**CURRICULUM VITAE**

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| **Personal Information**  | 请附上照片 |
| Name | Xia Yu | Gender | Female |
| Position Title | Associate Professor |
| Working Department | College of Humanities and Law, Huazhong Agricultural University |
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| **Research Interest**  |
| Communication Psychology: Theoretical and Field StudiesMedia Culture: Theoretical and Field StudiesPublic Opinion Online: Theoretical and Field Studies |
| **Professional Memberships** |
| Journalism and CommunicationProfessional Committee of Chinese Higher Education Institute Member(2009-present)Society of Advertising Education of China Member (2007-present) Society of Social psychology of Hubei Province Executive DirectorChinese Society of Cultural Psychology, Member (2013-present)  |
| **Other Roles** |
|  |
| **Education & Working Experience** |
| Visiting scholar (2014.09-2015.08), Loughborough University, UKPh.D.Journalism(2007), School of Journalism and Communication, Wuhan University,Wuhan, Hubei Province,P.R.China Dissertation: MassMedia and Historical Memory—Study on the Mass Media’s Memory about Anti-Japanese War Since 1978 Master’s degree of Law(2003), School of Literature, Huazhong Normal University, Wuhan, Hubei Province, P.R.China Thesis: Envisioning Women’s Roles: a Study on Tujia National Wedding LamentsBachelor’s degree of Chiese Literature (1994), School of Literature, Huazhong Normal University, Wuhan, Hubei Provice, P.R.China |
| **Publications** |
| **Books**Mass Media and Historical Memory. Taiwan Hua Mulan Culture Press,2013Notes on Communication Psychology. TheCommercial Press of China,2013Media Culture: a New Perspective. Wuhan University Press,2010The History of Human Communication .Hubei People Press,2007**Papers** All Media and Break Time: Thinking about the Advertising Communication. China Publishing Journal,2013(2)The Communicative Function of Microblogging Transmission in Public Emergency. Southest Communication,2012(8)The Audience’s Psychology in Crisis Communication and the Communication Strategies for Brands. Knowledge of News，2012（2）Web Celebrities as Grassroot Idols: Perspectives from Postmodernism Culture. Journal of Huazhong Normal University Humanities and Social Sciences,2010(4)The Social Responsibility of Advertising:the Way to Reconstruct the Confidence in Crisis.Reporting on the Development of Chinese Media,2009 From Self to Culture: a Communication Psychological Perspective on the Event of Running Fan.Journalism & Communication Review，2008Media’s Expression for Historical Memory and Its Social Framework.Wuhan University Journal(Humanity Sciences),2007(2)History, Layer and Cultural Psychology.Journal of Hubei University(Phylosophy and Social Science),2007( 4)Coming into Crowds:the Media Strategies in the Era of Consumption. Journal of Hebei Institute of Technology (Social Science Edition),2006(3)Cross-cultural Communication and the Relationship between National Cultures.The Border Economy and Culture,2006(3)The Women's Culture, Role Mentality and Life History—a Survey of the Wedding Lament of the Tujia Nationality .Journal of Hubei University(Phylosophy and Social Science),2006(1)An Analysis on Subject’s Mentality of the Tujia National Wedding Laments.Journal of South-Central University for Nationalities(Humanities and Social Sciences),2004(4) |
| **Additional Information**  |
| **RESEARCH** **EXPERIENCE:**Media Culture Research Center of Wuhan University, Wuhan, Hubei province,P.R.China Ph.D. Candidate (2003-2007) Research Fellow (2008-present)Modern Psychology Research Center,Wuhan University, Hubei province,P.R.ChinaResearchFellow(2007-present)**MAJOR** **RESEARCH** **PROJECTS:**Internet Public Opinions about Mass Incidents Caused by Environmental Problems (2013-2015)Rural Communication from the Perspective of Cultural Psychology(2011-2013)Public Attitude towards Food Safety in Chinese Mainland and the Communication Strategies for Food Safety Crisis(2008-2010)Mass Media’s Function of Developing the New Rural of Hubei Province(2007-2009)Wuhan Agricultural Brands ’ Communication (2004-2007)Inheritance and Transformation of Traditional Culture in Sanxia(2005-2007)Relationship between Protection of Wuhan Folk Culture and Social Development(2006-2007) |