

Hsin-I Cheng, Ph.D.
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Education

- Ph.D. Bowling Green State University, School of Communication Studies. August 2006.
 Dissertation Title: Culturing on the Borderlands—A Critical Ethnography on Taiwanese and Chinese Transnational Practices
 (Dissertation chair: Dr. Alberto González; Committee members: Drs. John Warren, Matthew Heinz, and Robert Buffington)
- M.A. University of Wisconsin–Milwaukee, Department of Communication. May 2001.
- B.A. Fu-Jen Catholic University, Sociology Department, Taipei, Taiwan. June 1998.

Academic Appointments

- 2013 - Present Associate Professor, Department of Communication, Santa Clara University.
- 2007 - 2013 Assistant Professor, Department of Communication, Santa Clara University.
- 2005- 2007 Instructor, Department of Interpersonal Communication, Bowling Green State University.
- 2004-2005 Doctoral Fellow, School of Communication Studies, Bowling Green State University.
- 2003-2004 Assistant Director of IPC 102 Speech Communication, School of Communication Studies, Bowling Green State University.
- 2001-2003 Teaching Assistant, School of Communication Studies, Bowling Green State University.
 Research Assistant, School of Communication Studies, Bowling Green State University.
- 1999-2001 Teaching Assistant, Department of Communication, University of Wisconsin-Milwaukee.

Research Interests

I am interested in understanding culture and communication from critical and qualitative perspectives. My research topics include cultural identity and transnational movement in postcolonial conditions. Specifically, I am interested in unpacking various interactive processes of citizenship crafting (i.e., intersections of ethnicity, class, race, nationality, sexual orientation, etc.) in relation to geopolitical arrangements (e.g., colonial and imperial legacy, neoliberalism).

Awards and Honors

Book Award, National Communication Association-International and Intercultural Communication Division, Chicago, IL. 2009

Distinguished Graduate Student Award, Ohio Communication Association. Oberlin, OH. 2004.

Non-Service Dissertation Fellowship, School of Communication Studies, Bowling Green State University. Bowling Green, OH. 2004-2005.

Annual National Communication Association Doctoral Honors Seminar. University of New Mexico. Albuquerque, NM. 2004.

Harold and Elaine Fisher Award. School of Communication Studies, Bowling Green State University. Bowling Green, OH. 2004.

Melvin H. Miller Award of Outstanding Research. Department of Communication, University of Wisconsin-Milwaukee. Milwaukee, WI. 2001.

John Paul Jones Award. Department of Communication, University of Wisconsin-Milwaukee, Milwaukee, WI. 2001.

Scholarly Book

Cheng, H.-I. (2008). *Culturing Interface: Identity, Communication, and Chinese Transnationalism*. New York: Peter Lang Publishing. (NCA 2009 Book Award for International and Intercultural Communication Division)

Scholarly Articles

Competitive peer reviewed:

Cheng, H.-I. (2016). On migrant workers' social status in Taiwan: A critical analysis of mainstream news discourse. *International Journal of Communication*, 10, 2509-2528. doi:1931-8036/20160005

Cheng, H.-I. (2014). In the eyes of the Chinese: Affective construction of cultural identity. *Journal of Intercultural Communication*, 35. Retrieved from <http://www.immi.se/intercultural/nr35/cheng.html>

Cheng, H.-I. (2013). "A wobbly bed still stands on three legs": On Chinese immigrant women's

