

Zhang, Mei. (2001, November). Respondent on panel *The roots of twentieth century rhetorical studies: Centrality and change* at the annual convention of the National Communication Association, Atlanta, Georgia.

PEER REVIEWER

Spring, 2009
Competitive Papers, Mass Communication Division
National Communication Association

Spring, 2009
Competitive Papers and One Competitive Panel
Association for Chinese Communication Studies Division
National Communication Association

Spring, 2007
Competitive Papers, Political Communication Division
National Communication Association

Spring, 2007
Competitive Submissions to the Midwinter Conference
Association for Education in Journalism and Mass Communication

Spring, 2007
Competitive Papers, International Communication Division
Association for Education in Journalism and Mass Communication

Spring, 2006
Communication Theory

Spring, 2006
Competitive Papers, International Communication Division
Association for Education in Journalism and Mass Communication

Fall, 2005
Communication Theory

Spring, 2005
Asian Journal of Communication

Spring, 2005
Competitive Papers, International Communication Division
Association for Education in Journalism and Mass Communication

Spring, 2005
Competitive Papers, Mass Communication & Society Division
Association for Education in Journalism and Mass Communication

Spring, 2005
Competitive Papers, Association for Chinese Communication Studies Division
National Communication Association

Spring, 2005
An Introduction to Intercultural Communication: Identities in a Global Community
(Fred E. Jandt, 4th ed., Sage Publications, 2004).

Spring, 2004
Competitive Papers, International Communication Division
Association for Education in Journalism and Mass Communication

Spring, 2004
Competitive Papers, Mass Communication & Society Division
Association for Education in Journalism and Mass Communication

2003
Communication Law Review
Freedom of Speech Division, Southern States Communication Association

Spring, 2002
Competitive Papers and Panels, Association for Chinese Communication Studies Division
National Communication Association

Spring, 2001
Competitive Papers and Panels, Association for Chinese Communication Studies Division
National Communication Association

OTHER PROFESSIONAL SERVICE

Chair of External Affairs
Association for Chinese Communication Studies, 2003-2007

Chair of Research Committee
Association for Chinese Communication Studies, 2009-2010

SERVICE TO THE INSTITUTION

Chair Fringe Benefits Committee	Fall, 2009-Spring 2010
Business Communication Search Committee Craig School of Business	Spring, 2009
Speaker Western Global Women's Summit	Spring, 2009
Presentation on Intercultural Communication Staff Training Session, Office of Residential Life	Spring, 2009
International Advisory Council	Fall, 2008-Present
International Fair, China Booth	Fall, 2008
Fringe Benefits Committee	Fall, 2008-Spring, 2009
Study Away Advisory Council	Spring, 2008-Present
Campus Search Committee Position of the International Student Coordinator	Fall, 2007-Spring, 2008
Lecture on Leadership and Multicultural Diversity Western Student Leadership Conference	Spring, 2007
Panelist The First Annual Women's Summit Center for Multicultural Education	Spring, 2007
Professional Leave Committee	Fall, 2006-Spring, 2007
Panelist Choosing an Appropriate Major at MWSU	Fall, 2006
<u>Outstanding Instructor</u> , Disability Services	Spring, 2006
Lecture on Leadership and Multicultural Diversity Western Student Leadership Conference	Spring, 2006
Panelist Choosing an Appropriate Major at MWSU	Fall, 2005
Evaluation of Teaching Committee	Fall, 2005-Spring, 2006

April 9 th Event: “Experience Western, Discover the Treasure”	Spring, 2005
Salary Committee	Fall, 2004-Spring 2005
Chair Evaluation of Teaching Committee	Fall, 2003-Spring, 2004
ADA Committee	Fall, 2003-Spring 2004
Lecture on Chinese Educational Systems EED/MED/SED 202 Introduction to Education	Spring, 2003; Spring, 2004
Focus Group on Library Instruction	Spring, 2003
Panelist The 40 th Anniversary of MLK’s Speech “I Have A Dream”	Fall, 2003
Fringe Benefits Committee	Fall, 2002-Spring 2003
Diversity Team	Fall, 2002-Spring 2003
Students of Color Committee	Fall, 2002
Freshman Advisor	Fall, 2002-Present
Lecture on Cross-Cultural Communication Unity Service’s Brown Bag Lunch Series	Fall, 2002
International/Intercultural Events Committee	Fall, 2000-Spring, 2001

SERVICE TO THE DEPARTMENT

Faculty Mentor	Fall, 2009-Present
Scholarship Committee	Fall, 2009-Spring, 2010
Communication Studies Search Committee	Spring, 2009
Communication Studies Search Committee	Fall, 2008-Spring, 2009
Chair Communication Studies Search Committee	Spring, 2008
Scholarship Committee	Fall, 2007-Spring, 2008

Scholarship Committee	Fall, 2005-Spring, 2006
Communication Studies Search Committee	Spring, 2005
Peer Review Criteria Committee	Spring, 2003
COM 104 Competency Assessment Committee	Fall, 2002
Treasurer Departmental Necessity Fund	Fall, 2002
New Course Development COM 342 Intercultural Communication	Spring, 2002
Communication Studies Search Committee	Spring, 2002
Syllabus Review Committee	Fall, 2001-Spring 2003
Funding for Results Project “Development of Diagnostic Instrument and Intervention Strategies to Improve Student Writing”	Fall, 2001-Fall, 2002
Faculty Judge Pony Express High School Speech and Debate Tournament	February, 2001

SERVICE TO THE COMMUNITY

MWSU Speakers’ Bureau	Fall, 2003-Present
High School Program of Study Collaboration Session St. Joseph School District	Spring, 2009
Lecture on Culture and Communication, China Focus The Runcie Club of St. Joseph	Spring, 2007
Lecture on Cross Cultural Communication The St. Joseph Chapter of the International Association of Administrative Professionals Heartland Regional Medical Center	November, 2006
Parent Advisory Council, YMCA	Fall, 2005
Lecture on the Importance of Reading and Education Family Night Reading Fair Neely Elementary School	March, 2005

Lecture on Intercultural Communication St. Joseph Museum	Fall, 2004
Lecture on Chinese Language Pershing Elementary School	Spring, 2003
Lecture on Chinese Education and Culture Training Session for the Early Head Start Program	Fall, 2002
Volunteer MWSU Discover Gold through Service Day	Fall, 2004
Volunteer Chinese New Year Celebration for Foreign Students St. Joseph School District ESOL Program	Spring, 2003
Focus Group on Child Care, YMCA	Fall, 2003-Summer, 2004
Volunteer Coleman Elementary School	Fall, 2002-Spring, 2004
Guest Speaker Asian Studies Outreach Program University of Pittsburgh, Pittsburgh, PA	Fall, 1993-Spring, 1997

PROFESSIONAL AFFILIATIONS

National Communication Association
Rhetoric Society of America
Association for Education in Journalism and Mass Communication
International Association for Intercultural Communication Studies
Association for Chinese Communication Studies

REFERENCES

Provided upon request.