


Curriculum Vitae for XMUM Official Website

	Name	Wang Changsong
	Current Position	Associate Professor
	Administrative Position (if applicable)	Head of Department
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BIOGRAPHY

Associate Professor Dr Wang Changsong is the Head of Department in Journalism and Advertising, at Xiamen University Malaysia, where he is the director of the Centre for ASEAN and Chinese Screen Studies (CACSS). Dr. Wang holds a Ph.D in Film and Broadcasting from Universiti Sains Malaysia. He serves as a jury for several international film festivals held in China and Malaysia. In 2020, he is appointed as the Programmer for Malaysia International Film Festival (MIFFest). He is the visiting scholar to School of Journalism, Media and Culture, Cardiff University, United Kingdom, in 2019. Currently, he is the Vice President of International Network on Media and Communication (INMC), and expert fellow for Asian & Chinese-language Cinema Research Center, Beijing Normal University, China.

RESEARCH INTERESTS

Contemporary film theory and practice, media and cultural theory, film history and gender representation in film.

EDUCATIONAL BACKGROUND

- PhD (Film and Broadcasting), School of Communication, Universiti Sains Malaysia, Malaysia (2014)
- MCom (Screen Studies), Universiti Sains Malaysia, Malaysia (2010)
- BA (Advertising), Soochow University, China (2005)

WORKING EXPERIENCE

- Associate Professor, Journalism & Advertising Programme, Xiamen University Malaysia (2019-present)
- Assistant Professor, Journalism & Advertising Programme, Xiamen University Malaysia (2016-2019).
- Lecturer, School of Communication, Universiti Sains Malaysia, Malaysia (2015-2016).
- Lecturer, School of Communication, Han Chiang University College of Communication, Malaysia (2014-2015)

RESEARCH EXPERIENCE / GRANTS

- Principal Investigator, XMUM Research Fund, Xiamen University Malaysia, Malaysia (2021-2024)
- Principal Investigator, Industrial Fund from VIVO Malaysia, Malaysia (2021)
- Principal Investigator, XMUM Research Fund, Xiamen University Malaysia, Malaysia (2018-2021)
- First Member/Co-researcher, The National Social Science Fund of China, Xiamen University, China (2018-2021)
- Co-researcher, Ministry-level social science research grant of National Radio and Television Administration, China (2018)
- Principal Investigator, Grant of Social Science Cluster by Huawei Technologies (Malaysia) Sdn. Bhd, Malaysia (2017-2018)
- Research Fellow, College of Journalism and Communication, Jinan University, China (2016-2017)
- Principal Investigator, Short-term Grant awarded by Universiti Sains Malaysia, Malaysia (2015-2016)
- Co-Investigator, Jinan University Research Project of Minister-University Co-construction, Jinan University, China (2015)

REPRESENTATIVE PUBLICATIONS

- **JOURNAL ARTICLES (31):**
 1. Wang, C., Rahman, T., Ashrafsadat, A., Amalia, A., & Sudiwijaya, E. (2021). Digital Representation of the Coffee Culture and Cultural Heritage by Chinese Indonesian and Malaysian Coffee Brands. *Journal of Management and Marketing Review*, 6 (2), 137-145.
 2. Wang, C. (2021). Audience perception and distribution of Chinese film imported into Malaysia. *Movie Review*, 7, 1-6.
 3. Heidingsfelder, M., Briel, H., Roth, S., & Wang, C. (2021). *Guest editorial: Shifting spheres. Kybernetes (SCI, SCOPUS)*, 50 (4), 861-907.
 4. Wang, C. (2020). Current Situation of Malaysian Multilingual Films in Mainstream Cinemas. *Journal of Guizhou University (Art Edition)*, Vol 3, 31-35.
 5. Wang, C. and Hu, Y. (2020). Malaysian and Mainland Chinese Social Network Community Users' Perceptions on Post-Mh370 Incident. *Ultimacomm: Jurnal Ilmu Komunikasi*, Vol 12(1), 1-13.
 6. Wang, C. (2019). Malaysian Film Director Yasmin Ahmad's "Orked" Trilogy. *Movie Review*, Vol 23-24, pp 127-132.
 7. Wang, C. (2019). The Conflict between Singular Film Genre and Box Office – An Exploration of Malaysian Films in Stagnation. *Movie Review*, Vol 611, pp 6-12.
 8. Wang, C. (2019). Cinema attendance and Cinema-going audience in Malaysia. *Media Watch (SCOPUS)*, Vol 10 (3), pp 539-549.
 9. Wang, C. (2019). Southeast Asian Cinema as Method. *Film Art (CSSCI)*, Vol 387 (4), pp 12-17.