- experiences with ethnic community. *Women & Language*, 36 (1), 7-25. (Leading Article)
- Cheng, H.-I. (2008). Space making: Chinese transnationalism on the U.S.-Mexican Borderlands. *Journal of International and Intercultural Communication*, 1(3), 244-263.
- Heinz, B., Cheng, H.-I., & Inuzuka, A. (2007). Greenpeace greenspeak: A transcultural discourse analysis. *Language and Intercultural Communication*, 7(1), 16-36.
- Cheng, H.-I. (2005). A review of Shame and recovery: Mapping identity in an Asian women's shelter. *Southern Communication Journal*, 70, 267.
- Cheng, H.-I. (2004). Being ill in a foreign land: International students' perceptions of and experiences with university health services. *Kaleidoscope: A graduate journal of qualitative communication research*, 3, 70-92.
- Allen, M., Cheng, C., Izumi, M., Kopaczewski, S., Tye-Williams, S. & Wilkum, K. (2003). Mentor Reviewing: A retrospective on an experiment. *Communication Studies*, 54, 530-534.
- Invited:
- Ammatuna, C. & Cheng, H.-I. (2016). "A person who covers a post": An exploration on Mexican maquila workers' identity negotiations. In K. Sorrells & S. Sekimoto (Eds.), *Globalizing Intercultural Communication* (pp. 168-176). Los Angeles, CA: Sage.
- Cheng, H.-I. (2013). A review of Contested citizenship in East Asia: Developmental politics, national unity, and globalization. *Communication Trends*.
- Cheng, H.-I. (2012). Cultural matter as political matter: A preliminary exploration from a Chinese perspective. In N. Bardhan & M. Orbe (Eds.), *Identity research in intercultural communication: Reflections and future directions* (pp. 119-131). Lexington Books of Rowman & Littlefield Publishers, Inc.
- Cheng, H.-I. (2011). Temporally legal: My travelling across borders of im/migration. In A. González, M. Houston, & V. Chen (Eds.), *Our voices: Essays in culture, ethnicity, and communication* (5th Edition) (pp. 263-269). Oxford: Oxford University Press.
- Cheng, H.-I. (2010). A critical reflection on an intercultural communication workshop: Mexicans and Taiwanese working on the U.S.-Mexico border. In R. Halualani, & T. Nakayama (Eds.), *Blackwell handbook of critical intercultural communication* (pp. 549-564). Blackwell Publishing.
- Cheng, H.-I. (2008). A review of Eastwards/Westwards: Which Direction for Gender Studies in the 21st Century? *Women & Language*, 31, 58.
- González, A. & Cheng, H.-I. (2004). Intercultural rhetoric. In J. L. Golden, G. F. Berquist, W. E. Coleman, & J. M. Sproule (Eds.), *The rhetoric of western thought* (pp. 471-478). Dubuque, IA: Kendall/Hunt Publishing.

Heinz, M. & Cheng, H.-I. (2011). Women seeking women: Identity constructions in German and Taiwanese online personal ads. In R. Chopra & R. Gajjala (Eds.), *Global media, culture, and identity: Theory, cases, and approaches* (pp. 203-216). New York: Routledge.

Work in Progress

Manuscript *Communicating “relational citizenship”: A conceptual exploration from Taiwan’s experiences* in preparation for a journal submission.

Book proposal *Relational Citizenship: Communicating Membership* in the final stage of preparation for submission.

Papers Delivered at Professional Conferences

Competitively selected

Cheng, H.-I. *Communicating “relational citizenship”: An exploration from Taiwan’s experiences*. Paper accepted to be presented at the National Communication Association 2016 Conference, Philadelphia, PA. (The Asian/Pacific American Communication Studies Division)

Cheng, H.-I. (2015 May). *Constructing migrant workers in Taiwan: A critical discourse analysis*. Paper presented at International Communication Association, San Juan, PR. (Ethnicity and Race in Communication Division).

Cheng, H.-I. (2014, November). *Imagine citizenry: On constructing newcomers in Taiwanese public discourse*. Paper presented at the National Communication Association 2014 Conference, Chicago, IL. (Intercultural and International Communication)

Cheng, H.-I. (2014, March). *Dis/placing Taiwanese online: A critical discourse analysis on representation of newcomers*. Paper presented at Place, (Dis)Place & Citizenship Conference. Center for the Study of Citizenship. Wayne State University, Detroit, MI.

Cheng, H.-I. (2012, May) “*A wobbly bed still stands on three legs*”: *A phenomenology study on Chinese immigrant women’s experiences with their community*. Paper presented at the International Communication Association 2012 Conference, Phoenix (Intercultural Communication).

Cheng, H.-I. (2011, Nov.) *Experiencing “Chineseness” affectively: Voices from Chinese college students*. Paper presented at the National Communication Association 2011 Conference, New Orleans. (International and Intercultural Communication Division).

Cheng, H.-I. (2011, Nov.) *Voicing diasporic loyalties: On displacement in between China, Mexico, and the United States*. Paper presented at the National Communication Association 2011 Conference, New Orleans (Scholar to Scholar: Merging Voice around the Globe).

Cheng, H.-I. (2009, July) *Female experiences in transnationalism: A case of Chinese women*

on the U.S-Mexico border. Paper presented at The National Communication Association Summer Conference on Intercultural Dialogue for 2009, Istanbul, Turkey.

