

# Ruoyun Bai – Curriculum Vitae

## A. Biographical Information

### **Contact**

**Home Address:** 25 Tidefall Drive, Toronto, ON M1W 1J1, Phone: (416)260-0240

**University Address:** H415, Department of Humanities, University of Toronto at Scarborough, 1265 Military Trail, Scarborough, ON M1C 1A4, (416)287-7352

### **Degrees**

**Ph.D.**, 2007, University of Illinois, Institute of Communications Research

**M.A.** 1999, Beijing Foreign Studies University, English Department

**B.A.** 1996, Beijing Foreign Studies University, English Department

### **Employment**

**Assistant Professor**, Tenure-Track

Media Studies / Global Asia Studies, Department of Humanities, UTSC (Since July 2008)

Graduate appointment at Centre for Comparative Literature, University of Toronto (Since July 2008)

Graduate appointment at

Core Faculty Member of the Master of Pacific Studies Program at the Asian Institute, University of Toronto

**Assistant Professor**, Tenure-Track

Department of Media, Culture and Communication, New York University (July 2007 – June 2008)

### **Honours**

- Decanal Special Merit Award, University of Toronto Scarborough, 2012
- “Instructional Skills Workshop Certificate,” July 2011
- Decanal Special Merit Award, University of Toronto Scarborough, 2009
- Connaught Award, 2008-2010, University of Toronto Scarborough
- University of Illinois Dissertation Fellowship, 2004-2005
- Dissertation Travel Grant, University of Illinois, 2003
- University of Illinois Distinguished Fellowship, 1999-2002
- Award for B.A. Thesis with Distinction (Beijing Foreign Studies University), 1996

### **Professional Affiliations**

- International Communication Association (since 2004)
- National Communications Association (since 2003)
- Association of Asian Studies (since 2003)
- Society for Cinema & Media Studies (since 2006)
- Chinese Communication Association (since 2003)

## **B. Academic History**

### **Academic Endeavours**

#### **a. Research Endeavours**

Subjects of Interest: Chinese media, media representation, corruption, television criticism, political economy of television, media globalization, visual culture

- Book Project One: *Corruption Dramas and the Disjunctive Media Order in Contemporary China*
- Book Project Two: *Media Scandals in China*

#### **b. Research Grants**

- Research Grant, UTSC Humanities, 2007-2012, \$4,000 per year
- Start-Up Connaught Award, 2009-2010, \$10,000
- Start-Up Research Grant, New York University, 2007, \$10,000
- SSHRC Institutional Grant, 2011, \$750
- SSHRC Aid to Research Workshops and Conferences, July 2011-June 2012, \$14,706 (full amount requested)
  - Name of project: “Television, Power and Ideology in Postsocialist China”
  - Proposed activity and result: international workshop and edited book volume
- Connaught New Researcher Award, 2012-2014, \$10,000 (full amount requested)
  - Name of project: “Media Scandals in China”
  - Proposed activity and result: one book-length single-author monograph
- SSHRC Insight Development Grant, 2012-2014, \$19,896 (full amount requested)
  - Name of Project: “Media Scandals in China”
  - Proposed activity and result: one book-length single-author monograph

## **C. Scholarly and Professional Work**

### **Books**

- *Corruption Dramas and the Disjunctive Media Order in Contemporary China* (under peer review)

### **Edited Books**

- *TV Drama in China: Unfolding Narratives of Tradition, Political Transformation, and Cosmopolitan Identity* (Hong Kong University Press, 2009)
- *A Fluid Landscape: Rethinking Chinese Television* (in progress, Routledge)

### **Articles**

- “Cultural Brokerage in Mainstream Cultural Production in Contemporary China,” *Media, Culture and Society* (peer-refereed, accepted in November 2011, forthcoming)
- “Fubai, guanchang zhexue he xin ziyou zhuyi – jiedu Woju” (Corruption, ‘World of Officials’ Discourse, and Neoliberalism – Interpreting a Chinese TV Drama Snail House), *Communication & Society* (peer-refereed, accepted in January 2012, forthcoming)
- “Disrobing CCTV – Scandals, E'gao, and Resistance in China's Cyberspace,” in *Paradoxa*, No. 22, pp. 249-268 (peer-refereed)
- “Media Commercialization, Entertainment, and the Party-State,” in *Global Media Journal* 4:6 (Spring 2005) (invited paper)
- “Public Sphere: The Past and the Present,” in *Iowa Journal of Communication* 33:2 (2001) (peer-refereed)

### **Book Chapters**

- “Introduction,” in *TV Drama in China* (Co-authored with Ying Zhu and Michael Keane)
- “‘Clean Officials’, Emotional Moral Community, and Anti-corruption Television Dramas,” in *TV Drama in China*, pp. 47-60
- “TV Drama in China – Global Implications,” in Manfred Kops & Stefan Ollig (eds.), *A Reader on the Internationalization of the Chinese TV Sector* (Münster, Germany: LTV Verlag, 2007)

### **Invited Book Reviews**

- Book review of *Mainstream Culture Refocused*, by Yueping Zhong (University of Hawaii Press, 2010), *Pacific Affairs* (September 2011)
- Book review of *TV China*, edited by Ying Zhu and Chris Berry (Indiana University Press, 2009), *Cinema Journal*, (Spring 2010), 49:3, pp. 162-164

