

## *Curriculum Vitae*

Gary David Rawnsley, BA PhD, FRSA

Email: g\_d\_r1970@hotmail.com

### **Employment History**

September 2018 -	Dean of the Faculty of Humanities and Social Sciences; Professor of Public Diplomacy, University of Nottingham Ningbo China Responsible for the strategic direction, finance and academic delivery of five Schools and the Language Centre; 2000 students; 130 staff; operational budget of £16 million.
September 2013 – July 2018	Aberystwyth University: Professor of Public Diplomacy, Department of International Politics University Director of International Strategy Director of International, Institute of Geography, History, Politics & Psychology Course Leader, MSc in Food and Water Security (2013- 2016) Acting Director of the International Office (May- December 2015)
2008 - 2010	Director (Head of School), Institute of Communications Studies, University of Leeds
February 2007 - 2013	Professor of International Communications, Institute of Communications Studies, University of Leeds
August 2005 – January 2007	University Dean, Professor and Head of International Studies, University of Nottingham Ningbo, China
August 2002 - January 2007	Senior Lecturer, School of Politics, University of Nottingham
August 1994 - August 2002	Lecturer, School of Politics, University of Nottingham

### **Other Affiliations and Visiting Posts**

2019 -	Fellow of the Royal Society of Arts
2017 -	External Examiner, MA Cultural Policy, Relations and Diplomacy, Goldsmiths University of London
2016 -	Standard Review Board, Humanities and Social Sciences Panel of the Research Grants Committee, Hong Kong
2015 -18	External Examiner, Certificate/PGD/MST in Diplomatic Studies, University of Oxford

2014-16	External Examiner, School of Oriental and African Studies (MA Taiwan Studies), 2014
2012-14	External Examiner, University of Leicester, Department of Media and Communication (MA in Globalization and Communication)
2012 -	Member, Soft Power Advocacy and Research Centre, Macquarie University, Sydney.
2011 -	External Research Fellow, China Policy Institute, University of Nottingham
2010 - 2013	External Examiner, University of Hull, Department of Media and Culture (BA in Media, Culture and Society)
2007 - 2010	Adjunct Professor, Department of International Studies, University of Technology Sydney
2007 - 2008	Visiting Professor, Department of Journalism, Shi Hsin University, Taipei, Taiwan
2007 - 2011	External Associate Fellow, China Policy Institute, University of Nottingham
2006 - 2014	Member of Peer Review College, Arts and Humanities Research Council
June 2006	Visiting Professor, University of Technology, Sydney
May 2004	Visiting Professor, Nanjing University of Finance and Economics (China)
January – June 2004	Visiting Professor, Department of Government and Public Administration, Chinese University of Hong Kong
May – September 2000	Visiting Research Professor, Graduate Institute of Political Science, National Sun Yat-sen University, Kaohsiung (Taiwan)

### Education

1991 -1994	University of Leeds	<b>Ph.D, Institute of Communications Studies</b> Title: Nation Unto Nation: The BBC and Voice of America in International Relations, 1956-1964 <u>Supervisor:</u> Prof. Philip M. Taylor <u>Examiners:</u> Professor John Young (External); Dr Owen Hartley (Internal)
1988 – 1991	University of Leeds	<b>BA (Hons) 2:1 in Political Studies</b> Awarded Sedgwick Prize for Politics

### Principal Research Interests

Public diplomacy, cultural diplomacy, soft power  
 Propaganda (international and domestic) and information operations (principally with Asian focus)  
 Political Communication (principally with Asian focus)  
 Democratisation and the media in Asia  
 Election campaigning in Asia  
 Political cinema

### Professional Activities and Affiliations

- 2016 - Book review editor, *International Journal of Taiwan Studies*
- 2015 - 2017 UCAS International Advisory Group
- 2012 - Member of Editorial Board, *Media and Communication*
- 2012 - Member of Advisory Board, Sage Electronic Archive on Propaganda
- 2011 - Member of Advisory Board, *Journal of Media and Information Warfare*
- 2011 - Member of Advisory Board, *FWU Journal of Social Sciences*
- 2010 - Member of Advisory Board, *Asian Journal of Communications*
- 2009 - Book review editor, *Journal of International Communications*
- 2008 - International Reader for Hong Kong Research Council
- 2008 - 2009 Paper Reviewer, European Association of Chinese Studies Annual Conference
- 2006 - 2014 Member of the Peer Review College, Arts and Humanities Research Council
- 2006 - International Reader for the Australian Research Council
- 2002-2005 Elected to the Executive Council of the British Association of Chinese Studies
- 2000-2002 Ex-Officio member of the Executive Board, British Association of International Studies
- 2000- Editorial Board, *American Journal of Chinese Studies*
- 2000 Co-Chair (BISA Section) with Professor David Armstrong, International Studies Conference, Hong Kong
- 2000- Institute of Learning and Teaching in Higher Education
- 1999-2007 Elected to the Executive Board of the American Association of Chinese Studies

### Publications

#### In preparation

*The Handbook of Political Propaganda* (Edward Elgar, 2021), edited with Yiben Ma and Kruakae Pothong

*What is Soft Power?*, a book length introduction and critique of the concept of soft power.

#### Editorships

Co-editor (with Michael Keane) of Special Issue on Data on Demand: Ranking the nation, predicting the future, *Global Media and China* (2019)

Editor of Special Issue on Taiwan's Public Diplomacy and the WHA, *International Journal of Taiwan Studies*, vol.2, no.2 (2019)

Editor of Special Issue on International Broadcasting and Public Diplomacy, *Media and Communication* (2015)

Book reviews editor, *Journal of International Communications*

Book reviews editor, *International Journal of Taiwan Studies*

Co-editor with Naren Chitty, special issue of the *Journal of International Communication*, Vol.14, no. 2 (2008)

Editor of *Media Asia*, special issue on *Hero*, vol.34, no.1 (2007).