Cheng, H.-I. (2007, Nov.) *Space making: Taiwanese and Chinese transnationalists living on the border*. Paper presented at National Communication Association, Chicago, IL. (The Asian/Pacific American Communication Studies Division)

Heinz, B., & Cheng, H.-I. (2007, May). *Bridging Taiwanese and German communities: Discursive lesbian online practices*. Paper presented at Colloque Annuel del'ACC/CCA Annual Conference, Saskatoon, CA.

Cheng, H.-I. (2007, February). *Traveling as a Culturing Practice: Taiwanese/Chinese Crossing the El Paso–Juárez Borderlands*. Paper presented at Western States Communication Association, Seattle, WA. (* Top Paper in Intercultural Communication Interest Group)

Cheng, H.-I. (2004, July). *Culturing on the borderlands: A critical ethnographic account from Taiwanese/Chinese perspectives*. Paper presented at the Annual NCA Doctoral Honors Seminar- Culture & Communication seminar, Albuquerque, NM.

Cheng, H.-I. (2003, November) *An intercultural training (ICT) workshop–Mexican and Taiwanese managers working together in Mexico*. Paper presented at the National Communication Association Conference, Miami, FL.

Cheng, H.-I. (2003, November). *Being ill in a foreign land: International students' perceptions of and experiences with university health services*. Paper presented at the National Communication Association Conference, Miami, FL.

Cheng, H.-I. (2003, November). *Identity construction through scholarship crafting: A survey on "Chineseness"*. Paper presented at the National Communication Association Conference, Miami, FL.

Heinz, B., & Cheng, H.-I. (2003, November). *"Not so global?" A transcultural analysis of mediated Greenpeace discourse*. Paper presented at the National Communication Association Conference, Miami, FL.

Cheng, H.-I. (2002, November). *What do Chinese fables say to children—An analysis from Fisher's narrative paradigm*. Paper presented at the National Communication Association Conference, New Orleans, LA.

Cheng, H.-I. (2001, April). *Genre criticism of children's narrative story- two ancient classical Chinese stories*. Paper presented at Central States Communication Association Conference, Cincinnati, OH.

Panel and invited presentations

Cheng, H.-I. (2014, November). *Globalizing Intercultural Communication: Case studies and personal narratives from the 21st century*. International and Intercultural Communication Division. National Communication Association, Chicago, IL. (Panelist)

- Cheng, H.-I. (2014, November). *Our visibility at NCA: Past, present, and future of Asian/Pacific American Communication studies*. Asian/Pacific American Communication Division/Caucus. Chicago, IL. (Panelist)
- Cheng, H.-I. (2012, November). *Environmentalism versus citizenship: Critical discourse analysis on two environmentalist websites*. Environmental Communication Division. National Communication Association, Orlando, FL. (Panelist)
- Cheng, H.-I. (2011, November). *Beyond the East-West: Exploring inter-Asia Pacific communication research*. National Communication Association, New Orleans, LA. (Panelist)
- Cheng, H.-I. (2011, April). *Defining culture within: A preliminary exploration from a Chinese perspective*. Paper presented at the Charting the landscapes of Intercultural Communication Conference, Southern Ill. University-Carbondale.
- Cheng, H.-I. (2011, April). *Critical pedagogy, engaged learning, and community engagement in intercultural contexts*. Presented at Western Communication Association Conference, Monterey, CA. (Panelist)
- Cheng, H.-I. (2010, November). *Mapping out critical intercultural communication studies: Junctures, possibilities, insights, and alliances*. National Communication Association, San Francisco, CA. (Panelist)
- Cheng, H.-I. (2010, November). *Top papers in Asian/Pacific American communication studies*. National Communication Association, San Francisco, CA. (Chair)
- Cheng, H.-I. (2009, November). *Settling in time of change: On 'Five Years Out' in culture and communication* presented at the National Communication Association, Chicago, IL. (Chair & Panelist)
- Cheng, H.-I. (2009, November). *Participating discursively: Asian (American) Experiences as Speaking Locations* at the National Communication Association, Chicago, IL. (Chair & Panelist)
- Cheng, H.-I. (2009, November). *Stability and change for APAC: Where we are, and where we want to be* presented at the National Communication Association, IL.
- Cheng, H.-I. (2007, February) "*Where did social justice go?*" Paper presented at Western Communication Association Conference, Denver/Boulder, CO. (Chair & Presenter)
- Cheng, H.-I. (2006, November) "*Your native informant is also an alien*"—*Reflection on be(com)ing a native ethnographer/informant*. Paper presented at National Communication Association Conference, San Antonio, TX.
- Heinz, B., & Cheng, H.-I. (2004, April). *Queer personal ads in Taiwan & Germany*. Paper presented at the Central States Communication Association Conference, Cleveland, OH.
- Cheng, H.-I. (2003, November). *Materialization of resentment: An autoethnographical account on "those Japanese ghosts"*. Paper presented at the National Communication Association Conference, Miami, FL.

