

Curriculum Vitae

1. Name, Current Rank and Contact Information

Name: Juyan Zhang

Current academic rank at the UTSA: Full Professor (Tenured in Fall 2012; Promoted to Associate Professor in Fall 2013; Promoted to Full Professor in Fall 2019)

Contact Information: University of Texas at San Antonio, Communication Department, One UTSA Circle, San Antonio, 78249; Tel: (210) 458-6777; juyan.zhang@utsa.edu

2. Educational Background

Doctor of Philosophy- School of Journalism, University of Missouri-Columbia (May 2003)

Dissertation: *Media Relations on Behalf of International Clienteles: Conceptualization and Empirical Test* (Advisor: Dr. Glen T. Cameron; Date defended: May, 2003)

Master of Law in International Relations, 1997

School of International Studies, Beijing University (PKU), 1994-1997

Thesis: *The Ideological and Cultural Origins of the Israeli Kibbutzim*

Visiting student to Chuo University, Tokyo, Japan, 1996

Department of Comprehensive Policy Studies, Chuo University, under the auspice of Japan Sasakawa Peace Foundation Scholarship, 1996

Intensive Japanese Language Program, The Sasakawa Foundation and the School of International Studies, Peking University, 1995-1997

Bachelor of Law in International Relations, 1994

School of International Studies, Renmin University of China, 1990-1994

English Diploma program by Cedarville College, USA, with Renmin University of China, 1992; Certificate awarded.

3. Professional Employment History

a. Teaching positions

August 2013-Associate Professor, Department of Communication, University of Texas at San Antonio; Tenured in Fall 2012.

August 2007-August 2013: Assistant Professor, Department of Communication, University of Texas at San Antonio

June 2013: Visiting Professor of Strategic Communication, School of Journalism and communication, East China Normal University, Shanghai

June 2011: Visiting Professor of Public Diplomacy, School of Journalism, Jinan University, Guangzhou, China

June 2010: Visiting Professor of Public Diplomacy, School of Journalism, Renmin University of China, Beijing

Assistant Professor, August 2003-July 2007: Department of Communication, Monmouth University, New Jersey, USA

Teaching Assistant (2000-03)

Teaching Assistant for Professor Glen T. Cameron, J-school, University of Missouri-Columbia

b. Industry experiences

Freelancer of Washington Observer, 2004- 2007. Freelance writing for the *Washington Profile*, a news web of International Media Division at the World Security Institute, an independent think tank based in Washington, D. C.

Columnist of Nepal Monitor, 2006. Columnist for *Nepal Monitor*, an online journal focused on public affairs and social change about Nepal.

Journalist and Editor of Guangzhou Daily Press Group, 1997-1999

China's first and largest press group. Worked as journalist and copy editor.

Journalist of *Guangzhou Morning Post*. An English language newspaper of the Guangzhou Daily Press Group; worked as reporter and copy editor. Reported in 14 cities of the Federal Republic of Germany on solar energy, nuclear plants, and incineration plants.

Editor for www.Dayoo.com. News web of the Guangzhou Daily Press Group

4. Honors and Awards

2019 Invited by Georgetown University's Berkley Center for Religion, Peace & World Affairs to Contribute to the Center's blog.

2018. [Member of the Editorial Board of *International Journal of Communication \(IJoC\)*](#), the USC Annenberg School for Communication and Journalism

2017. A study published in *Public Relations Review*, one of world's most important scholarly journals in the field of public relations research, shows that I am the most

published public relations scholar in the field of public diplomacy since 1990 (Vanc, A. & Fitzpatric, K. (2016), [Scope and status of public diplomacy research by public relations scholars, 1990–2014](#). *Public Relations Review*, 42, 432-440).

2011- Invited [Contributing Scholar at the USC Center on Public Diplomacy](#) (CPD) at the USC Annenberg School. [The USC CPD](#) was established in 2003 as a partnership between the Annenberg School for Communication and Journalism and the School of International Relations at the University of Southern California. It is a recognized world leader in the public diplomacy research and scholarship community. In 2008, it received the Benjamin Franklin Award for Public Diplomacy from the U.S. State Department in recognition for its teaching, training and research in public diplomacy.

2012-2017. Two of my single-authored monographs, respectively on [Buddhist diplomacy](#) and [Sino-Vatican faith diplomacy](#), were published by the USC Center on Public Diplomacy in 2012 and 2017. One [publication on gastrodiplomacy](#) was featured at the Center's homepage.

2017. Awarded Faculty Development Leave by the COLFA, UTSA; successfully completed the proposed research project on the Sino-Vatican faith diplomacy. The monograph was published by the USC Center on Public Diplomacy.

2017. My intercultural study on Buddhism, "[The creation of Avalokitesvara: Exploring his origin in the northern Āgamas](#)," is the only featured article in *Canadian Journal of Buddhist Studies* 12 (2017): 1-64.

2013. An article that I wrote as the first author was among the *Asian Journal of Communication's* top ten downloaded articles at Taylor & Francis Online in the year of 2013

Graduate Education Interest Group (GEIG) of AEJMC 2003 Award (Second Place)

The Maxine Wilson Gregory Fund in Journalism Research, 2000-2002.

Glen M. McCaslin Memorial Scholarship Fund in Journalism, fall 2001-winter 2002

O. O. McNityre Scholarship, fall 2001-winter 2002

Guangzhou Municipal Congress Award for Social News, 1998

Japan Sasakawa Peace Foundation Scholarship, September 1994-July 1997 (certificate awarded)

Japan Sasakawa Ryoichi Outstanding Young Leaders Scholarship, 1996

Guanghua Scholarship (Taiwan), 1996

Highest score in Gansu Province, China, in China's National College Entrance Exam. 1990.

5. Research Activities

a. Research positions

2012- [Contributing Scholar at the University of Southern California \(USC\) Center on Public Diplomacy at the Annenberg School of Communication](#)

2000-2003. Research Assistant at the Missouri School of Journalism – Columbia

2002. Worked with Professor Glen T. Cameron and visiting Professor Magne Haug from the Norwegian School of Management BI, researching behavioral effects of political advertising and international media relations.