Series Editor (with Stephanie Donald, UTS, Australia), *Media, Culture and Social Change in Asia* (RoutledgeCurzon)

#### Authored and Edited/Co-Edited Books

##### *Published Monographs*

1. *Political Communications and Democracy* (Basingstoke: Palgrave, 2006)
2. *Critical Security, Democratisation and Television in Taiwan* (London: Ashgate, 2001), with Ming-Yeh Rawnsley
3. *Taiwan's Informal Diplomacy and Propaganda* (Basingstoke: Macmillan, 2000)
4. *Radio Diplomacy and Propaganda: The BBC and VoA in International Politics, 1956-1964* (Basingstoke: Macmillan, 1996)

##### *Edited Volumes*

1. *Taiwan Cinema, Global Reception and Social Change*, ed. by Kui-fen Chiu, Gary Rawnsley & Ming-Yeh Rawnsley (Routledge, 2017)
2. *The Routledge Handbook of Soft Power*, ed. by Naren Chitty, Lilian Ji, Gary Rawnsley, & Craig Hayden (London: Routledge, 2016).
3. *The Routledge Handbook of Chinese Media* ed. by Gary Rawnsley & Ming-Yeh Rawnsley (London: Routledge, 2015)
4. *Global Chinese Cinema: The Culture and Politics of Hero*, ed. by Gary Rawnsley and Ming-Yeh Rawnsley (London: RoutledgeCurzon, 2010)
5. *Political Communications in Greater China: The Construction and Reflection of Identity*, ed. by Gary Rawnsley and Ming-Yeh Rawnsley (London: RoutledgeCurzon, 2003)
6. *The Clandestine Cold War in Asia*, ed. by Richard Aldrich, Gary Rawnsley, and Ming-Yeh Rawnsley (London: Frank Cass, 2000)
7. *Cold War Propaganda in the 1950s*, ed. by Gary Rawnsley (Basingstoke: Macmillan, 1999)

##### *Books and Monographs in Translation*

1. *Selling Taiwan: Taiwan's Informal Diplomacy and Propaganda* (Taipei: Yang Chih, 2003) In Chinese
2. *Crisis and security: Critical Security, Democratisation and Television in Taiwan* (Taipei: Youth Culture, 2003) In Chinese

#### Articles in Refereed Journals

1. 'Challenging the Snake-Oil Salesmen: A Critique of British Approaches to Soft Power', *Journal of International Communication*, vol.24, no.1 (2018)
2. 'Soft Power Rich, Public Diplomacy Poor: An Assessment of Taiwan's External Communications', in *The China Quarterly*, vol.232 (December, 2017).
3. 'Media freedom and responsibility in South Korea: The perceptions of journalists and politicians during the Roh Moo-hyun presidency', with Qian Sarah Gong, in *Journalism*, (available online January 2017).
4. 'Soft Power and International Broadcasting: China and Russia', in *Politics*, Special issue on Soft Power of Hard States, vol.35, no.3-4 (January 2016).

5. 'Taiwan's soft power,' *Journal of Current Chinese Affairs*, vol.43, no.3 (2014)
6. 'The soft power and international communications strategies of China and Taiwan', *Journal of International Communication*, vol.18, no.2 (2012)
7. 'Political Communications in Democratic Taiwan: The relationship between politicians and journalists,' with Gong Qian, *Political Communication*, vol.28, no.3 (2011)
8. "'The Great Movement to Resist America and Assist Korea": How Beijing Sold the Korean War', *Media, War and Conflict*, vol.2, no.3 (2009).
9. 'The Political Narrative(s) of Zhan Yimou's *Hero*', Special Issue of *Media Asia on Hero*, edited by G. Rawnsley, vol.34, no.1 (2007), pp.20-26
10. 'The Media and Democracy in Asia', *Taiwan Journal of Democracy* (2007)
11. 'Virtual China: The Internet as Threat or Opportunity?', *St. Antony's International Review*, vol.3, no.1 (2007), pp.42-57
12. 'Old Wine in New Bottles: Taiwan-China Information Warfare and Propaganda', *International Affairs*, vol.81, no.5 (2005), pp.1061-1078
13. 'Peaceful or Provocative? Taiwan's 2004 Referendum', *American Journal of Chinese Studies*, vol.78, no.1 (2005), pp.201-222
14. 'Public Television and Popular Empowerment in Taiwan,' with Ming-Yeh Rawnsley, *Pacific Affairs*, vol.78, no.1 (2005), pp.15-30
15. 'Media Reform in Taiwan Since 1987,' with Ming-Yeh Rawnsley, *China Perspectives*, no.56 (November-December 2004), pp.46-55
16. 'La réforme du secteur des medias,' with Ming-Yeh Rawnsley, *Perspectives Chinoises*, no.85 (September-October 2004), pp.50-59
17. 'Treading a fine line: democracy and the media in Taiwan,' *Parliamentary Affairs*, vol.57, no.1 (2004), pp.209-222
18. 'An institutional approach to election campaigning in Taiwan,' *Journal of Contemporary China*, vol.12, no.37 (2003), pp.765-779
19. 'Selling democracy: Diplomacy, propaganda and democratisation in Taiwan,' *China Perspectives*, no.47 (May-June 2003), pp.58-67
20. 'La démocratie peut-elle acheter la reconnaissance internationale?' *Perspectives Chinoises*, no.76 (May-June 2003), pp.61-69
21. 'Chiang Kai-shek and the 2-28 incident in Taiwan,' with Ming-Yeh Rawnsley, *Issues and Studies*, vol.37, no.6 (2001), pp.77-106
22. 'Where's the Beef? The 1998 mayoral elections in Taiwan,' *American Journal of Chinese Studies*, vol.8, no.1 (2001), pp.1-25
23. 'The media and popular protest in Taiwan,' *Historical Journal of Film, Radio and Television*, vol.20, no.4 (2000), pp.565-580
24. 'Selling Taiwan: diplomacy and propaganda,' *Issues and Studies*, vol.36, no.3 (2000), pp.1-25
25. 'Taiwan's propaganda Cold War: The offshore islands crises, 1954 and 1958,' *Intelligence and National Security*, vol.14, no.4 (1999), pp.82-104
26. 'Regime transition and the media in Taiwan,' with Ming-Yeh Rawnsley, *Democratization*, vol.5, no.2 (1998), pp.106-124
27. 'The 1996 presidential election campaign in Taiwan: The packaging of politics in a democratising state,' *Harvard International Journal of Press/Politics*, vol.2, no.2 (1997), pp.47-61
28. 'Overt and Covert: The Voice of Britain and black broadcasting in the Suez crisis,' *Intelligence and National Security*, vol.11, no.3 (1996), pp.497-522
29. 'Cold War radio in crisis: The BBC Overseas Services, the Suez crisis and the Hungarian uprising, 1956,' *Historical Journal of Film, Radio and Television*, vol.16, no.2 (1996), pp.197-219
30. 'How special is special? The Anglo-American alliance in the Cuban missile crisis,' *Contemporary Record*, vol.9, no.3 (1995), pp.586-601