Cheng, H.-I. (2002, October). *A teacher on the bridge: An (auto)ethnography on the power negotiation of the gender, ethnicity, and nationality in an undergraduate classroom*. Paper presented at The 25th Annual Meeting of the Organization for the Study of Communication, Language, and Gender, Minneapolis, MN.

Cheng, H.-I. (2001, April). *The gap between the global civil society and the WTO turmoil in Seattle- What does the U.S. and Chinese print media say*. Paper presented at Central States Communication Association Conference, Cincinnati, OH.

Invited Lectures

A talk and guest lecture on qualitative and critical ethnographic research in relation to “Strategizing Identities: Chinese Transnational Practices on the El Paso-Juárez Borderlands” at the Ph.D. program in Communication Studies at Shin Hsin University, Taipei, Taiwan. January 3, 2014.

“Strategizing Identities: Chinese Transnational Practices on the El Paso-Juárez Borderlands” At Sun Yat Sen University, ZhuHai, China. December 6, 2010.

“Heterogeneity in Adaptation: Contextualizing Chinese Women’s Adjustment to the lives in the United States.” At University of Wisconsin—Milwaukee. September 16-19, 2010.

“Strategizing Identities: Chinese Transnational Practices on the El Paso-Juárez Borderlands” Invited for a presentation and forum discussion on “International/Transnational Conversations on Cultural Inquiry” at Taxes Lutheran University. November 5-8, 2008.

Culturing on the Border: Taiwanese and Chinese in El Paso walk the line of oppressor/oppressed. Bowling Green State University, School of Communication Studies Colloquium, Bowling Green, OH. April 2005.

Minority Representation in Media (Asian Americans). University of Texas- El Paso, Department of Communication. El Paso, TX. December 2004.

Interpersonal Communication Workshop Series. PacTide, Inc., Juárez, Mexico. July-August 2003.

An intercultural workshop—Taiwanese and Mexican Managers Working Together at Juárez. PacTide, Inc., Juárez, Mexico. January 2003.

Teaching Experiences

Associate Professor of Communication, Department of Communication, Santa Clara University, Santa Clara, CA. September 2013-present. New Courses: Citizenship, and Globalization in East Asia, Senior Thesis Seminar (Work, Diversity, and Communication in a Globalized Society).

Assistant Professor of Communication, Department of Communication, Santa Clara University, Santa Clara, CA. September 2007-present. Courses: Introduction to Interpersonal Communication, Intercultural Communication, Global Interpersonal Communication, Qualitative Research Methods, Communication, Senior Thesis Seminar (Identity, Culture, and Communication).

Instructor, Department of Interpersonal Communication, Bowling Green State University, Bowling Green, OH. September 2005-May 2007. Courses: Speech Communication, Interpersonal Communication, Interpersonal Communication in International Contexts, Intercultural Communication, Organizational Communication, Communication and Conflict, Independent Study.

Graduate Teaching Assistant, Department of Interpersonal Communication, Bowling Green State University, Bowling Green, OH. September 2001- August 2003. Courses planned and taught independently: Speech Communication (Summer), Interpersonal Communication. Course taught with common curriculum: Speech Communication.

Graduate Teaching Assistant, Department of Communication, University of Wisconsin-Milwaukee. Milwaukee, WI. September 1999—May 2001. Courses: Public Speaking, Interpersonal Communication.

Other Awards and Recognitions

2003 School of Communication Studies Nominee for the 2002 Outstanding Graduate Student Teaching Assistant Award of Bowling Green State University.

Grants and Honorarium Awarded

Hackworth Research Grant, The Markkula Center for Applied Ethics, SCU. Awarded \$4,330 for the project “Crafting Ideal Citizens: A Critical Analysis on Taiwan.” Spring 2013.

Faculty-Student Research Assistant, SCU. Awarded \$1,000 to work on research project that supports Undergraduate Research Initiative. March 2012.

Technology Grant, Instructional Technology, SCU. Awarded \$1,500 to incorporate technology into teaching. March 2011.