2002. Worked with Professor Glen T. Cameron, researching public relations campaign effects, news topic dynamics, and international communication.

2000-2001. Researched readership, public relations effectiveness, and health communication for the Center for Advanced Social Research, Missouri Journalism School.

b. Peer-reviewed journal articles

1. **Zhang, J. (In press).** Prince and Ascetic: Mapping the Congruence between the Symbolism in a Southern Version of the Dīpaṃkara Buddha Story and Three Types of Avalokiteśvara Images. *South Asian History, Culture and Archaeology*, Vol. 3, No. 1, 2023, pp. 73-85.
2. **Zhang, J. (2023).** China's Religious Diplomacy for its Belt and Road Initiative: A Review and Assessment. *The Review of Faith & International Affairs* (RFIA).
3. **Zhang, J. (2023).** Tārā, Cundā, and Their Prototypes: Exploring the Origins of the Two Buddhist Goddesses. *Journal of Feminist Studies in Religion*. Vol.27. 3-51.
4. **Zhang, J. (2022).** Mapping the Intertextuality between the 41 Verses and the *Sūtra of Mahā-prajñāpāramitā Pronounced by Mañjuśrī Bodhisattva*. *Journal of Indian Philosophy & Religion*, December 2022, Vo.22, 3-53.
5. **Zhang, J. (2022).** Putting Interfaith Dialogue on the Public Diplomacy Radar: Goals, Power, Strategies, and the Influence of Worldviews. *Crosscurrents*.
6. **Zhang, J. (2022).** A Way Toward Mind Deliverance, or Higher: The Brahmavihāras as Depicted in the Northern Āgamas and its Implications for the

- Emergence of the Bodhisattva's Path. *International Journal of Buddhist Thoughts and Culture*. Vol.31. No.2 (December 2021): 129–169.
<https://doi.org/10.16893/IJBTC.2021.12.31.2.129>
7. **Zhang, J, Adhikari, D, Fahmy, S., and Kang, S.** (2020). Exploring the impacts of tourism value and news consumption on national image of less developed nations: A Nepali case. *Journal of Vacation Marketing* 26 (1): 473-488. DOI: 10.1177/1356766720942559
 8. **Zhang, Z.** (2020). “Buddhas in the Ten Directions”: Its Origins in the Early Buddhist Texts and Metamorphosis. *Critical Review for Buddhist Studies*, Vo.27 (April). 9-37. DOI : 10.29213/crbs..27.202004.9
 9. **Zhang, J.** (2019) Compassion vs. Manipulation; Narrative vs. Rational Argumentation: A PD Radar Charting the Terrain of Public Diplomacy. *Journal of Place Branding and Public Diplomacy*.
 10. **Zhang, J.** (2019). Avalokiteśvara Is the Buddha-to-be: A Follow-up Intertextual Analysis Between Three “Mahāyāna” Texts and the Northern Āgamas. *Studies in Humanistic Buddhism*, Issue 9, 259–298. (The journal is published by the Centre for the Study of Humanistic Buddhism at the Chinese University of Hong Kong)
 11. **Zhang, J.** (2017). The creation of Avalokiteśvara: Exploring his origin in the northern Āgamas. *Canadian Journal of Buddhist Studies*, 12 (2017): 1-64. (The journal is published by the David See Chai Lam Centre for International Communication at Simon Fraser University)
 12. Zhong, L. & **Zhang, J.** (2016) Political myth as strategic communication: Analysis of the Chinese Dream campaign's rhetoric and English media's response. *International Journal of Strategic Communication*, 10(1), 51-68.
 13. **Zhang, J.** (2015). The food of the worlds: Mapping and comparing contemporary gastrodiplomacy campaigns. *Journal of International Communication*, 9, 568–591, SSCI.
 14. Wilbur, D., & **Zhang, J.** (2014). From a false Messiah to just another Latin American dictator: Analysis of U.S. mainstream media's coverage of Hugo Chavez's death. *International Journal of Communication*, 8, 556-579, -SSCI
 15. **Zhang, J.** (2013). A Strategic Issue Management (SIM) approach to social media use in public diplomacy. *American Behavioral Scientist*, 57(9), 1312-1331.-SSCI
 16. **Zhang, J., & Han, Y.** (2013). Testing the rhetoric of China's soft power campaign: A case analysis of its strategic ambiguity in the Six Party Talks over North Korea's nuclear program. *Asian Journal of Communication*, 23(2), 191-208. -SSCI

17. **Zhang, J.** (2010). Exploring rhetoric of public diplomacy in a mixed-motive situation. *Place Branding and Public Diplomacy*, 6(4), 287-299.
18. Fahmy, S., Wanta, W., Johnson, T., & **Zhang, J.** (2010). The Path to War: Exploring a second-level agenda building analysis examining the relationship among the media, the public and the president. *International Communication Gazette*, 73 (4), 322-342.
19. **Zhang, J.**, & Swartz, B. (2009). Public diplomacy for Global Public Goods: Conceptual expansion, ethical grounds and rhetoric. *Public Relations Review*, 35(4), 382-387. –SSCI.
20. **Zhang, J.**, & Fahmy, S. (2009). Color revolutions in colored lenses: A comparative analysis of U.S. and Russian press coverage of political movements in Ukraine, Belarus and Uzbekistan. *International Journal of Communication*, 3, 517-539. –SSCI.
21. **Zhang, J.**, & Swartz, B. (2009). Toward a model of NGO media diplomacy in the internet age: Case study of *Washington Profile*. *Public Relations Review*, 35(1), 47-55. –SSCI.
22. **Zhang, J.** (2009). Making sense of changes to China's communication-centered public diplomacy: Direction of information flow and messages. *Place Branding and Public Diplomacy*, 4(4), 303-317.
23. **Zhang, J.** (2007). Beyond anti-terrorism: Metaphor as message strategy of post-September-11 U.S. public diplomacy. *Public Relations Review*, 33, 31-39. –SSCI.
24. **Zhang, J.** (2006). Symbolic interactionism in public diplomacy: A case study of major power's diplomatic communications in the Asian tsunami relief campaigns. *Public Relations Review*, 32(1), 26-32. –SSCI.
25. **Zhang, J.**, Don Swanson (2006). Media portrayal of Corporate Social Responsibilities. *Public Relations Quarterly*, 51(2), 13-17.
26. **Zhang, J.** (2005). World system and its agents: An analysis of the registrants of Foreign Agent Registration Act (FARA). *Public Relations Review*, 31(1), 47-54. –SSCI.
27. **Zhang, J.**, & Benoit, W. (2004). Message strategies of Saudi Arabia's image restoration campaign in the U.S. after September 11. *Public Relations Review*, 30(2), 162-167. –SSCI.
28. **Zhang, J.**, Qiu, Q., & Cameron, G. T. (2004). Contingency approach to