### Non-refereed Articles

1. 'Britain's Global Future: Harnessing the Soft Power Capital of UK Institutions', a Green Paper on UK Soft Power Post-Brexit, commissioned by the British Council and ResPublica (July 2017).
2. 'Why China's Propagandists Love the Internet, *Foreign Policy*, July 21 2015, available at <https://foreignpolicy.com/2015/07/21/why-chinas-propagandists-love-the-internet/>
3. Gary Rawnsley's blog on Public Diplomacy and International Communications, <http://www.pdic.blogspot.com>
4. Contributions to the University of Southern California Centre on Public Diplomacy Blog Roll, [http://uscpublicdiplomacy.org/index.php/newswire/cpblog\\_main/author/Gary\\_Rawnsley/](http://uscpublicdiplomacy.org/index.php/newswire/cpblog_main/author/Gary_Rawnsley/)
5. 'The media, internet governance in China', China Discussion Paper #12 (September 2006), China Policy Institute, University of Nottingham (at: <http://www.nottingham.ac.uk/china-policy-institute/publications/discussionpapers.php>)
6. 'Asian media in transition': A review article of Philip Kitley (ed.), *Television, Regulation and Civil Society in Asia*; and Stephanie Hemelryk Donald, Michael Keane & Yin Hong (eds.), *Media in China: Consumption, Content and Crisis*, in *Continuum: Journal of Media and Cultural Studies*, vol.18, no.1 (2004), pp.149-153
7. 'The day after the night before: thoughts on the 2004 presidential election in Taiwan,' Institute of National Policy Research, Taiwan Perspective e-paper, no.19 (13 April 2004)

### Book Chapters

1. "'Believe Me": Political propaganda in the era of Trump', in *The Handbook of Political Propaganda* (Edward Elgar, 2021), edited by Gary Rawnsley, Yiben Ma and Kruakae Pothong
2. 'Documentary film and modern political propaganda', with Yu Ming, in *The Handbook of Political Propaganda* (Edward Elgar, 2021), edited by Gary Rawnsley, Yiben Ma and Kruakae Pothong
3. 'The more things change ... public diplomacy and information communication technology', in *Frontiers in Public Diplomacy*, ed. by Colin Alexander (London: Palgrave, forthcoming)
4. 'Cultural Diplomacy Today', in *Transnational Sites of China's Cultural Diplomacy*, ed. by Jens Damm (London: Palgrave Macmillan, forthcoming)
5. 'International Coproduction of Documentaries as a Form of Chinese Cultural Diplomacy', with Ming-Yeh Rawnsley & Ming Yu, in *Transnational Sites of China's Cultural Diplomacy*, ed. by Jens Damm (London: Palgrave Macmillan, forthcoming).
6. 'Communicating Confidence: China's Public Diplomacy', in *The Routledge Handbook of Public Diplomacy* (2<sup>nd</sup> edn.) ed. by Nicholas Cull and Nancy Snow (London: Routledge, forthcoming).
7. 'The Media,' with Katrin Voltmer, in *Democratization in a Globalized World* (2<sup>nd</sup> edn.) ed. by Christian Haerpfer, Ronald Inglehart, Chris Welzel & Patrick Bernhagen (Oxford: Oxford University Press, forthcoming)
8. 'Science Communication in Taiwan: Rethinking the Local and Global', with Ming-Yeh Rawnsley, in *Connecting Taiwan: Participation-Integration-Impacts*, ed. by Carsten Storm (London: Routledge, 2018).
9. 'Taiwan's Soft Power and Public Diplomacy Under Ma Ying-Jeou', in *Assessing Ma: Taiwan During the Ma Ying-Jeou Presidency*, ed. by Gunter Schubert (London: Routledge, 2018).
10. 'The Rise of New Media in East Asia,' with Yiben Ma, in *The Routledge Handbook of Democratisation in East Asia* (London: Routledge, 2017)
11. 'Reflections of a Soft Power Agnostic', in *China's Soft Power in Africa: Promotion and Perceptions* ed. by Zhang Xiaoling (London: Palgrave, 2016).

