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# Ying Huang

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## EDUCATION

### PhD in Mass Communication & Media Arts

College of Mass Communication & Media Arts **8/2006-5/2011**  
Southern Illinois University Carbondale, GPA 3.9

### Master of Arts in Media Management

College of Mass Communication and Media Arts, **8/2004-8/2006**  
Southern Illinois University Carbondale, GPA 4.0

### Global Studies Program

Albert-Ludwigs University Freiburg, Freiburg, Germany **3/2003-6/2004**

### Bachelor of Law in Administrative Management

School of International Relations and Public Affairs **9/1996-7/2000**  
Fudan University, Shanghai, China GPA: 3.5

## PEER REVIEWED JOURNAL PUBLICATIONS

Note: \* Research activities at UWF.

\* Huang, Y., & Lowry, D. T. (2015). Towards better gender equality? Portrayals of advertising models' occupational status in Chinese magazines. *Journal of International Consumer Marketing*, 27(1), 69 - 83. doi:10.1080/08961530.2014.967904

\*Huang, Y., & Fahmy, S. (2013). Picturing a journey of protest or a journey of harmony? Comparing the visual framing of the 2008 Olympic Torch Relay in U.S. versus Chinese press. *Media, War & Conflict*, 6(3), 191-206. doi: 10.1177/1750635213495601

\*Huang, Y., & Lowry, D. T. (2012). An analysis of nudity in Chinese magazine advertising: Examining gender, racial and brand differences. *Sex Roles: A Journal of Research*, 66(7), 440-452. doi:10.1007/s11199-011-0101-7

\*Huang, Y., & Fahmy, S. (2011). Same events, two stories: Comparing the photographic coverage of the 2008 anti-China/Olympics demonstrations in Chinese & U.S. newspapers. *International Communication Gazette*, 73(8), 732-752. doi: 10.1177/1748048511420091

Huang, Y. and Noh, K.W. (2009). Cultural proximity and distance: The reception of Korean films in China through the lens of *My Sassy Girl*. *Asian Cinema*, 20(2), 193-205.

## PUBLICATION IN CONFERENCE PROCEEDINGS

\*Huang, Y (2013). Towards a better gender equality? Representations of women in Chinese magazine advertising. *American Academy of Advertising Conference Proceedings*, 35-45.

## BOOK CHAPTER

Huang, Y. & Noh, K. W. (2010). Cultural proximity and cultural distance: The reception of Korean films in China through the case of *My Sassy Girl* in the Early 2000s. In D. A. Arao (ed.) *Global makeover: Media and culture in Asia*. Quezon City, the Philippines: Development Center for Asia Africa Pacific.

## REFEREED CONFERENCE PRESENTATIONS

Note: \*Research activities at UWF.

### ● Core Conferences

\*Huang, Y. (2015). Visual metaphor in advertising: A modified typology of visual structure and support from consumer elaboration. Paper accepted by International Communications Association 2015 annual

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conference. San Juan, Puerto Rico.

\*Lowry, D. T., Xie, L., & Huang, Y. (2015). Reporter questioning of Democrat vs. Republican presidents: Measuring lexical tone in a half-century of presidential news conferences. Paper accepted by Central States Communication Association 2015 annual conference.

\*Huang, Y (2013). Towards a better gender equality? Representations of women in Chinese magazine advertising. Paper presented at American Academy of Advertising 2013 annual conference, Albuquerque, NM.

Huang, Y. & Lowry, D. T. (2011). Cultural assimilation of Western sexual norms: An analysis of nudity in Chinese magazine advertising. Paper presented at International Communications Association 2011 Conference.

Huang, Y. & Fahmy, S. (2011). Symbols of nationalism or symbols of repression? The visual framing of the 2008 Olympic torch relay in U.S. & Chinese dailies. Paper presented at International Communications Association 2011 Conference.

Huang, Y. & Lowry, D. (2010). Stereotyping Westerners: A content analysis of gender and occupational roles of Western models in Chinese magazine advertisements. Paper presented at AEJMC annual conference, Denver, August 2010.

Huang, Y. (2010). Consuming the West: A Semiotic Analysis of Western Models and Symbols in Chinese Magazine Advertising. Paper presented at AEJMC annual conference, Denver, August 2010.

Huang, Y. & Fahmy, S. (2010). Same events, two stories: Comparing the photographic coverage of the 2008 anti-China/Olympics demonstrations in Chinese & U.S. newspapers. Paper presented at International Communications Association annual conference, Singapore, June 2010.