- international dispute resolution: A case study. *Public Relations Review*, 30(4), 391-399. –SSCI.
29. **Zhang, J.**, & Cameron, G. T. (2004). The Structural transformation of China's propaganda: An Ellulian Perspective. *Journal of Communication Management*, 8(3), 307-321.
 30. **Zhang, J.**, & Cameron, G. T. (2003). China's agenda building and image polishing in the U.S.: Assessing an international public relations campaign. *Public Relations Review*, 167, 18-32. –SSCI.
 31. **Zhang, J.**, & Cameron, G. T. (2003). Sourcing use in *The New York Times*' coverage of the Wen Ho Lee case. *Newspaper Research Journal*, 24(4), 88-101.

c. Monographs

1. **Zhang, J.** (2017). [Beyond the Two Factors: Mapping the Factors Affecting the Sino-Vatican Faith Diplomacy](#). Monograph published by the Center on Public Diplomacy, University of Southern California. *CPD Perspective*, April 2017.
2. **Zhang, J.** (2012). [Buddhist Diplomacy: history and status quo](#). Monograph published by the Center on Public Diplomacy, University of Southern California. *CPD Perspective*, April 2012.

d. Peer-reviewed book chapters

1. **Zhang, J.** (Forthcoming). Exploring the 41 verses: Intertextual analysis between the *Prajñāpāramitā Ratnaguṇasamcayagāthā* and the *Sūtra of Mahā-Prajñāpāramitā Pronounced by Mañjuśrī Bodhisattva*. Proceeding of the 2020 The 8th Chinese Buddhism & Sheng Yen International Conference.
2. Adhikari, D. and **Zhang, J.**, and (2018). Branding the Birthplace of the Buddha: Nepal's potential to become a global destination of Buddhist tourism. In Shin Yasuda, Razaq Raj and Kevin Griffin (eds.), pp. 99-109. *Religious Tourism in Asia*. Wallingford, UK: The Centre for Agriculture and Bioscience International (CABI).
3. **Zhang, J.** (2018). To brand the ancient center of Buddhism: Pakistan's potential to develop Buddhist tourism. In Shin Yasuda, Razaq Raj and Kevin Griffin (eds.) *Religious Tourism in Asia*, pp.127-137. Wallingford, UK: The Centre for Agriculture and Bioscience International (CABI).
4. **Zhang, J.** (2016). Toward diversification and sophistication: Latest trends of and Challenges to China's public diplomacy. In Kee, P., Ingram, C., & Gao, J. (eds.). *Global Media and Public Diplomacy in Sino-Western Relations* (pp. 31-50) London, UK: Ashgate.

5. **Zhang, J.** & Fahmy, S. (2014). Live tweeting at work: The use of social media in public diplomacy. In Guy J. Golan, Sung-Un Yang and Dennis F. Kinsey (eds.), *International Public Relations and Public Diplomacy: Communication and Engagement* (pp. 315-330). Peter Lang Publishing.
6. **Zhang, J.** (2013). China's faith diplomacy. In Philip Seib (ed.). *Religion and Public Diplomacy*, pp.75-97. Palgrave Macmillan.
7. **Zhang, J.** (2004). Mass Media in China: Controlled Transformation. In Art Silverblatt, A., & Nikolai Zlobin (eds.). *International Communications - A Media Literacy Approach* (pp. 165-172). M. E. Sharpe.
8. **Zhang, J.** (2011). Organizational learning (OL) in emergency risk communication: Comparing the Chinese government's responses in two public health crises. In Reed, O. K. (2011). *Disaster Relief: Organizations, Speed and Efficiency of Response and Roles*. (pp. 1-25). Nova Science Publishers, Inc.
9. **Zhang, J.** (2011). China's faith diplomacy: Initiatives and vulnerabilities. *CPD Perspectives on Public Diplomacy*, Nov. 2011, 49-65.

e. Books

Zhang, J. (2004, in Chinese). *Voice of Power: U.S. Media and War*. Beijing: Sanlian Publishing House. (Sanlian is the most prestigious scholarly publisher in China; 10,000 copies printed).

f. Conference Proceedings and Other publications

1. **Zhang, J.** (Nov. 26, 2019). [The Vatican and Strategic Competition Between the United States and China](#). Invited contribution for Georgetown University's Berkley Center for Religion, Peace & World Affairs.
2. Zou, W., **Zhang, J.**, & Han, G. (2014). On the way toward a liberal model? A case analysis of journalistic professionalization in China. Annual International Conference on Journalism & Mass Communication Conference Proceeding; 2014, p. 31-36.
3. **Zhang, J.** (2013). Japan, South Korea, and India's Buddhist Diplomacy and its implications to China's faith diplomacy. GBD Center of Public Diplomacy.
4. **Zhang, J.** (2006). A Chinese Perspective of the Nepali Situation. *Nepal Monitor*, June 4.
5. **Zhang, J.** (2007). Two Concerns about the Nepali Peace Deal. *Nepal Monitor*, January 7.

6. **Zhang, J.** (2004). The Dilemma of China's Economic Macro-Regulation. *The Washington Observer Weekly*, No. 17, May 26.
7. **Zhang, J.** (2005). The U.S. Plans Gas Terminals. *The Washington Observer Weekly*, No. 22, June 22.
8. **Zhang, J.** (2004). What Can Foreign Companies Do in Iraq. *The Washington Observer Weekly*, No. 15, April 28.
9. **Zhang, J.** (2004). U.S. Think Tanks Focus on China's Oil Issue. *The Washington Observer Weekly*, No. 13, April 14.
10. **Zhang, J.** (2004). The Far Influence of EU Fine of Microsoft. *The Washington Observer Weekly*, No. 11, March 31.