12. 'Chinese soft power: An assessment,' in *Global Media and Public Diplomacy in Sino-Western Relations* ed. by Jia Gao (London: Ashgate, forthcoming)
13. 'Vietnamese Cultural Diplomacy: An Emerging Strategy', with Chi Ngac in *The Routledge Handbook of Soft Power*, ed. by Naren Chitty, Lilian Ji, Gary Rawnsley, John Simon, Craig Hayden (London: Routledge, 2016).
14. 'China's international broadcasting and soft power,' in G.D. Rawnsley & M.Y.T Rawnsley (eds) *The Routledge Handbook of Chinese Media* (London: Routledge, 2014)
15. 'Radio Free Asia and China's Harmonious Society,' in D. Welch (ed.), *Propaganda, Power and Persuasion: From World War I to Wikileaks* (London: I.B. Taurus, 2013)
16. 'The media and the information environment, ten years after 9/11,' in Rachel Utley (ed.) *Perspectives on 9/11* (London: Ashgate, 2012)
17. 'The Media and the Vitality of Democratic Taiwan: A Study of How Journalists and Politicians See Themselves and Each Other', with Gong Qian in Steve Tsang (ed.), *The Vitality of Taiwan* (Oxford: OUP, 2012)
18. 'Living in Interesting Times: Developments in Chinese Propaganda' in Jonathan Auerbach and Russ Castronovo (eds.), *Oxford Handbook of Propaganda Studies* (Oxford: OUP, 2012)
19. 'The Media in Democratic Taiwan', with Ming-Yeh Rawnsley, in *Taiwan Experience Since Martial Law*, ed. by David Blundell (Berkeley: University of California Press, 2011)
20. "'The Great Movement to Resist America and Assist Korea": How Beijing Sold the Korean War,' in David Welch and Jo Fox (eds.), *Justifying War* (London: Palgrave, 2011)
21. 'The Political Narrative(s) of *Hero*' in *Global Chinese Cinema: The Culture and Politics of Hero*, ed. by Gary Rawnsley and Ming-Yeh Rawnsley (London: RoutledgeCurzon, 2010)
22. With Katrin Voltmer, 'The Media' in *Democratization in a Globalized World*, ed. by Christian Haerpfer, Ronald Inglehart, Chris Welzel & Patrick Bernhagen (Oxford: Oxford University Press, 2009)
23. 'China Talks Back: Public Diplomacy and Soft Power for the Chinese Century' in *The Routledge Handbook of Public Diplomacy*, ed. by Philip Taylor and Nancy Snow (London: Routledge, 2008)
24. 'The Media, Internet and Governance in China,' in *China's Opening Society: The non-state sector and governance*, ed. by Zheng Yongnian and Joseph Fewsmith (London: Routledge, 2008)
25. 'The Laws of the Playground: Information Warfare and Propaganda Across the Taiwan Strait,' in *Studies in Cyberconflict and Global Politics*, ed. by Athina Karatzogianni (London: Routledge, 2008)
26. 'Mass media and political change in Taiwan,' in *Taiwan's KMT and DPP Eras in Comparative Perspective*, ed. by Dafydd Fell, Henning Kloster and Bi-yu Chang (Wiesbaden: Harrassowitz, 2006)
27. 'Taiwan,' in *International Encyclopedia of Social Policy* (London: Taylor and Francis, 2005)
28. 'Propaganda, diplomacy and democratisation in Taiwan,' in *Foreign Policy of the Major Powers: China and Japan*, ed. by Phoebe Moore and Lloyd Pettiford (London: I.B. Taurus, 2006)
29. 'May you live in interesting times: Chinese and Japanese perspectives on peacekeeping,' in *Major Powers and Peacekeeping: Perspectives, Priorities and the Challenges of Military Intervention*, ed. by Rachel Utley (London: Ashgate, 2006)
30. 'Democratisation and election campaigning in Taiwan,' in *Political Communication, the Mass Media and Transitions to Democracy*, ed. by Katrin Voltmer and Slavko Splicahl (London: Routledge, 2006)
31. 'As edifying as a bout of mud wrestling: The 2000 presidential election campaign in Taiwan,' in *Political Communications in Greater China: The Construction and Reflection of Identity*, ed. by Gary Rawnsley and Ming-Yeh Rawnsley (London: RoutledgeCurzon, 2003)
32. 'Mao Zedong' in *International Encyclopedia of Social Policy* (London: Taylor and Francis, 2003)
33. 'Taiwan's propaganda Cold War,' in *The Clandestine Cold War in Asia*, ed. by Richard Aldrich, Gary Rawnsley, Ming-Yeh Rawnsley (London: Frank Cass, 2000)

34. 'The Campaign of Truth: A populist propaganda,' in *Cold War Propaganda in the 1950s*, ed. by Gary Rawnsley (Basingstoke: Macmillan, 1999)
35. 'The BBC External Services and the Hungarian uprising, 1956,' in *Cold War Propaganda in the 1950s*, ed. by Gary Rawnsley (Basingstoke: Macmillan, 1999)
36. 'Regime transition and the media in Taiwan,' with Ming-Yeh Rawnsley, in *Democratization and the Media*, ed. by Vicky Randall (London: Frank Cass, 1998), pp.106-124
37. 'The importance of monitored broadcasts,' in *Innovations in Diplomacy*, ed. by Jan Melissen (London: Macmillan, 1998)

### Journalism

1. 'Media monopolies must be stopped,' *Taipei Times*, 5 February 2013
2. 'Taiwan Academies a poor strategy,' *Taipei Times*, 14 September 2011
3. 'First get the questions right,' *South China Morning Post*, 25 February 2004
4. 'More to democracy than elections,' *Taipei Times*, 20 May 2002
5. 'Hong Kong should value its voting,' *Taipei Times*, 12 September 2000
6. 'Democracy requires responsibility,' *Taipei Times*, 1 August 2000
7. 'Taiwan's reaction to quake shows instinct for survival,' *Free China Journal*, 15 October 1999
8. 'Blair's overture to Peking puts profits before principle,' *Free China Journal*, 12 June 1998
9. 'Cabinet changes can give the public the reshuffle blues,' *Free China Journal*, 6 March 1998

Regular interviews with/appearances on Radio Taiwan International, China Radio International, Xinhua News Agency, BBC Radio Nottingham, BBC Radio Leeds, BBC World Service, BBC Three Counties Radio, *Business on Sunday*, ABC Australia.

Regular blogs for China Policy Institute, Nottingham University (<https://blogs.nottingham.ac.uk/chinapolicyinstitute/>), the USC Center for Public Diplomacy ([http://uscpublicdiplomacy.org/newswire/cpdblog\\_main](http://uscpublicdiplomacy.org/newswire/cpdblog_main)) and my own blog, Public Diplomacy and International Communications (<http://www.pdic.blogspot.com>)

### Book Reviews

Published reviews in *Journal of Asian Studies*, *Asian Journal of Communications Studies*, *Historical Journal of Film, Radio and Television*, *Government and Opposition*, *American Journal of Chinese Studies*, *China Quarterly*, *Democratization*, *China Perspectives*, *Intelligence and National Security*, *Political Studies*, *International Affairs*, *American Historical Review*, *Pacific Review*, *Europe-Asia-Studies*, *Times Higher Education Supplement*

### Journal Referee

Regularly referee submitted articles to *China Quarterly*, *Government and Opposition*, *American Journal of Chinese Studies*, *China Perspectives*, *Intelligence and National Security*, *Political Communication*, *Harvard International Journal of Press/Politics*, *Democratization*, *Global Society*, *Millennium*, *Cold War Studies*, *Environmental Practice*, *Pacific Review*, *International Journal of Communication*, *China Quarterly*, *Place Branding and Public Diplomacy*

### Publisher Referee

Regularly referee book proposals for RoutledgeCurzon, Palgrave Macmillan, Oxford University Press, Sage, Frank Cass

### Grant Referee

Member of the Social Science Research Grants Council of Hong Kong (since 2017).