10. Wang, C., and Hu, Y. (2019). A Comparison Between Malaysian and Mainland Chinese Mainstream Social Media Sites Users' Perceptions on Post-Mh370 Incident. *International Journal of Management and Applied Science*, Vol 5 (5), pp 15-21.
11. Wang, C. (2019). Projection of the National Image: National Cinema in Post-New Order Indonesia. *Contemporary Cinema (CSSCI)*, Vol 2, pp 64-67.
12. Wang, C. (2018). Representation of Urban Space and Persistence of Memory in Malaysian Chinese Films. *Journal of MacroTrends in Social Science*, Vol 4 (1).
13. Wang, C. (2018). Post-MH370 Incident: A Comparative Study of Social Media Users' Perception in China and Malaysia. *Media Watch (SCOPUS)*, Vol 9 (1).
14. Wang, C. (2018). The Cultural Identity of Chinese-language Drama Narrative in Malaysia. *Contemporary Cinema (CSSCI)*, Vol 6, 75-79, 6-9.
15. Wang, C. (2017). The Struggles of Malaysia's National Cinema in Multilingual Discourses. *Movie Review*, Vol 576, 6-9.
16. Wang, C., Chen, Y., Jamilah, A., and Zhang, J. (2017). A Comparative Study on Viewers' Perceptions of the Portrait of the MH370 Incident by the Social Media in Malaysia and China. *Advanced Science Letters (WoS, Q2)*, Vol. 23, 3075–3079.
17. Wang, C., and Chen, Y. (2017). The Cinematic Portrayal of Cultural Identity in the Malaysian Top-grossing Movie - The Journey. *Advanced Science Letters (WoS, Q2)*, Vol. 23, 3092–3096.
18. Wang, C., and Chen, Y. (2017). The Ideological Struggle of Multicultural Nationalism: Cultural Identity in the 2014 Malaysian Top-grossing Movie The Journey. *SHS Web of Conferences (WoS)*, 33, 1-6.
19. Wang, C., Chen, Y. Jamilah, A., and Zhang, J. (2017). A Comparative Study of Social Media Users' Perception on the Malaysia Airlines MH370 Incident in Mainland China and Malaysia. *International Journal of History and Culture*, 3 (1).
20. Wang C. (2016). A Comparison on Fictional Portrayals of Young People in Chinese and American Juvenile Delinquency Films. *Media Watch (SCOPUS)*, 7(1), 92-104.
21. Sharifal Nadiah Syed Mukhiar, Drew McDaniel, Rani Ann Balaraman, Wang C. (2016). The Influence of Pre-immigration of Elements in Malay Sojourners' Consumer Acculturation in the United States of America. *The Social Sciences (SCOPUS)*, 11(23), 6064-6074.
22. Wang, C., and Rohani, H. (2015). A Comparative Study on Fictional Depictions of Youth in School in Films Made in China and United States. *Media Watch (SCOPUS)*, Vol. 6 (2), 209-218.
23. Wang, C. (2015). A Comparative Study on Cinematic Portraits of Juvenile Delinquency in Youth Films Made in China and the United States. *Canadian International Journal of Social Science and Education*.
24. Wang, C., and Rohani, H. (2015). How Chinese Youth Cinema Develops? Reviewing Chinese Youth Genre in Mainland China, Taiwan and Hong Kong, 1950s-2000s. *Global Journal of Business and Social Science Review (ERA)*, 1(2), 524-537.
25. Wang, C., and Rohani, H. (2014). A Comparison of Contemporary Chinese and American Youth Cinema' Portraits of Young People in School. *Malaysian Journal of Media Studies*, 16(1), 75-85