6. Scholarly Presentations

1. **Zhang, J.** "Mapping the Intertextuality Between the 41 Verses and the Sūtra of Mahā-prajñāpāramitā Pronounced by Mañjuśrī Bodhisattva" at The 8th Chinese Buddhism & Sheng Yen International Conference held in Taiwan, June 28-29, 2021.
2. **Zhang, J, Adhikari, D, Fahmy, S., and Kang, S.** Exploring the impacts of tourism value and news consumption on national image of less developed nations: A Nepali case. International Communication Association (ICA), Washington, D.C., May, 2019.
3. **Zhang, J.** Compassion vs. Manipulation; Narrative vs. Rational Argumentation: A PD Radar Charting the Terrain of Public Diplomacy. Paper presented at International Communication Association (ICA), Washington, D.C., May, 2019.
4. Zhang, J. (2017). The creation of Avalokiteśvara: Exploring his origin in the northern *Āgamas*. American Academy of Religion Western Region (AARWR) Conference, April 2017.
5. Zhang, J. (2016). To Brand An Ancient Buddhist Center: Exploring Pakistan's Potential for Buddhist Diplomacy. Global Studies Association-North America Conference, June 2016, Austin, Texas.
6. Zhang, J. (2015). Public diplomacy in a microcosm: Analysis of East Asian nations' public diplomacy on a U.S. college campus. Public Diplomacy and Development, USC Center on PD, Feb. 26-28, Los Angeles, CA, USA
7. Zou, W., Zhang, J., & Han, G. (2014). On the way toward a liberal model? A case

analysis of journalistic professionalization in China. Annual International Conference on Journalism & Mass Communication Conference, Singapore, September 22-23, 2014

8. Zhong, L., & Zhang, J. (2014). Political myth as strategic communication: Analysis of the Chinese Dream campaign's rhetoric and English media's response." NCA Conference in Chicago, November 2014
9. Wilbur, D., and Zhang, J. "From a false Messiah to just another Latin American dictator: Analysis of U.S. mainstream media's coverage of Hugo Chavez's death", Fourth International Conference on the Image, Chicago, USA, 18-19 October 2013
10. Zhang, J. "A Strategic Issue Management (SIM) approach to social media use in public diplomacy". Global Forum of Strategic Communication, Shanghai, May 10, 2013. Co-sponsored by School of Journalism, University of Missouri and College of Communication, East China Normal University
11. Han, G., Zhang, J., LeBlanc, P., & Tripe, H. "Crisis in crisis: Exploring effects of multiple public health crisis situation and origin of crisis upon public's recall of attribute salience in news" AEJMC Chicago Conference, August 2012
12. Zhang, J. & Fahmy, S. "Live Tweeting At Work: The use of social media in public diplomacy," AEJMC St. Louis Conference, August 2011
13. Zhang, J. Han, Y. "Exploring strategic ambiguity in public diplomacy: A rhetorical perspective on why China failed its leadership in the Six Party Talks", The World Chinese Rhetoric Forum, Beijing University, May 2011
14. Zhang, J., "Organizational learning and barriers in public health crisis: A comparative case analysis," NCA Chicago Conference, November 2009.
15. Zhang, J., "Making sense of changes to China's communication-centered public diplomacy: Direction of information flow and messages." NCA San Diego Conference, November 2008.
16. Zhang, J., Brecken Chinn Swartz, "Toward a model of NGO public diplomacy in the Internet age," NCA San Diego Conference, Nov. 2008.
17. Fahmy, S., Johnson, T., Zhang, J. & Wanta, W. The Path to War: A second-level agenda-building analysis examining the relationship among the media, the public and the president. Paper presented at the AEJMC annual conference. Washington, D.C., August 2007.
18. Zhang, J., Shahira Fahmy, and Sarah Roedl, "A Comparative Study of U.S. and Russian Press Coverage of the Ukraine, Belarus & Uzbekistan Revolutions." Midwest Association for Public Opinion Research Annual Conference, Chicago,

November 2006.

19. Fahmy, S., Zhang, J., and Wayne Wanta, "Rationalizing War: A Path Analysis Model of Agenda Building." *Mass Communication and Society*, the Association for Education in Journalism and Mass Communication (AEJMC), in San Antonio, Texas, July 2005.
20. Zhang, J., Don Swanson, "Media portrayal of Corporate Social Responsibilities," Conference on Corporate Communication, Wroxton College, England, 2005.
21. Zhang, J., "Symbolic interactionism in public diplomacy: A case study of major power's diplomatic communications in the Asian tsunami relief campaigns," Public Relations Division, the National Communication Association (NCA), in Boston, Massachusetts, October 2005.
22. Zhang, J., "How major U.S. newspapers used Mexico's press release in the country's public diplomacy campaign? A content analysis," Public Relations Division, paper presented to International Communication Association (ICA), New York, 2005.
23. Zhang, J., "World system and its agents: An analysis of the registrants of Foreign Agent Registration Act (FARA)," Public Relations Division, International Communication Association (ICA), New Orleans, 2004.
24. Zhang, J., "International agenda building and media response: How U.S. major newspapers used Saudi Arabia's press releases in its public relations campaign," Public Relations Division, International Communication Association (ICA), New Orleans, 2004.
25. Zhang, J., "Embedding: Two-Way Symmetry or sham Accommodation? Assessment of its impact on Xinhua Agency's War Reporting," Public Relations Division, International Communication Association (ICA), New Orleans, 2004.
26. Zhang, J., "Press releases and world system: How U.S. newspapers used press releases from different countries," Public Relations Division, the Association for Education in Journalism and Mass Communication (AEJMC), in Kansas City, MO, July 2003.
27. Zhang, J. and Shin Jae-hwa, "A functional analysis of the GOP 2000 New Hampshire primary debate," Political Communication Division, the Association for Education in Journalism and Mass Communication (AEJMC) Conference in Kansas City, MO, July 2003.
28. Zhang, J. and Glen T. Cameron, "Media relations on behalf of foreign countries: Conceptualization and operationalization," Public Relations Division, International Communication Association (ICA), San Diego, 2003.