Member of the Peer Review College, Arts and Humanities Research Council (2007-2014)

International Reader for Australian Research Council

Regularly referee applications to the ESRC

### **Papers at conferences, workshops and seminars**

- Keynote address: 'What is Cultural Diplomacy and why should Taiwan care?', delivered to a conference on Taiwan's cultural diplomacy at the Taiwan Studies Institute, University of Vienna, October 2019.
- Keynote address: 'Chinese soft power, cultural diplomacy and film', delivered to the Beijing Film Academy, October 2018
- Keynote address: 'Teaching cinema and soft power', delivered to the Beijing Film Academy, October 2018
- 'Welsh soft power', in 'Building a global Wales after Brexit: international perspectives on small nations and soft power', organised by the British Council and Institute of Welsh Affairs, Cardiff (April 2018)
- 'Science Communication in Taiwan' (with Ming-Yeh Rawnsley), European Association of Taiwan Studies, Zurich (April 2018)
- 'A Critique of Soft Power post-Trump and Post-Brexit' Hong Kong Baptist University (November 2017)
- 'Journalism and civil society activism across the Taiwan Strait', Strait Talk Symposium, Brown University (October 2017)
- 'I read the news today, oh boy!: Social media and democracy', Asian Young Leaders for Democracy, Taiwan Foundation for Democracy (August 2017)
- 'Assessing Soft Power for an Unpredictable World', Department of International Relations, Ritsumeikan University, Kyoto, Japan (May 2017)
- 'Taiwan 2.0: Digital Public Diplomacy in the Era of "Alternative Facts"', Graduate Institute of Political Science, National Sun Yat-sen University, Kaohsiung, Taiwan (May 2017)
- 'Reflections of a Soft Power Agnostic: China and the World', Confucius Institute, University of Helsinki (March 2017)
- 'Taiwan 2.0: Digital Public Diplomacy in the Era of "Alternative Facts"', SOAS Taiwan Studies Programme (March 2017)
- 'May You Live in Interesting Times', Keynote address to conference on Chinese cultural diplomacy, The Oriental Institute of The Czech Academy of Sciences, Prague (February 2017)
- 'Assessing the impact of international communications on international politics', Thammasat University and Chulalongkorn University, Bangkok (October 2016)
- 'Taiwan's Public Diplomacy', at the Institute of Asia-Pacific Studies, University of Nottingham; Department of Political Science, National Taiwan University; Institute of International Relations, National Chengchi University, Taipei (all 2016)
- 'Taiwan's Public Diplomacy under Ma Ying-jeou– what has it achieved, and where did it fail?', workshop on Assessing the Presidency of Ma Ying-jeou, European Research Center on Contemporary Taiwan (ERCCT) at Tübingen University & the China Policy Institute (CPI) at the University of Nottingham, 12-13 December 2015.
- 'Selling Taiwan: A Reconsideration of Taiwan's Public Diplomacy,' Second World Congress of Taiwan Studies, London, 18-20 June 2015
- 'Making the Invisible Visible: Taiwan and Public Diplomacy,' Keynote address to Annual Conference of the European Association of Taiwan Studies, Krakow, 8-10 April 2015.
- 'Taiwan's NGOs and Development Diplomacy: The Tzu Chi Buddhist Foundation', Conference on Public Diplomacy and Development, USC Center for Public Diplomacy, Los Angeles, 27 February, 2015

- 'Shakespeare as cultural diplomacy', Annual conference of the International Studies Association, New Orleans, 18-21 February 2015
- 'Inventing, Re-inventing and De-westernising Soft Power,' paper submitted as part of panel on 'IR and the non-western worlds: Imagining a globally-inclusive "we"', Annual conference of the International Studies Association, New Orleans, 18-21 February 2015
- 'Reflections of a Soft Power Agnostic,' Renmin University School of International Relations, Beijing (27 November 2014)
- 'Comparing Indian and Chinese public diplomacy,' workshop on China and India in the Global Era, University of Portsmouth (6 November 2014)
- 'To know us is to love us: An assessment of Chinese soft power and public diplomacy', Keynote speaker at conference at the University of Nottingham, Ningbo China on Chinese soft power in Africa, September 3-5 2014.
- 'China's Public Diplomacy in the 21st century: opportunities, challenges and prospects', Fourth Global International Studies Conference, Frankfurt, 6 - 9 August 2014
- 'There's something about being small', University of Tuebingen, 14 July 2014
- 'To know us is to love us: Chinese international broadcasting and soft power', 2014 Annenburg-Oxford Media Policy Institute, University of Oxford, 30 June - 4 July 2014.
- 'International Broadcasting and Chinese Soft Power,' Workshop at the University of Newcastle on Non-Democratic Regimes and Image Promotion, 29-30 May 2014
- 'Taiwan's public diplomacy', a roundtable on comparative Public Diplomacy, Annual Conference of the International Studies Association, Toronto, March 2014.
- 'Vietnam's Cultural Diplomacy', Annual Conference of the International Studies Association, Toronto, March 2014.
- Keynote speaker at two-day workshop on Chinese soft power, organised by the Great Britain China Centre for a delegation of British Parliamentarians, members of the Foreign and Commonwealth Office, and Chinese Communist Party Youth League.
- Leading one-day workshop on Taiwan's international communications, annual Workshop on Taiwan Studies at Masaryk University, Czech Republic (September 2013)
- Keynote speaker, 'Chinese soft power', at conference on at the University of Zurich on 'The CCP and the Politicization of Traditions,' University of Zurich (6-8 June 2013)
- Roundtable participant on 'Public Diplomacy 2020: Advancing the Profession,' International Studies Association Annual Conference, San Francisco (3-6 April 2013)
- Roundtable participant on 'Public Diplomacy 2020: Advancing the Profession,' International Studies Association Annual Conference, San Francisco (3-6 April 2013)
- 'China talks to the world: International Broadcasting and Public Diplomacy,' International Studies Association Annual Conference, San Francisco (3-6 April 2013)
- Invited to be guest speaker, Taiwan Scientific Symposium, University of York (27 October 2012)
- Invited to deliver keynote opening address on Chinese soft power at conference on Global Media and Public Diplomacy in Sino-Western Relations, Asia Institute, University of Melbourne (30-31 May 2012)
- 'Taiwan's public diplomacy and soft power', Annual Conference of the International Studies Association (San Diego, 2012)
- Invited roundtable member on Taiwan's public diplomacy, Annual Conference of the European Association of Taiwan Studies (Denmark, 2012)
- 'There's something about being small: Taiwan's soft power and public diplomacy' (SOAS and St Antony's College, Oxford, February 2012)
- Lectures on Taiwan's public diplomacy to Taiwan's Ministry of Foreign Affairs and Government Information Office (Taipei, Taiwan, 2011)
- 'Comparing the Soft power strategies of China and Taiwan,' Annual Conference of the International Studies Association (Montreal, 2011).
- 'Media-Military Relations in the 21<sup>st</sup> Century', Political Warfare College, Taiwan (September 2010)
- 'Chinese soft power and the Beijing Olympics', National Cheng Kung University, Taiwan (September 2010)