Dean’s Grant, College of Arts and Sciences, SCU. Awarded \$1,500 to research in China. November 2010.

Dean’s Grant, College of Arts and Sciences, SCU. Awarded \$1,000 to travel to Turkey for the Intercultural Dialogue Conference. June 2009.

Honorarium for Core Curriculum Development, Office of Vice Provost for Undergraduate Studies, SCU. Awarded \$1,500 to develop course “Intercultural Communication.” June 2008.

Honorarium for Experiential Learning Summer Workshop, Office of Vice Provost for Undergraduate Studies, SCU. Awarded \$2,000 to participate in the workshop for core course development. June 2008.

Elected Offices Held in Professional Organizations

Chair of Nominating Committee. Intercultural Interest Group. Western Communication, Association, 2015-2015.

Chair. Intercultural Interest Group. Western Communication Association, 2013-2014.

Vice Chair. Intercultural Interest Group. Western Communication Association, 2012-2013.

Nominating Committee. International and Intercultural Communication Division, National Communication Association, 2011-2012.

Elected Officer. Asian/Pacific Communication Studies Division/Caucus, National Communication Association.

Chair, November 2010-November 2011. Coordinated with committee members for elections on officers; attending NCA legislative assembly meetings; collaborated with officers on amending division bylaws; communication practices for 100 plus division members and 800 caucus members; orientated officers to division/caucus fairs; conducting annual business meeting.

1st Vice-Chair, November 2009-November 2010. Solicited, reviewed, evaluated, and programmed competitive papers and panel submissions; solicited and managed paper readers; attending NCA legislative assembly meetings; learned and used online conference management software as the 2010 division program planner for the annual convention.

2nd Vice-Chair, November 2008-November 2009. Assisted planning 2009 division business meeting and generated directions for the division.

Professional Reviewing

Membership on Editorial Boards

Journal of International and Intercultural Communication, Dr. Shiv Ganesh, Editor
2010-present.

Ad Hoc Reviews

Manuscript Reviewer. *Women & Language*. Dr. Patricia Sotirin, Editor, December 2013

Manuscript Reviewer. *Western Journal of Communication*. Dr. Sharon Downey, Editor, December 2013.

Manuscript Reviewer. *Health Communication*. Dr. Laura L. Ellingson, Editor, December 2011.

Manuscript Reviewer. *Narrative Inquiry Journal*. Dr. Michael Bamberg, Editor. March 2011.

Manuscript Reviewer. *Communication Monograph*. Dr. Mike Allen, Editor. October 2008.

Manuscript Reviewer. *Communication Monograph*. Dr. Mike Allen, Editor, April, 2009.

Manuscript Reviewer. *Journal of Applied Communication Research*. Dr. Tim Sellnow, Editor. November 2007.

Manuscript Reviewer. *Journal of International and Intercultural Communication*. Dr. Thomas Nakayama, Editor. September 2007.

Conference Paper Readers

Paper Reader. Intercultural Communication Interests Group. Western Communication Association 2012 Conference. 2011.

Paper Reader. Conference on Intercultural Dialogue '09, National Communication Association Summer Conference. 2009.

Paper Reader. International and Intercultural Communication Division, National Communication Association Convention. 2008.

Paper Reader. Feminist Division, National Communication Association Convention. 2008.

Paper Reader. Asian/Pacific Islander American Communication Studies Division, National Communication Association Convention. 2008.

Paper Reader. Latina/Latino Communication Studies Division, National Communication Association Convention. 2007.

Paper Reader. La Raza Caucus, National Communication Association Convention. 2007.

Paper Reader. International and Intercultural Communication Division, National Communication Association Convention. 2006.

Paper Reader. Annual Undergraduate Research Conference, School of Communication, Bowling Green State University, OH. 2004.

Other Professional Service

Assessment Committee, COMM1: Introduction to Interpersonal Communication. Santa

Clara University. Fall 2009- Spring 2010.

Departmental Representative, Faculty Senate Council, Santa Clara University. Fall 2009-Spring 2010. Attended monthly meetings for 2 hours and communicate information between departmental faculty members and the senate.

Member, Global Communication Position Search Committee, Summer 2012-Winter 2013.

Professional Memberships

Association of Asian American Studies

International Communication Association

National Communication Association

Division Memberships: International and Intercultural Communication, Asian Pacific American Communication Studies, Ethnography, La Raza Caucus, Caucus on Lesbian, Gay, Bisexual, Transgender, and Queer Concerns, Women's Caucus.