29. Zhang, J. and William L. Benoit, "Message strategies of Saudi Arabia's image restoration campaign in the U.S. after September 11," Public Relations Division, International Communication Association (ICA), San Diego, 2003.
30. Zhang, J. and Glen T. Cameron. "Contingency approach to international conflict resolution: A case study," Public Relations Division, International Communication Association (ICA), San Diego, 2003.
31. Zhang, J. and Betty H. Winfield, "The *New York Times*' John Walker Lindh story: A constructionist framing analysis," Newspaper Division, the Association for Education in Journalism and Mass Communication (AEJMC), Miami Beach, August 2002.
32. Zhang, J. and Glen T. Cameron, "Consonance and disparity; intervention and negativity: News topic dynamics and effects of media events," Newspaper Division, the Association for Education in Journalism and Mass Communication (AEJMC), Miami Beach, August 2002.
33. Huang Tianbo, Zhang, J., and Lu Yi, "Press freedom in Hong Kong: A post-1997 perspective," International Communication Division, the Association for Education in Journalism and Mass Communication (AEJMC), Miami Beach, August 2002.
34. Zhang, J. and Glen T. Cameron, "Sourcing use in the *New York Times*' coverage of the Wen Ho Lee case," the Hawaii International Conference on Social Sciences, Hawaii, June 2002.
35. Zhang, J. and Glen T. Cameron, "Agenda building a policy; Image polishing a state: An assessment of an international public relations campaign," Public Relations Division, the International Communication Association (ICA), July 2002, Seoul, Korea.
36. Zhang, J. and Glen T. Cameron, "From human to technology; from political propaganda to image management: An Ellulian perspective on the paradigmatic transition of China's propaganda since the late 1990s," Public Relations Division, the Association for Education in Journalism and Mass Communication (AEJMC), Miami Beach, August 2002.
37. Zhang, J., "Integrating technology, legislations, and psychological deterrence: China's strategy to regulate the content on the Internet," International Communication Association (ICA), July 2002, Seoul, Korea.
38. Zhang, J. and Betty H. Winfield, "The *New York Times*' John Walker Lindh story: A constructionist framing analysis," paper presented to Making Sense of 9-11 News Coverage, Missouri Journalism School, September 11, 2002.

7. Granting Activities

1. Applied for Getty Scholar Grants, US\$40,000 (not funded), 2019 (Not funded).
2. Applied for UTSA Tenure-Track Research Award Competition (TRAC), US\$ 3128.00 (Not funded), 2007-2008
3. Applied for UTSA Tenure-Track Research Award Competition (TRAC), US\$ 3000.00 (Not funded), 2010-2011
4. United States Institute of Peace Annual Grant Competition U.S. \$17,000 (Not funded), 2007
5. Grant in Aid for Creativity, Monmouth University, US\$2,000.00, 2005. (Funded)

8. Teaching Activities

- a. ***Courses taught:*** Conduct of Communication Inquiry; International Communication; Global strategic Communication

b. Research collaboration with graduate students

2013-2014. Mentored advisee Douglas Wilbur on a research project. I initiated, designed, and heavily involved in writing and revising the research paper. The paper was published in a top communication journal (Wilbur, D., & Zhang, J. (2014). From a false Messiah to just another Latin American dictator: Analysis of U.S. mainstream media's coverage of Hugo Chavez's death. *International Journal of Communication*, 8, 556-579, -SSCI). The publication significantly contributed to Douglas Wilbur's successful application to the Doctoral Program of School of Journalism, University of Missouri-Columbia.

2014-2016. Mentored graduate student Zhong, Linzi on a research project. I initiated, designed, and heavily involved in writing and revising the research paper. The paper was published in a top communication journal (Zhong, L. & Zhang, J. (2016). Political myth as strategic communication: Analysis of the Chinese Dream campaign's rhetoric and English media's response. *International Journal of Strategic Communication*, 10(1), 51-68.). The publication significantly contributed to Zhong's successful application to the Doctoral Program of the School of Journalism and Communication, University of Texas-Austin.

c. Mentoring and advising

Comprehensive Exam committee Member (Nadya Jimenez), 2023
Comprehensive Exam committee Member (Aaron Villareal), 2023
Comprehensive Exam committee Member (Inna Gamez), 2021
Comprehensive Exam committee Member (Sara Norelius), 2021
Comprehensive Exam committee Member (Natalie Ibarra), March 2020

Comprehensive Exam committee Member (Sidney Montero), March 2020
 Member of Graduate Thesis Committee (2019)
 Member of Graduate Thesis Committee (2019)
 Member of Graduate Thesis Committee (Jahna Lacey) (2018)
 Chair of Graduate Thesis Committee (graduate student Art Villarreal) (2016-17)
 Advised advisee Douglas Wilbur on two research projects respecting media framing of veteran issues (I designed the method and theoretical framework) and Nelson Mandela (I initiated the topic)
 Chair of Graduate Thesis Committee (graduate student Douglas Wilbur) (2013-2014)
 Com Exam committee member Benito Salinas (2013)
 Com Exam committee member for Yvette Garcia (2012)
 Com Exam committee member for Margaux Martinez (2012)
 Com Exam committee member for Halli Trip (2012)
 Com Exam committee member for Jessica De Leon (2012)
 Com Exam committee member for Tina Huang (2012)
 Advisor of Independent Study (graduate student Halli Tripe) (2012)
 Advisor of Independent Study (graduate student Robert Uber) (2012)
 Advisor of Independent Study (graduate student Jasmine Walkers) (2012)
 Advisor of Independent Study (undergraduate student Douglas Wilbur) (2011): Honor thesis approved in 2012
 Member of Graduate Thesis Committee (graduate student Halli Tripe) (2011-2012)
 Chair of Graduate Thesis Committee: Served as Meredith Canales' graduate thesis advisor (2009)
 Instructor for Meredith Canalis' internship (spring 2009)
 Proposal Reader: Reader for graduate student Andrea Chen's proposal for Departmental Honors (2008). Thesis approved.
 Committee member for Briana Flowers' Master project, 2007
 Advising graduate thesis project: John Genovese: "Framing Blacks and Whites on Local TV News" at Monmouth University, 2006
 Advisor of 30 sophomores at Monmouth University in fall 2005
 Advisor for Independent Study of Public Relations; International Communication; and student Internship at Monmouth University (2005)

d. Invited lecturer and judge

April 2021. Served as judge for Dr. Ali Kanso's public relations campaign class.