- 'Conceptualising Soft Power', Institute of International Relations, Taipei (September 2010)
- 'The Media and the Vitality of Democratic Taiwan: A Study of How Journalists and Politicians See Themselves and Each Other', Conference on The Vitality of Taiwan, St. Antony's College, Oxford, (June 2010)
- 'Chinese Soft Power and the Beijing Olympics,' Institute of Asia-Pacific Studies, University of Nottingham (January 2010)
- 'Chinese Whispers: Public Diplomacy, Soft Power and the Beijing Olympics', London School of Economics, (February 2009)
- 'Media in New Democracies: How journalists and politicians in Taiwan and Korea perceive each other', University of Lund, Sweden (February 2009)
- 'Chinese Propaganda in the Korean War', at international conference on 'Justifying War', University of Kent at Canterbury (July 2008)
- 'Chinese Information Operations', Political Warfare College, Taiwan (March 2008)
- Keynote Lecture, 'Chinese Information Operations', Inaugural Conference on Asian Security, National Defence University, Taiwan (March 2008)
- 'Chinese Public Diplomacy and Soft Power', Shi Hsin University, Taiwan (March 2008)
- 'Radio Free Asia and the Harmonious Society' at the Institute of Asia-Pacific Studies, University of Nottingham (February 2008)
- 'Radio Free Asia and the Harmonious Society' at international conference on The Harmonious Society in China, Civil Society and the Media', Beijing (October 2007)
- 'Radio Free Asia: Propaganda, Public Diplomacy and News', at international conference on 'Communication and Conflict', University of Glasgow (September 2007)
- 'Cross-Strait Information Warfare', at international symposium on 'ICTs in China', China Policy Institute, University of Nottingham (June 2007)
- 'The media, internet and governance in China,' at international conference on 'The Development of the Non-State Sector, Local Governance and Sustainable Development in China, Zhejiang University & China Policy Institute (University of Nottingham), Zhejiang University, China (June 2006)
- 'Old Wine in New Bottles: Taiwan-China information warfare and propaganda,' *International Political Studies Association*, Fukuoka, Japan (July 2006)
- 'Taiwan's 2004 referendum and political communication,' *International Political Studies Association*, Fukuoka, Japan (July 2006)
- 'Taiwan's 2004 referendum: political communication and the consolidation of democracy,' *European Association of Taiwan Studies*, London, UK (March, 2005)
- 'Taiwan's propaganda Cold War: the 1954 and 1958 crises,' *IAHA*, Academia Sinica, Taiwan (December 2004)
- 'The day after the night before: observations on the 2004 presidential election in Taiwan,' *American Association of China Studies*, College of William and Mary, Williamsburg, Virginia, USA (October 2004)
- 'Old Wine in New Bottles: Taiwan-China information warfare and propaganda,' *American Association of China Studies*, College of William and Mary, Williamsburg, Virginia, USA (October 2004)
- 'Old Wine in New Bottles: Taiwan-China information warfare and propaganda,' *British Association of Chinese Studies/British Association of Japanese Studies*, Leeds, UK (September 2004)
- 'Americanization and election campaigning in Taiwan,' with Dafydd Fell, Département de Communication Politique et Publique, Université Paris, Paris, France, (July 2004)
- 'Crisis? What Crisis? Democracy and Political Communication,' Nanjing University of Finance and Economics, Nanjing, PRC (June 2004)
- 'Thoughts on the 2004 presidential election in Taiwan,' Korea University, Seoul, Korea (May 2004)
- 'Democracy and Political Communications,' British Council, Seoul, Korea (May 2004)
- 'Taiwan-China Information Warfare,' Yonsei University, Seoul, Korea (May 2004)

