

Yujing Jiang

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EDUCATION:

M.A. The Hong Kong Polytechnic University, Department of Chinese and Bilingual Studies (instruction medium is English, supported by Chinese), 2013

B.A. Communication University of China, School of TV Hosting and Broadcasting Art, 2009

THESIS:

Master's Thesis *Culture identity: Cultural and multicultural person*

Undergraduate Thesis *Ethnic minority TV programs and the quality cultivation for newscasters and program hosts of ethnic minority TV programs*

CHARACTERISTICS:

- The Yi minority from the southwest frontier of China.
- Commitment to ethnic minority cultural inheritance, cultural exchange, education, environmental protection, and feminism.
- Rich work experience in mass communication, language and trans-language communication, cultural and trans-cultural communication, and educational communication, building a solid foundation for future communication research.
- Worked for multiple **professional organizations**, including
 - Yunnan Radio and Television Station, China (the official and authoritative radio and television station in Yunnan Province, China);
 - Dianchi College, Yunnan University, China (a branch campus of Yunnan University, a premier university in Yunnan Province, China); and
 - Goldsmiths Confucius Institute for Dance and Performance, University of London, UK (the only Confucius Institute currently specializing in art).
- Professionally engaged in a wide range of interdisciplinary work fields and **various occupations**, such as TV program hostess, large-scale cultural event hostess, Chinese-English bilingual hostess of international cultural exchange events, location reporter, newscaster, TV program narrator, undergraduate program director, university lecturer, international Chinese teacher, and university cultural event organizer at home and abroad.
- Acted as a Chinese-English bilingual hostess in a variety of international, national, and provincial **large-scale events** related to sports, economic and trade, cultural, art, and tourism, such as the 2008 Beijing Olympic Games and Paralympic Games, the China-South Asia Exposition, the Chinese New Year Reception at Chinese Consulate General in Manchester, UK, and the Yunnan Province Tourism Promotion Conference in Hong Kong, Macau, and Southeast Asian Countries.
- Won numerous honors and awards in teaching, cultural, and art contests.
- Proficient in varied artistic specialties.

PROFESSIONAL EXPERIENCE:

Dianchi College, Yunnan University, Full time, Director and Lecturer of TV Hosting and Broadcasting Art Program, Yunnan, China

September 2017-March 2022

Educational Communication:

As a Lecturer:

- Taught 12 courses and 430 students; instructed 76 students in 8 TV hosting and recitation contests and events, 32 of whom won awards.
- Instructed students on professional language, paralinguage, and communication strategies theoretically and practically.
- Accurately pointed out students' pronunciation errors caused by lip shape, tongue position, and oral movement deviations.
- Detected each student's voice characteristics and helped maintain their characteristics based on scientific vocalization.
- Respected students' diversity and individuality instead of shaping them into the same mold.
- Helped students open themselves and speak confidently in front of the camera and on the stage.
- Encouraged students to think creatively and critically.

As an Undergraduate Program Director:

- Captured new changes and trends in the profession and promoted the innovative development of the profession.
- Clarified the professional talent cultivation objectives, set up feasible professional courses, and constructed a comprehensive curriculum system.
- Helped build excellent faculty.
- Expanded practice bases, including but not limited to state and county radio and TV stations and corporations.
- Adopted scientific evaluation methods, combining written and oral examinations, as well as periodic achievement performances.
- Provided employment consultation and counseling for postgraduate entrance examinations.

Goldsmiths Confucius Institute for Dance and Performance, University of London, Full time, International Cultural Exchange Event Hostess, Administrative Assistant of Art Department and Chinese Language Teacher for Undergraduate Students of the East Asian Language and Culture Program, London, UK

September 2016-September 2017

Mass Communication, Language and Trans-language Communication, and Cultural and Trans-cultural Communication:

- Sensitive trans-cultural awareness.
- Excellent bilingual cultural exchange event hosting skills.

- Comprehended language expressions, cultural traditions, values, and connotations between two languages and conveyed information accurately.
- Used appropriate strategies when dealing with communication barriers.
- Effectively communicated with people with diverse cultural backgrounds.
- Experience in teaching college students abroad.
- Hands-on experience in trans-cultural and trans-language communication.
- Excellent cultural exchange event planning and organization skills.
- Commitment to cultural exchange.