Huang, Y. (2009). Visual framing of the 2008 Anti-China/Olympics demonstration/riot: A content analysis. Paper presented at AEJMC annual conference, Boston, August 2009

Huang, Y. (2009). Selling the familiar other on the screen: An analysis of Chinese movie trailers in the U.S. Paper presented at International Communications Association annual conference, Chicago, May 2009.

Huang, Ying (2008). China under Western gazes: Visual rhetoric in a Beijing 2008 Olympic promotional film. Paper presented at International Communications Association annual conference, Montreal, Canada, May 2008.

Huang, Ying (2006). Ethnic Chic Reconsidered: Representations of Cheongsam in *Spiderman I* and *50 First Dates*. Paper presented at International Communications Association annual conference, Dresden, Germany, June 2006.

● **Other Conferences**

Huang, Y. (2009). Liberalizing with control: Chinese television drama industry in the new century. Paper presented at Popular Culture Association Conference, New Orleans, April 2009.

Huang, Y. (2008). Watching Wuxia in the US: Americans' perception of *Hero* and *House of Flying Daggers*. Paper presented at Popular Culture Association Conference, San Francisco, March 2008.

Huang, Y. & Noh, K.W. (2005). Cultural proximity and cultural distance: The reception of Korean films in China through the lens of *My Sassy Girl*. Paper presented at Global Fusion Conference, Athens, October 2005.

**JOURNAL REVIEWER**

*Journal of Communication*

*Journal of International Consumer Marketing*

**TEACHING EXPERIENCE****Assistant Professor, Department of Communication Arts, University of West Florida** 8/2011–present**Courses Taught**

- *ADV2214 Graphics in Communication (Advertising Graphics I)*
- *ADV3213 Professional Publication Design (Advertising Graphics II)*
- *ADV3101 Creative Advertising Strategy and Tactics*
- *ADV3300 Advertising Media Planning*
- *COM6312 Advanced Communication Research Methods*
- ***COM6990 Visual Communication: Created this well-received graduate course.***

**Services**

- Faculty advisor of ClubAd (Co-advisor Fall 2011-Spring 2013; Primary advisor since Fall 2013)
- Served on three new faculty search committees
- Graduate collaborative committee

**Teacher of Record, Southern Illinois University Carbondale** 2007**Courses taught:** MCMA360 *Digital Media Communication*/MCMA300 *Introduction to Digital Media***Teaching Assistant, Southern Illinois University Carbondale** 2006-2009

- JRNL301 *Principles of Advertising* (Spring 2007)
- JRNL419 *Online Journalism* (Fall 2008&Spring 2009)
- MCMA396 *Web Publishing* (Fall 2008& Spring 2009)
- JRNL 306i *International Media System* (Spring 2005)

**PROFESSIONAL EXPERIENCE**

- Assistant editor (full time)**, Publicity Division, Chongqing TV Station, Chongqing, China 2000-2002  
Promoted channel image and TV programs; developed and maintained media relations; conducted audience surveys in person; edited news; organized outdoor promotional events and Editorial Committee meetings
- Freelance translator**, translated BMW commercials from English to Chinese 2007
- Freelance correspondent**, *Money Watch* magazine, Shanghai, China 2007
- Research assistant**, Southern Illinois University Carbondale 2004-2009
- Office assistant (Intern)**, Information and Communications Division, UNESCO (United Nations Educational, Scientific and Cultural Organization) Asian-Pacific Cluster Office, New Delhi, India 2004
- Field researcher**, conducted interviews and wrote an report on the impact of globalisation and new media technologies on SABC (South Africa Broadcasting Cooperation) and ETV, Durban, South Africa 2003
- Trainee**, Shanghai Tianqi Advertising Agency (trainee for real estate advertisement) 2000
- Reporter (Intern)**, Chongqing TV Station, News Center, news reporting and production 1999
- Reporter (Intern)**, Chongqing Radio Station, News Center, edited and gathered news 1998

**SOFTWARE PROFICIENCY**

- Proficient in Adobe Photoshop, Illustrator & InDesign
- Dreamweaver for web design with CSS
- Maya for 3D modeling and animation
- SPSS for statistical analysis

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**AWARDS AND HONORS**

Dissertation Research Assistantship Award Southern Illinois University Carbondale	8/2009-5/2010
MCMA International Student Scholarship Southern Illinois University Carbondale	3/2009
New Doctoral Student Fellowship Southern Illinois University Carbondale	8/2006-8/2007
DAAD Scholarship, Germany	8/2003
*People's Scholarship (five times) Fudan University, China	1997-2000

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**PROFESSIONAL ASSOCIATIONS**

Association for Education in Journalism and Mass Communication (AEJMC)  
International Communication Association (ICA)  
American Academy of Advertising (AAA)