- 'Sean Connery has left the building: The 2004 election in Taiwan,' Hong Kong Baptist University, Hong Kong (April 2004)
- Panellist on Taiwan's 2004 presidential election at conference organised by LSE and Institute of National Policy Research (Taipei), Taipei, Taiwan (March 2004)
- 'Old Wine in New Bottles: Taiwan-China Information Warfare and Propaganda,' Department of Government and Public Administration, Chinese University of Hong Kong (March 2004)
- Discussant, workshop on 'The Balance Sheet of Democratisation,' St. Antony's College, Oxford, UK (May 2003)
- 'Public Television and Empowerment in Taiwan,' Institute of Asia-Pacific Studies Conference on Democratisation and Communication in Asia, University of Nottingham, UK (January 2003)
- 'Taiwan's Public Diplomacy,' *British International Studies Association*, University of London, UK (December 2002)
- Discussant at conference on Developments in Taiwan, University of South Carolina, USA (June 2002)
- Invited participant in roundtable discussion at conference on Taiwan after the KMT, School of Oriental and African Studies, University of London, UK (June 2002)
- 'Chiang Kai-shek in the 28 February 1947 Incident,' with Ming-Yeh Rawnsley, *American Association for Chinese Studies*, University of Chicago, USA (October 2001)
- Panel organiser and Chair, 'China and Taiwan: Security issues and globalisation,' *International Studies Association*, Hong Kong (July 2001)
- 'Plus ça Change ...? The Americanisation of Election Campaigning in Taiwan,' University of Lisbon, Portugal (April 2001)
- 'Political Opposition and the Media in Pre-Democratic Taiwan,' with Ming-Yeh Rawnsley, School of Oriental and African Studies, University of London, UK (January 2001)
- Panel chair, Cross-Strait Relations, *British International Studies Association*, University of Bradford, UK (December 2000)
- 'Trends in Election Campaigning in Taiwan,' *American Association for Chinese Studies*, San Francisco, USA (November 2000)
- Discussant, The Taiwan Model of Development, School of Oriental and African Studies, University of London, UK (September 2000)
- 'National Identity and the Media in Taiwan,' Conference on Europe-Asia Linkages, University of Birmingham, UK (July 1999)
- 'Taiwan's Propaganda Cold War,' Conference on The Clandestine Cold War in Asia, University of Nottingham and School of Oriental and African Studies, University of London, UK (June 1999)
- Panel organiser, Chair and Discussant, 'Chinese Popular Culture at the Millennium,' *American Association for Chinese Studies*, Washington DC, USA (April 1999)
- Panel organiser and Chair, 'China on the verge of the Chinese century,' *Political Studies Association*, University of Nottingham, UK (March 1999)
- 'Selling Taiwan: Propaganda and Informal Diplomacy,' *American Association of Chinese Studies*, New York, USA (November 1998)
- 'Election Campaigning in Taiwan's Presidential Election,' University of Illinois-Taiwan Central University Consortium, Urbana-Champaign, USA (September 1997)
- 'Election Campaigning in Taiwan: The Packaging of Politics in a Democratising State,' *Political Studies Association*, University of Ulster, UK (March 1996)

### **Conference/workshop organisation**

Taiwan's public diplomacy and the WHA (at Aberystwyth University, 28 March 2018)

Propaganda in memory of Philip M. Taylor (at University of Leeds, December 2011)

The Clandestine Cold War in Asia (1999); Media and Democratisation in Asia (2000); Asian Film Festival (2002) - all via the Institute of Asia-Pacific Studies, University of Nottingham

*Hero: The Anatomy of a Chinese Blockbuster* at University of Nottingham Ningbo, China (2006)

Cross-Cultural Dialogue: Taiwan Cinema (at University of Leeds, 2009-11)

Annual Sir Stanley Tomlinson Memorial Lecture and seminar series, Institute of Asia-Pacific Studies, University of Nottingham (1999-2005).

### **Research Funding**

Have received funding from the British Academy, Nuffield Foundation, European Union China Academic Network, Taiwan's Ministry of Foreign Affairs, the Nuffield Foundation, Universitas 21, University of Nottingham, University of Leeds

2011 – Taiwan Ministry of Foreign Affairs Taiwan Studies Fellowship to conduct fieldwork on Taiwan's soft power and public diplomacy

### **Consultancy**

2017	ResPublica on British soft power post-Brexit	
2015	Department of Public Diplomacy, NATO, Istanbul	
2015	Office of the First Minister of Wales, Welsh Public and Cultural Diplomacy	
2014	UK Ministry of Defence, Foreign and Commonwealth Office and Cabinet Office for UK Strategic and Defence Review	
2011 -	Government Information Office/Ministry of Foreign Affairs, Taiwan, Taiwan's Public Diplomacy	
2010 -	Freedom House	Media and media freedom in Asia
2009 -	UK Cabinet Office	UK's soft power strategy
1999-2000	Oxford Analytica	Presidential elections in Taiwan

March 2011, written statement on Chinese public diplomacy submitted to the Hearing on 'China's Narratives Regarding National Security Policy, prepared for the US-China Economic and Security Review Commission.

July 2017: 'Britain's Global Future: Harnessing the Soft Power Capital of UK Institutions', a Green Paper on UK Soft Power Post-Brexit, commissioned by the British Council and ResPublica (July 2017).

### **Teaching**

At University of Nottingham Ningbo China, undergraduate teaching on Diplomacy; Introduction to International Relations: Soft power; postgraduate teaching on Chinese international relations and soft power.

At University of Aberystwyth, postgraduate teaching: International Communications in Asia-Pacific: Power, Peoples and Propaganda

Undergraduate teaching: Behind the Headlines (Part I); War and the Media (Part II).

Dissertation supervision (undergraduate and postgraduate).

At University of Leeds, undergraduate teaching of the History of Communications, Communications and Conflict, Year 3 Dissertations; postgraduate teaching of The Media and

Democratisation in Asia; and Media Management and Crisis Communications, Dissertation supervision

At University of Nottingham, undergraduate and postgraduate teaching included Global Politics, Political Communications, Chinese Politics, International Relations, Government and Politics of Taiwan, War and the Media, Dissertation supervision

### **Continuing Education Teaching**

- Communication University of China, 'Interactive Teaching', July 2019.
- Diplomatic Studies Programme, University of Oxford, 'Taiwan's Public Diplomacy and Soft Power', May 2017
- Visiting Lecturer, University of Leeds/Ministry of Defence, 'The Middle East and Africa: Uprising and After?' March 2013
- Visiting Lecturer, University of Leeds/Ministry of Defence, 'The Media and the Arab Spring', March 2012.
- Visiting Lecturer, University of Leeds/Ministry of Defence, 'Information Operations ten Years After 9/11', March 2011.
- Visiting Lecturer, University of Leeds/Ministry of Defence, 'Sino-American Relations post 911', March 2009.
- Visiting lecturer, Political Warfare College, Taipei Taiwan, March 2008
- Visiting lecturer, University of Leeds/Ministry of Defence, 'The Changing Face of Warfare: The Chinese Perspective', March 2007
- Visiting lecturer, University of Leeds/Ministry of Defence, 'The Changing World After 911: China' March 2005
- Visiting lecturer, University of Leeds/Ministry of Defence, 'Chinese Perspectives on Terrorism' March 2003
- Visiting lecturer, University of Leeds/Ministry of Defence, 'Peacekeeping in Asia' March 2002
- Visiting lecturer, University of Leeds/Ministry of Defence, 'Areas of Crisis: Asia' March 2001