Yunnan Radio and Television Station, *Full time, TV Program Hostess and Chinese-English Bilingual Event Hostess of Cultural Evening Gala on the Satellite TV Channel*, Yunnan, China

Yunnan Provincial Government, *Part-time, Invited Chinese-English Bilingual Event Hostess of Official Cultural Exchange and Tourism Promotion Events and Conferences*, Yunnan, China

January 2014-March 2016

Mass Communication, Language and Trans-language Communication, and Cultural and Trans-cultural Communication:

- Visited dozens of cities and regions in China and many foreign countries, filmed hundreds of episodes, and narrated the trailers and clips of the program.
- Ranked the top 10 among the national TV programs in average ratings.
- Acute insight into audience needs and ability to effectively communicate with audiences.
- Impromptu response to emergencies and ability to control the scene in front of the camera.
- Seamlessly connected between the preceding parts and the following parts on the stage.
- Proficient in trans-language communication.
- Excellent bilingual TV and event hosting skills.
- Guided the positive direction of values.
- Cultural sensitivity to avoid misunderstandings or conflicts caused by cultural differences.
- Commitment to ethnic minority cultural inheritance.

Yunnan Radio and Television Station, *Full time, Ethnic Minority Program Hostess and Location Hostess of the Program Amazing Destination on the Satellite TV Channel*, Yunnan, China

August 2009-June 2012

Mass Communication and Language Communication:

- National Level A Mandarin Proficiency.
- Excellent TV and broadcasting skills.
- Actively interacted with audiences and bridged audiences and information.
- Appropriately employed paralanguage to assist TV hosting.
- Excellent recitation art performance skills.
- Eloquent public speech and vivid expression skills.
- Field investigation ability when giving location reports.
- Strong language organization and communication skills.

MAJOR EVENTS AT YUNNAN RADIO AND TELEVISION STATION:

June 2016 **Chinese-English Bilingual Emcee.** “The Opening Ceremony of the 4th China-South Asia Expo.” Organizing Committee of China-South Asia Expo. The opening ceremony was broadcast live on Xinhua Net, People.com, Yunnan Radio and Television Station, Yunnan.com, Tencent.com, NetEase, and other domestic and foreign mainstream media and network platforms.

March 2015 **Invited Chinese-English Bilingual Event Hostess.** “Yunnan Province Tourism Promotion Conference in Southeast Asian Countries.” Lao Ministry of National Tourism, Vietnam National Administration of Tourism, Tourism Authority of Thailand, Myanmar Tourism Promotion Board, Ministry of Tourism, Cambodia, and Yunnan Provincial Government.

July 2014 **Invited Chinese-English Bilingual Event Hostess.** “Yunnan Province Tourism Promotion Conference in Hong Kong and Macau.” Hong Kong Tourism Board, Macau Government Tourist Office, and Yunnan Provincial Government.

May 2010 **Chinese-English Bilingual Event Hostess.** “The Opening Ceremony of the 6th International Twins Festival in Mojiang, China.” Mojiang Hani Autonomous County Culture and Tourism Bureau and Yunnan Radio and Television Station.

October 2009 **TV Interviewer.** “China International Travel Mart 2009.” Ministry of Culture and Tourism of China, Yunnan Provincial Government, and Yunnan Radio and Television Station. I interviewed the Minister of Tourism of South Korea, the Minister of Tourism of Malaysia, and the Director of the Indian National Tourism Administration in English.

May 2009 **Chinese-English Bilingual Event Hostess.** “Sino-Hong Kong Cultural Exchange Series of Activities.” Yunnan Foreign Cultural Exchange Association, Shanghai International Cultural Exchange Association, and Xinzhi (Hong Kong) Cultural Development Co., Ltd.

February 2008 **Event Hostess.** “Literature and Art Works Commendation Evening Gala of Yunnan Province.” Propaganda Department of Yunnan Province, Culture Department of Yunnan Province, Yunnan Federation of Literary and Art Circles, and Yunnan Radio and Television Station.

February 2008, February 2007, February 2006 **Large-scale Event Hostess.** “Spring Festival Gala of Yunnan Province.” Propaganda Department of Yunnan Province, Culture Department of Yunnan Province, Yunnan Federation of Literary and Art Circles, and Yunnan Radio and Television Station.