April 2020. Served as judge for Dr. Ali Kanso's public relations campaign class.

March 2018. Invited a PR specialist to Case Studies Class.

March 2018. Research Presentation at Graduate Colloquium, Department of Communication, UTSA

2016 Served as judge for Dr. Ali Kanso's public relations campaign class.

2015 Served as judge for Dr. Ali Kanso's public relations campaign class.

2014 Served as judge for Dr. Ali Kanso's public relations campaign class.

March 2013 Served in the judge panel for Multimedia Sessions of the College of Liberal and Fine Arts Spring Research Conference 2013.

December 2011 Served in the judge panel for Dr. Ali Kanso's course to evaluate students' presentation of their public relations campaigns

November 2011: Guest lecture for Dr. Viviana Rojas' International Communication class

November 2011: Invited to discuss research with Dr. DeTurk's graduate class (November)

October 2011: Invited lecture for Graduate Student at the School of Journalism, University of Missouri (Columbia)

2010: Invited presentation titled "China's news media: Transition shaped by power and money" by the East Asia Institute of UTSA

2009: Invited as guest lecture for Dr. Viviana Rojas's International Communication to give presentation on public diplomacy and news media; Invited to give presentation for Dr. Sara DeTurk's Foundations' class (April 8, 2009; November, 2009); Invited to give presentation for Dr. Renee Cowan's Foundations' class (November 4, 2009). Served as judge for Dr. Ali Kanso's course to evaluate students' presentation of their public relations campaigns (spring and fall semesters).

2008: Invited to give presentations for: Dr. Viviana Rojas' International Communication to discuss the changes of China's journalism; Dr. Viviana Rojas' Foundations' classes; Dr. Paul LeBlanc's Foundations of Communication to lecture on public relations; Dr. Steven Levitt's graduate course to discuss the two of my publications; Dr. Ali Kanso's Public Relations Case Study course to cover one session during his visit to Lebanon; Dr. Sara DeTurk's Foundations class at the Downtown campus give a presentation on public relations.

2007: Invited to give presentation titled "Demystifying News in China" in Dr. Viviana Rojas' International Communication; Guest lecture for Dr. Steven Levitt's graduate seminar; Guest lecture for Dr. Paul LeBlanc's Foundations of Communication;

e. Teaching workshops

March 7, 2013, enrolled in the teaching workshop "Using Student Teams to Promote Deep Learning" by Barbara Millis, UTSA Teaching & Learning Center

April 3, 2013, enrolled in the teaching workshop "Developing a Premier Service-

Learning Course” by Jeffrey Howard, UTSA Teaching & Learning Center

May 7, 2008, enrolled in the teaching workshop “Effective Teaching: Strategies for the Contemporary College Classroom” offered by The Teaching, Excellence, Advancement and Mentoring (TEAM) Center, UTSA.

August 13 and 17, 2007, enrolled in the teaching workshop “A Self-Directed Guide to Designing Courses for Significant Learning” offered by the Office of the Provost and Vice President for Academic Affairs at UTSA.

9. Service Activities

a. Reviewing activities

1. Invited reviewer for International Journal of Buddhist Culture and Thoughts, April 2023
2. Invited reviewer for Place Branding and Public Diplomacy, September 2022
3. Invited reviewer for Journal of Public Relations Research, August 2022
4. Invited reviewer for grant proposal, March 2022, the Israel Science Foundation (ISF)
5. Invited reviewer for *Journal of East Asian Studies*, Jan. 2022.
6. Invited reviewer for *Hague Journal of Diplomacy*, Nov. 2021.
7. Invited reviewer for *Journal of Public Diplomacy*, October 2021.
8. Invited reviewer for *Journalism Studies*, September 2021.
9. Invited reviewer for *Public Relations Review*, April 2021.
10. Invited reviewer for *Public Relations Review*, April 2021.
11. Invited reviewer for *Public Relations Review*, April 2021.
12. Invited reviewer for *Media Asia*, March 2021.
13. Invited reviewer for *Journal of Place Branding and Public Diplomacy*, August 2020.
14. Invited reviewer for *Journal of East Asian Studies*, July 2020
15. Invited reviewer for *Journal of International Communication*, July 2020.
16. Invited reviewer for *Interest Groups and Advocacy*, March 2020.
17. Invited reviewer for International Journal of Media & Cultural Politics, Nov. 2019.
18. Invited reviewer for International Journal of Communication, Oct. 2019
19. Invited reviewer for *Journal of Ethnic and Migration Studies*, May, 2019
20. Invited reviewer for *Journal of Broadcasting & Electronic Media*, March, 2019
21. Invited reviewer for research proposal submitted to Israeli Science Foundation, March, 2019
22. Invited reviewer for *Chinese Political Science Review*, Feb. 2019
23. Invited reviewer for *International Journal of Intercultural Relations*, Jan. 2019
24. Invited reviewer for *Global Media and China*, October 2018
25. Invited reviewer for *International Journal of Communication*, September 2018
26. Invited reviewer for *Bulletin of Latin American Research*, July 2018