26. Wang, C., and Rohani, H. (2014). Youth Cinema: Taiwanese Youth on Screen. *Journal of Media Studies*, 4. 15-44.
 27. Wang, C., and Rohani, H. (2013). Adolescent Autonomy in Chinese Youth Cinema: Cinematic Depiction of Chinese Adolescents' Views of Autonomy. *Advances in Arts & Social Sciences*, 2(1), 1-9.
 28. Wang, C., and Rohani, H. (2013). Representations of Young People's Sexuality in the Film A.V.. *Body Language Journal*, 3(3), 1-7.
 29. Wang, C., Chen, Y., and Rohani, H. (2013). Hong Kong Youth Cinema: Sexual Openness. *Journal of Sociological Research*, 4(1), 285-294.
 30. Wang, C., Chen, Y., and Rohani, H. (2012). Youth Cinema: Young Taiwanese Lesbian on Screen. *Journal of Sociological Research*, 3(2) 325-332.
 31. Wang, C., Chen, Y., and Rohani, H. (2012). A Study on Representations of Youth in Chinese (Mainland) Youth Cinema. *Sociology Study*, 2(6) 436-444.
- **BOOK (2):**
 1. Wang, C. and Chen, Y. (2020). *Genre Analysis: Chinese Youth on Screen*. Guangzhou: Jinan University Press.
 2. Wang, C. (2015). *Chinese Youth Cinema: Youth Film as a Genre*. Saarbrücken: Scholars' Press.
 - **CHAPTERS IN RESEARCH BOOKS (12):**
 1. Wang, C. (2021). Malaysia Film Industry and Film Production. In Zhou, X., & Zhang, Y. (Eds), *The Blue Book of Asian Cinema 2019-2021* (pp 129-150). Beijing: Central Compilation and Translation Press.
 2. Wang, C. (2020). Filming Chinese Settlement in Malaysia: Cinematic Narrative and Urban Settings. In Landrum, L. (Eds), *Narrating the City: Mediated Representations of Architecture, Urban Forms and Social Life* (pp. 199-213). Bristol and Wilmington: Intellect.
 3. Wang, C. (2019). Malaysia Film Industry and Film Production. In Zhou, X., & Zhang, Y. (Eds), *The Blue Book of Asian Cinema 2018* (pp 248-260). Beijing: Central Compilation and Translation Press.
 4. Wang, C. (2018). Malaysia Film Industry and Film Production. In Zhou, X., & Zhang, Y. (Eds), *The Blue Book of Asian Cinema 2017* (pp. 183-204). Beijing: China Film Press.
 5. Wang, C. (2017). Big Data of Malaysian Cinema. In Rao, S. & Zhang, B. (Eds), *2017 White Paper on Big Data of Film Industry in Countries Alongside Belt and Road* (pp. 85-98).
 6. Wang, C. (2017). Malaysian Cinema. In Zhang, Y., & Zhou, X. (Eds), *Asian Film Studies* (pp. 183-202), Beijing: Beijing Normal University Press.
 7. Wang, C. (2016). A Study on Chinese Youth Film Genre. In Zhou, X., & Zhang, Y. (Eds), *Asian Genre Film: Past and Present* (pp. 39-45), Beijing: China Film Press.
 8. Wang, C. (2016). Malaysia Film Industry and Film Production. In Zhou, X., & Zhang, Y. (Eds), *The Blue Book of Asian Cinema 2016* (pp. 159-190), Beijing: China Film Press.

9. Wang, C. (2016). A New Lease of Life of Brazilian Cinema in 1990s and After. In Lin, R. (Eds), *China's Image Worldwide Survey—São Paulo Chapter* (pp. 90-97), Guangzhou: Jinan University Press.
10. Wang, C. (2015). A Study of Malaysian Chinese Chinese-New-Year-Celebration Film. In Zhou, X., & Zhang, Y. (Eds), *The Landscape of Contemporary Asian Cinema: Cultural Comparison and Prospective Study* (pp. 121-132), Beijing: China Film Press.
11. Wang, C. (2015). Malaysia Film Industry and Film Production. In Zhou, X., & Zhang, Y. (Eds), *The Blue Book of Asian Cinema 2015* (pp. 199-240), Beijing: China Film Press.
12. Wang, C. (2014). A Review on Chinese Cultural Identity in British Films. In Lin, R. (Eds), *China's Image Worldwide Survey—London Chapter* (pp. 48-52), Guangzhou: Jinan University Press.

HONORS/AWARDS

- Best Advisor Award, the 12th National Advertising Art Design Competition for College Students 2020, China.
- Best Paper, 2019 China New Media Communication Association Annual Conference, China.
- Best Advisor Award, China-ASEAN International Student Short Film Festival 2018, China.
- X-Advisor Award of the Year 2017, Xiamen University Malaysia, Malaysia.
- Outstanding Service Award of Universiti Sains Malaysia.
- Vice-Chancellor's Award of Universiti Sains Malaysia.

Editorial Board Member

- International Journal of Interactive Media Studies
- Jurnal Studi Komunikasi
- Bricolage: Jurnal Magister Ilmu Komunikasi
- Framework: An Asia-Pacific Journal on Communication