TEACHING EXPERIENCE:

*Lecturer, Dianchi College, Yunnan University
(a total of 12 courses and 430 students, fall 2017-fall 2021)*

Courses Taught:

Mandarin Pronunciation

TV Hosting and Broadcasting Vocalization
Theory of TV Hosting and Broadcasting Creation
Introduction to Communication
Introduction to TV Hosting and Broadcasting
Strategies of Speech and Argumentation
Practical News Broadcasting
Practical Recitation of Literary Works
Theory of Radio Program Broadcasting and Hosting
Practical Radio Program Broadcasting, Hosting, and Production
Theory of TV Program Hosting and Broadcasting
Practical TV Program Hosting and Broadcasting

MAJOR STUDENT INSTRUCTING AND HONORS AT DIANCHI COLLEGE, YUNNAN UNIVERSITY:

Second Place. (Fall 2021)

The fourth Yunnan College Student TV Hosting Competition. Yunnan Federation of Literary and Art Circles, Yunnan Television Artists Association, and Kunming Educational Television Station.

Collective First Place. (Fall 2021)

The third “Yunling Cup” Chinese Classics Writing Reciting Teaching Contest 2021 · “Shu Xiang Cai Yunnan” Classics Recitation Contest College Student Group 2021. Yunnan Provincial Department of Education and Yunnan Provincial Writing Work Language Association.

One First Place, three Second Places, and seven Third Places. (Spring 2021)

The second “Song Du Yun Nan” Recitation Contest for College Students. Yunnan Provincial Library and Yunnan Provincial Department of Education.

One First Place, one Second Place, and one Third Place. (Fall 2020)

The third Recitation Contest of Dianchi College, Yunnan University. Yunnan University Dianchi College.

MAJOR EVENTS AT GOLDSMITHS CONFUCIUS INSTITUTE, UNIVERSITY OF LONDON:

April 2017 **Invited Event Hostess.** “The 16th ‘Chinese Bridge’ Chinese Proficiency Competition for Foreign College Students UK Regional Final 2017.” Hanban UK Representative Office.

February 2017 **Invited Chinese-English Bilingual Event Hostess.** “2017 Manchester Chinese Spring Festival Gala and UK Chinese Lantern Festival Gala.” Chinese Consulate General in Manchester, Manchester Student Union, Liverpool Student Union, and Leeds Student Union. China Central Television News Channel, Phoenix Satellite TV Europe Station made special reports about the show.

February 2017 **Invited Chinese-English Bilingual Event Hostess.** “2017 Chinese New Year Reception.” Chinese Consulate General in Manchester. The Consul General of the Chinese Consulate General in Manchester and the Mayors of Manchester, Liverpool, and Leeds attended the reception.

February 2017 **Invited Performer of Chinese Artistic Shows.** “Chinese New Year.” Phoenix International Culture Communication Co., Ltd.

February 2017 **Event Hostess, Ethnic Instrument Player, Dancer, and Organizer.** “Chinese New Year Gala.” Goldsmiths Confucius Institute for Dance and Performance, University of London.

November 2016 **Invited Event Hostess.** “Chinese New Year Gala.” UK National Physical Laboratory.

October 2016 **Invited Event Hostess.** “China Day.” University of Southampton Confucius Institute.

THE HONG KONG POLYTECHNIC UNIVERSITY ON-CAMPUS JOBS:

10/2012-10/2013 **Research Assistant.** I assisted Professor Jozsef SZAKOS in translating Taiwanese aboriginal language research literature.

11/2012-8/2013 **Chinese Language Teacher.** I taught Chinese language and culture to Mr. Gerhard MAYNHARDT, the Austrian Consul General in Hong Kong and Macau, to help him contend for the post of ambassador of the Austrian Embassy in China.

11/2012-8/2013 **Chinese Language Teacher.** I taught Chinese language and culture to Ms. Anne Blois, the French general agent of CAMUS Wine Company Asia Pacific.

3/2013-6/2013 **Teaching Assistant.** Spring 2013 (16 students). I taught Chinese language and culture to undergraduate students of the East Asian Languages and Culture Program.

COMMUNICATION UNIVERSITY OF CHINA ON-CAMPUS JOBS:

11/2008-4/2009 **Event Hostess and Location Hostess,** Department of Large-scale Evening Galas, China Education Television

1/2008-10/2008 **Event Announcer for the Shooting Matches,** Department of Sports Presentation, the 2008 Good Luck Beijing Warm-up Competition, 2008 Beijing Olympic Games and Paralympic Games, 2008 Beijing Olympic Organizing Committee

7/2007-12/2007 **Newscaster of the Program *Good Morning, Wuxi*,** Wuxi Radio and Television Station, Jiangsu

AWARDS&HONORS:

2021 **First Place**, *the third “Yunling Cup” Chinese Classics Writing Reciting Teaching Contest 2021 · “Shu Xiang Cai Yunnan” Classics Recitation Contest 2021*, Yunnan Provincial Department of Education and Yunnan Provincial Writing Work Language Association.