27. Invited reviewer for *Sage Open*, June 2018
28. Invited reviewer for *International Journal of Gastronomy and Food Science*, May 2018
29. Invited reviewer for *Asian Journal of Communication*, May 2018
30. Invited reviewer for *International Journal of Communication*, March 2018
31. Invited reviewer for *Chinese Political Science Review*, August 2017
32. Invited reviewer for *Chinese Journal of Communication (Hong Kong)*, June. 2017
33. Invited reviewer for *International Journal of Strategic Communication*, March. 2017
34. Invited reviewer for *Mass Media and Society*, Nov. 2016
35. Invited reviewer for *Chinese Journal of Communication*, November. 2016
36. Invited reviewer for *Mass Media and Society*, Jan. 2016
37. Invited reviewer for *International Journal of Strategic Communication*, Oct. 2015
38. Invited reviewer of a book proposal for Oxford University Press, Oct. 2015
39. Invited reviewer for *Journal of Public Relations Research*, September 2015
40. Invited by Hayden-McNeil Publishing to review the 2rd edition of the text *Writing for Public Communication* by Tricia Grindel from the Kennesaw State University, Feb. 2015
41. Invited reviewer for *Mass Communication and Society*, Feb., 2015
42. Invited reviewer for *The Chinese Journal of International Politics* (Oxford Journal), Jan. 2015
43. Invited reviewer for a proposed first edition of a supplement for courses in public relations, *Translating Values into Conduct: Cases in Public Relations Ethics*, by Brigitta R. Brunner and Corey A. Hickerson, November 2014
44. Invited reviewer for *International Journal of Communication*, September 2014
45. Invited reviewer for *Asian Journal of Communication*, May 2014
46. Invited reviewer for *International Journal of Communication*, May 2014
47. Invited reviewer for *International Journal of Communication*, April 2014
48. Invited reviewer for Mass Communication and Society Division, AEJMC Montreal Conference 2014, April 2014 (four papers)
49. Invited reviewer for Communicating Science, Health, Environment, and Risk Division, AEJMC 2014 Montreal Conference, April 2014
50. Invited reviewer for the Korean Society of Journalism and Communication Studies, April 2014(Three papers)
51. Invited reviewer for the Chinese Communication Association of the National Communication Association, April 2014 (Three papers)
52. Invited reviewer for *New Media & Society*, March 2014
53. Invited reviewer for *Asian Journal of Communication*, March 2014
54. Invited reviewer for *International Journal of Communication*, January 2014
55. Invited reviewer for *International Journal of Communication*, November, 2013
56. Invited reviewer for *Mass Communication & Society*, August 2013
57. Invited reviewer for *Journal of Communication*, August 2013
58. Invited reviewer for *Advances in Journalism and Communication*, July, 2013
59. Invited reviewer for *Chinese Journal of Communication* (SSCI journal), May 2013
60. Invited reviewer for AEJMC Washington Conference (8 papers for Mass

- Communication & Society Division and Communicating Science, Health, Environment, and Risk Division), April 2013
61. Invited reviewer for *International Journal of Communication*, April 2013
 62. Invited reviewer for *Mass Communication & Society*, March 2013
 63. Invited reviewer for *Journal of International Communication*, January 2013
 64. Invited reviewer for *Mass Communication & Society*, November 2012
 65. Invited reviewer for *Mass Communication & Society*, October 2012
 66. Invited expert reviewer by the European Science Foundation (ESF) for the “Junior PI Grants” issued by the University of Torino (Italy), August 2012
 67. Invited reviewer for *Journal of Public Relations Research*, August 2012
 68. Invited reviewer for *Asian Journal of Communication*, June 2012
 69. Invited reviewer for Bedford/St. Martin's book manuscript: *Media in Society* (five chapters), June 2012
 70. Invited reviewer for ComSHER Division of the AEJMC Conference in Chicago, April 2012
 71. Invited reviewer for *Public Relations Review*, February 2012
 72. Invited reviewer for *International Journal of Strategic Communication*, February 2012
 73. Invited reviewer for *Journal of Public Relations Research*, September 2011
 74. Invited reviewer for *Asian Journal of Communication*, June 2011
 75. Invited reviewer for the Mass Communication and Society Division of 2011 AEJMC Conference in St. Louis, May, 2011
 76. Invited reviewer for the Communicating Science, Health, Environment, and Risk Division of 2011 AEJMC Conference in St. Louis, May 2011
 77. Invited reviewer for *Journal of Public Relations Research*, April 2011
 78. Invited reviewer for *Journal of Contingencies and Crisis Management*, February 2010
 79. Invited reviewer for *Journal of Public Relations Research*, February 2010
 80. Invited reviewer for the Mass Communication and Society Division of 2010 AEJMC
 81. Invited reviewer for the Communicating Science, Health, Environment and Risk Division of 2010 AEJMC
 82. Invited reviewer for Dr. Tamara L. Wandel's *Writing for Public Relations* (Wadsworth Cengage Learning), December, 2009.
 83. Invited reviewer for *Review of International Studies*, December 2009
 84. Invited reviewer for *Asian Journal of Communication*, December 2009
 85. Invited reviewer for *International Journal of Press/Politics*, Sept. 2009
 86. Invited reviewer for *Journal of Place Branding and Public Diplomacy*, June 2009
 87. Invited reviewer for the Mass Communication and Society Division of 2009 AEJMC Conference in Boston
 88. Invited reviewer for the Mass Communication and Society Division of 2008 AEJMC Conference in Chicago
 89. Invited reviewer for *Global Change, Peace and Security*, July 2008
 90. Invited reviewer for the *North West Communication Association Journal*, March 2007
 91. Reviewer for the Public Relations Division of International Communications

- Association New York Conference, 2005
92. Reviewer for the International Communication Division of AEJMC, St. Antonio, Texas, August 2005.