### **Postgraduate Supervision**

*Supervisor for doctoral students on the following topics:*

University of Nottingham Ningbo China  
Chinese cultural diplomacy among students from BRI countries

#### Aberystwyth University:

Taiwan's cyberwar strategy  
Brazil's cultural diplomacy

#### University of Leeds:

The Chinese Appropriation of western theories of propaganda  
China-Taiwan Public Diplomacy in Central America  
Disney and American propaganda in World War Two  
Internet nationalism in China  
The sociology of investigative journalism in China  
The Professionalisation of Election Campaigning in South Korea  
Local election campaigning in Mexico

Film as an instrument of Chinese soft power  
Public Diplomacy and the Taiwan-China competition in Central America

University of Nottingham:

Local-government relations and Taiwanese investment in China (completed 2008)  
The politics of Taiwan's arms procurement policy (completed 2007)  
Student movements and constitutional reform in Taiwan (completed 2005)  
Italian propaganda and foreign policy prior to World War Two (completed 1999)  
The Cambodian transition to democracy (completed 1999)  
Cyprus and international security (completed 1998)

### **External Examinations**

- External Examiner, Hong Kong Baptist University, PhD on 'A comparative study of CRI and VoA', June 2019.
- External Examiner, Durham University, PhD on 'Western news magazines and China's trade wars', February 2019
- External Examiner, Westminster University, PhD on 'CCTV news in English and the battle for global influence', June 2018
- External Examiner, External Examiner, MA Cultural Policy, Relations and Diplomacy, Goldsmiths University of London, 2017 -
- External Examiner, MSc Diplomatic Studies Programme, University of Oxford, 2016 -
- External Examiner, University of Kent at Canterbury, PhD on The Use of 'Model Workers' in New China, October 2016
- External Examiner, Corpus Christi College, Cambridge, MPhil on The Role of Japan in Contemporary Domestic Taiwanese Politics, October 2016.
- External Examiner, King's College London, PhD on Cultural Diplomacy in South Korea, October 2016.
- External Examiner, St Antony's College, Oxford, PhD on Dual Identities in Taiwan, December 2015
- External Examiner, University of Westminster, London, PhD on Financial Journalism in China and the UK, May 2015.
- External Examiner, St Anne's College, Oxford University, DPhil on Taiwan's Identity, March 2015
- External Examiner, Department of Politics, University of Newcastle, PhD on Constructing the China Threat, October 2014
- External Examiner, School of Oriental and African Studies, PhD on City Branding in Taiwan and China, October 2014
- External Examiner, School of Oriental and African Studies (MA Taiwan Studies), 2014 -
- External Examiner, University of Leicester, Department of Media and Communications (MA in Globalisation and Communication), 2011 -
- External Examiner, University of Hull, Department of Media and Culture (BA in Media, Culture and Society) 2010 – 2013
- Queensland University of Technology, PhD on Chinese soft power and the Confucius Institutes, March 2013
- University of Coventry, PhD on Al-Qaeda propaganda, March 2013
- University of Newcastle, PhD on Chinese Cyberwar, January 2012
- Macquarie University, PhD on Propaganda Across the Taiwan Strait, 2010
- School of Oriental and African Studies, PhD on University of London on the development of Taiwan Studies as a field of study, April 2010
- University of East Anglia, Ph.D on Western media representations of China, December 2007.

- Nottingham Trent University, MA in Media and Globalisation, 2007 - 2009
- Nottingham Trent University, Ph.D on Chinese Political Economy and the WTO, June 2006
- Validation of degree in International Communication Studies at Hubei University, Wuhan, China (on behalf of PRC Ministry of Education).
- Nottingham Trent University, Ph.D on development of journalism in China, July 2004
- School of African and Oriental Studies, University of London, Ph.D on party propaganda and issue ownership in Taiwan
- St. Antony's College, University of Oxford, M.St. in Oriental Studies
- University of Leeds, Ph.D on Chinese journalism and economic reform, February 2002
- University of Essex, Ph.D on elections in Taiwan, July 2001

### **Administrative Service**

#### *University of Nottingham Ningbo China*

- 2018 - Dean of the Faculty of Humanities and Social Sciences  
Chair of the Faculty Executive Board  
Member of the University Management Board  
Member of the University Promotions Committee  
Member of the University Space Committee  
Advisor, Institute of Asia-Pacific Studies

#### *University of Aberystwyth*

- 2017 - 2018 Director, Global Communications Research Centre
- 2013 - 2018 University Director of International Strategy
- 2013 - 2015 Project manager for Aberystwyth University's campus in Mauritius
- 2013 - 2016 Course leader, MSc in Food and Water Security
- 2014 - 2018 Director of International, Institute of Geography, History and Politics
- 2015 Acting Director of the International Office (covering maternity leave from May to November)

#### *University of Leeds*

- 2010-2013 Head of MA in International Communications
- 2010 - 2013 Director, Centre for International Communications Research
- 2010 - 2012 Member, ICS Research Committee
- 2010 - 2013 Member of University China Strategy Group
- 2008 - 2010 Director (Head of Department), Institute of Communications Studies

#### *University of Nottingham Ningbo, China (2005-2007)*

- University Dean
- Head / Professor of the Division of International Studies
- Chair of Admissions Committee
- Chair of Academic Management Committee
- Chair of Heads of Department Group
- Member of Provost' Management Group
- Member of President's Management Committee

#### *University of Nottingham*

- Chair of Curriculum Committee for University of Nottingham Ningbo, China (2004-5)
- Director, Institute of Asia-Pacific Studies (2001-2007)

- Postgraduate Vice-Dean, Faculty of Law and Social Sciences (2001-3)
- Chair, Humanities Postgraduate Assessment Committee (2001-3)

*University of Nottingham, School of Politics*

- Vice-Chair, Curriculum Committee (2004-5)
- Director of Postgraduate Taught Courses (2004-5)
- Postgraduate Tutor (2000-2003)
- Director of Diploma/MA in International Studies: The Asia-Pacific Region (2001-2002)
- Director of Admissions and Undergraduate Admissions Officer (1997-2000)
- Co-ordinator, BA in German and Politics (1997-2000)
- Director of Diploma/MA in International Relations (1996-2000)
- Library Officer (1996-2000)
- MA Examinations Officer (1995-1997)