2021 **Best Instructor Award**, *the third “Yunling Cup” Chinese Classics Writing Reciting Teaching Contest 2021 · “Shu Xiang Cai Yunnan” Classics Recitation Contest College Student Group 2021*. Yunnan Provincial Department of Education and Yunnan Provincial Writing Work Language Association.

2021 **Third Place**, *the third Chinese Classics Writing Reciting Teaching Contest Classic 2021 · “Song Du Zhong Guo” Recitation Contest 2021*, National Language Committee of the Ministry of Education.

2021 **Excellent Chinese-English Bilingual Reciter and Most Clicked Works on the Internet**, *Trans-language Recitation of Confucian Classics 2021*, Confucius Foundation in China. My works were included in the Excellent Works Collection of Trans-language Recitation of Confucian Classics 2021, published by China Qingdao Publishing Group.

2018 **Outstanding Award**, *Classroom Teaching Competition for Young Teachers*, Dianchi College, Yunnan University.

2016 **Certificate of Appreciation**, *the Opening Ceremony of the 4th China-South Asia Expo*, Organizing Committee of China-South Asia Expo.

2016 **Certificate of Appreciation**, *the 16th “Chinese Bridge” Chinese Proficiency Competition for Foreign College Students UK Regional Final 2017*. Hanban UK Representative Office.

2013 **Certificate of Appreciation**, *Chinese Festival*, Department of Chinese and Bilingual Studies of The Hong Kong Polytechnic University.

2008 **Certificate of Appreciation**, *2008 Beijing Olympic Games and Paralympics Games*, the International Olympic Committee and 2008 Beijing Olympic Organizing Committee.

2006 **Super Dancer Award and Outstanding Work Award**, *the first “Wu Yao Zhong Chuan” Dance Gala 2006 and Communication University of China Student Art Festival 2006*, Communication University of China.

2004 **First Place**, *the third “Xinmiao Cup” TV Program Hosting Contest for Middle School Students*, Beijing Broadcasting Institute and Yunnan TV Station.

2001 **Best Feature Length TV Drama Award**, *Five Best One Project (Wu Ge Yi Gong Cheng)*, Propaganda Department of China. I **played the eldest daughter of the Chinese famous botanist Cai**

Xitao in the TV Drama *Son of the Earth--The Story of Cai Xitao*. The play was broadcast in prime time on the TV Drama Channel of China Central Radio and Television.

2000 **Silver Award for Heavy Color Painting**, *the National Mass Calligraphy Painting and Photography Exhibition*, the Chinese Ministry of Culture.

MAJOR PRESENTATIONS:

2021, May **Invited Speaker**. “Mandarin Pronunciation Training for Yunnan Chorus Festival Singers.” Propaganda Department of Yunnan Province and Yunnan Federation of Literary and Art Circles.

2021, April **Speaker and Director of TV Hosting and Broadcasting Program** of Dianchi College, Yunnan University. “Professional Evaluation Work Conference on Comprehensive Evaluation of Undergraduate Programs in Yunnan Colleges and Universities (Arts).” Yunnan Provincial Education Department and Yunnan University of Arts.

2020, May **Special Guest**. “How can teachers in Yunnan colleges and universities improve their bilingual teaching ability?” Kunming Sub-Forum of China Computer Federation Young Computer Scientists & Engineers Forum.

SERVICE:

10/2017-2018/3 **Examiner**. Confucius Institute Headquarters/Hanban International Chinese Language Teacher Volunteer Selection Examination. Xi'an International Studies University Shaanxi, Shanghai East China Normal University, South China Normal University, Guangdong, and Confucius Institute Headquarters/Hanban.

2017-2019 **TV Hosting and Broadcasting Art Teacher** for high school students who took the art college entrance examination. Art Department of Kunming No. 1 Middle School.

11/2018-1/2019, 10/2019-12/2019 **Examiner**. Music Communication and Dance Mock College Entrance Examination in Yunnan Province. Yunnan Province Art Training Association.

2015-16, 2019-20 **Chinese-English Bilingual Event Hostess** of official cultural exchange activities. Yunnan Translators Association.

MEMBERSHIP:

2/2012-present, Yunnan Translators Association

ART SPECIALTIES:

Prose and Poetry Reading, TV Drama Performance, Chinese Ethnic Dance, Chinese National Singing, Chinese Ethnic Instrument Playing, Piano Playing, Meticulous Painting, Heavy Color Painting