b. Committee assignments

1. Member, Dr. Sara DeTurk's CPE subcommittee, 2022
2. Chair, Dr. Steven Levitt's CPE subcommittee, 2021
3. Member of College Committee on Research and Creative Activities, UTSA, 2020-202
4. Department Faculty Review Advisory Committee, 2020
5. Member of the University Scholarship Committee, UTSA, 2019
6. Member of Graduate Committee, Department of Communication, UTSA, 2019
7. Member of the University Scholarship Committee, UTSA (Fall 2018)
8. Chaired DFRAC Sub-committee to observe a NTT faculty teaching (2018)
9. Search Committee member, Department of Modern Language and Linguistics (2018)
10. College Academic Policy and Curriculum Committee (2017)
11. Department Faculty Review Advisory Committee (2017)
12. Search Committee member, Department of Modern Language and Linguistics (2017)
13. College Academic Policy and Curriculum Committee (2016)
14. Department Faculty Review Advisory Committee (2016)
15. College Academic Policy and Curriculum Committee (2015)
16. Department Faculty Review Advisory Committee (2015)
17. College Academic Policy and Curriculum Committee (2015)
18. AA Member of the Search Committee of Department of English (2015)
19. College Academic Policy and Curriculum Committee (2014) (Voting member), Chair Steven Levitt
20. Department Faculty Review Advisory Committee (2014)
21. Department Academic Policy and Curriculum Committee (2014)
22. Department Faculty Advisory Committee (2012-13), Chair, Chris Hayek
23. Department Academic Policy & Curriculum Committee (2012-13), Chair, Steven Levitt
24. Student Writing Committee (Ad-hoc) (2012-13), Chair, Sallyanne Holtz
25. PRSSA Bateman Competition Advisor (2012-13)
26. Graduate Program Committee (2011-12), Chair: Dr. Sara DeTurk
27. Department Academic Policy and Curriculum Committee (2011-12), Dr. Chris Hayek
28. Library liaison (2011-12)
29. College Committee on Research and Creative Activities (2011-12), Dr. Augustine Osman
30. Member of Search Committee for New Media (fall 2010-11), Dr. Seok Kang
31. Member of Search Committee for Organizational Communication (fall 2010-11), Dr. Karen Daas

32. Member of Search Committee for Public relations (fall 2010-11), Dr. Ali Kanso
33. UTSA JP Library Liaison (2010-11)
34. Academic Policy & Curriculum Committee (2010-11), Dr. Chris Hayek
35. College Committee on Research and Creative Activities (2010-11), Dr. Augustine Osman
36. Budget Committee of the UTSA Academic Policy and Requirements Committee (2009-2010), Dr. Bennie Wilson
37. College Committee on Research and Creative Activities (2009-2010), Dr. Augustine Osman
38. UTSA JP Library Liaison (2009-2010)
39. Faculty Advisory Committee (2009-2010), Dr. Kim Kline
40. Graduate Program Committee of Department of Communication (2007-2009), Dr. Paul LeBlanc
41. New Media Faculty Search Committee (2007-2008), Sr. Seok Kang
42. Public Relations Faculty Search Committee (2007-2008), Dr. Ali Kanso
43. Chair of the Library Committee of the Communication Department, Monmouth University (2005---2007)
44. Member of the University Governance Council Committee, Monmouth University
45. Member of the Graduate Program Committee, Communication Department, Monmouth University (2005-2007)
46. Member of the Global Understanding Project, Monmouth University; Served as panelist of the Freedom From Fear Forum (2004 and 2006); Attended group meetings and work with other faculty members to determine course of action to develop, maintain and implement the annual Global Understanding Project Convention
47. Member of the Human Relations Advisory Council, Monmouth University (2004-2005)
48. Member of Search Committee for Specialist Position in Public Relations, Communication Department, Monmouth University (2005)

c. Assigned administrative activities

Proctor of Graduate Student Comprehensive Examination (Nov. 2012)
 Director of the Public Relations/Journalism Cluster, Department of Communication, Monmouth University (Sept. 2006---July 2007)

d. Advising student organizations

Advisor for Global and Intercultural Communication Alliance (GICA): Held Roundtable discussion titled “Gender and Race in 2008 Presidential Campaign” on November 14
 Events reported by the university newspaper Paisano

Assistant Advisor for PRSSA Steven R. Levitt Chapter at UTSA (2007-2008)

e. Writing recommendations

2020: Wrote two recommendation letters for UTSA students and one for a mentee
2019: Wrote two recommendation letters for mentees
2017: wrote four recommendation letters for students
2016: wrote three recommendation letters for students
2015: Wrote four recommendation letters for students
2014: wrote three recommendation letters for students
2013 Wrote two recommendation letters for students
Between 2007-2012, wrote close to twenty recommendation letters for students in their applications for jobs and graduate programs

f. *Membership*

Member of National Communication Association (NCA) (2007-)
International Communication Association (ICA) (expired)
Association for Education in Journalism and Mass Communication (AEJMC)
Newspaper Association of America (NAA) (expired)
Society of Professional Journalists (SPJ) (expired)

g. *Service to community*

Invited external reviewer of Beruniy Sultonovich Alimov's doctoral dissertation (Uzbek State World Languages University, Uzbekistan) , Nov. 2021.

Wrote two letters of recommendations, 2019

Invited mentor for Central Asian Journalists (Uzbekistan and Tajikistan) as part of the Meridian International Central Asia Journalist-in-Residence (CAJIR) program initiated by the US State Department, Oct-Nov. 2019.

Interviewed over Buddhist diplomacy by Dr. Sudha Ramachandran writing for the Russian International Affairs Council, July 3, 2014

Invited lecturer on China's media and journalism, the East Asia Institute, UTSA, August 29, 2010

Interviewed by Danish Broadcasting Corporation over Chinese media coverage of the Olympics, July 2008

Service-learning class: In the past years, student groups in my Public Relations Planning and Campaign class (COM 4553) prepared campaign plan books for the following organizations based in City of San Antonio.

1. Texas Hill Country Wineries Association
2. Guadalupe Culture and Arts Center
3. San Antonio Humane Society

4. Haven for Hope
5. The Down Syndrome Association of South Texas
6. San Antonio Sports
7. Chamber Orchestra of San Antonio
8. The Loft Coffee House
9. Helotes Humane Society
10. SA Children's Museum
11. SA Food Bank
12. SA Film Commission
13. Girl Scouts in South West Texas
14. The Brighton Center
15. Dress for Success
16. San Antonio College Radio KSYM90.1
17. Heritage Children
18. UTSA Football
19. Three for Hope
20. Girls Incorporated of San Antonio
21. Girl Scouts of Southwest Texas
22. Eva's Success
23. Media Justice Colleague
24. Animal Defense League
25. Furniture for a Cause
26. Ronald McDonald House of Charities
27. Alamo Area Council of Government
28. San Antonio Food Bank
29. The Brighton Center
30. San Antonio Film
31. Heritage Children
32. San Antonio Children's Museum
33. North Chamber of Commerce, San Antonio
34. Family Service Association
35. UTSA Football
36. Cystic Fibrosis SA
37. SA Humane Society