### **Presentations at Conferences and Symposia**

- Chair and discussant, “Globalizing Media and Soft Power: The Case of China,” **Association for Asian Studies Conference**, March 15, 2012
- Presenter and Co-organizer, “Disciplining the Boundaries of the Visible: A Polanyian Approach to Chinese Media Regulation and Censorship,” **Television, Power and Ideology in Postsocialist China Workshop**, Canberra, Australian, March 3-4, 2012
- Presenter, “Neoliberalization of Chinese Television and Heroes of the Reform,” **Aesthetics/Class/Worlds: 2nd Annual Conference of the Department of Cultural Studies and Comparative Literature at the University of Minnesota**, October 14-15, 2011
- Presenter, “Neoliberal Hegemony in Chinese Primetime Television,” **Global Fusion Conference: Power, Resistance and the Media**, October 14-16, 2011

- “Imagining Corruption in Chinese Primetime Television,” **Shaping the Global Conversation Speaker Series**, Munk School of Global Affairs, University of Toronto, March 11, 2011
- “Framing Corruption in and through Primetime Television: Ambivalence, Desire, and Snail House,” **Annual Conference of the Association for Asian Studies**, Honolulu, March 2011
- “Fubai, guanchang zhexue he xin ziyou zhuyi – jiedu Woju” (Corruption, ‘World of Officials’ Discourse, and Neoliberalism – Interpreting a Chinese TV Drama Snail House), **Contemporary Media: Television Drama Culture in Chinese Societies Workshop**, Chinese Hong Kong University, January 2011
- Book workshop hosted by Asian Institute, University of Toronto, where my book manuscript was discussed and critiqued by my colleagues at the University of Toronto and Simon Fraser University, November 25, 2010
- “CCTV Undressed: Authority, New Media, and Public Sphere in China,” Annual Conference of the **International Communications Association**, Singapore, June 2010
- “Some Reflections on Spectacles Generated by New CCTV Headquarters,” **Architecture and Spectacle in (Post)Socialist China: An interdisciplinary workshop on the political economy of architecture and urbanism in contemporary China**, University of Toronto, November 2009
- “CCTV Undressed: Scandals, Authority and New Media in China,” in the Lecture Series of “**Conversations in the Humanities**” at UTSC, October 2009
- “A Comparative Analysis of Chinese and American Press Coverage of Tainted Food Scandals,” Annual Conference of the **American Political Science Association**, Toronto, September 2009
- “Heroism that Is Fit for Consumption: Understanding War Dramas in China,” Annual Conference of the **Association for Asian Studies**, Chicago, March 2009
- “Heroism that Is Fit for Consumption: Understanding War Dramas in China,” **University of Toronto China Conference**, Toronto, March 2009
- “Sinful but Spectacular: How the Logic of Capitalism Transformed Corruption in Chinese Primetime TV Drama,” Annual Conference of the **American Anthropological Association**, San Francisco, November 2008
- “Spectacles of Officialdom - Understanding the limits of critique of Chinese anticorruption television dramas,” Annual Conference of the **International**

*Association for Media and Communication Research*, Stockholm, Sweden, July 2008

- “The Guilty and the Glamorous: How the Logic of Capitalism Transforms the Meaning of Corruption on Chinese Primetime Television,” Annual Conference of the *Association of Asian Studies*, Atlanta, GA, April 2008
- “The Guilty and the Glamorous: How the Logic of Capitalism Transforms the Meaning of Corruption on Chinese Primetime Television,” *Doctoral Research Colloquia*, Department of Media, Culture, and Communication, New York University, March 28, 2008`
- Invited to be roundtable discussant at “The Cross and the Camera: the Films of Gan Xiao’er” (with Gan Xiao’er, Jonathan Kahana, Angela Zito) at *NYU Center for Religion and Media*, February 2008
- “‘They Put Me on the Grill’: Officials as Victims in Chinese Anti-Corruption Shows,” Annual Conference of the *Association of Asian Studies*, San Francisco, CA, April 2006
- “Entertaining Television: Offspring of Media Restructuring in the Era of Neo-Liberalism,” Annual Conference of the *International Communication Association*, New York, NY, May 2005
- “Mediating Official Corruption in Dramatic Television: An Analysis of Two Drama Serials in the 2000’s China,” *Xingzhahui* (a forum for doctoral students of Chinese studies) of Columbia University, New York, NY, April 2005
- “Media Restructuring, Commercialization, and the Blitz of Entertainment in the New-Millennium China,” *Global Fusion Conference 2004*, St. Louis, MO, October 2004
- “Private Production Companies as an Emergent Player in China’s Television Drama Industry,” Annual Conference of the *National Communications Association*, Miami Beach, FL, November 2003
- “Blurring the Boundary between the Commercial and the Official: The Transformation of ‘Keynote’ Television Dramas in Contemporary China,” Annual Conference of the *Association of Asian Studies*, New York, NY, March 2003
- “Media Commercialization and the Politics of Chinese Television Drama,” the 12th *Annual Graduate Student Conference on East Asia of Columbia University*, New York, NY, February 2003

## Course Offerings

### 1) Undergraduate Courses

- “Introduction to Media Studies”, Fall 2007, New York University
- “East Asian Media”, Spring 2008, New York University
- HUMC54H3 Media and Popular Culture in East Asia, Fall 2008, UTSC
- HUMB74H3 Media and Globalization, Winter 2009, UTSC
- GASC41H3 Media and Popular Culture in East Asia and Southeast Asia, Fall 2009, UTSC
- MDSB05H3 Media and Globalization, Fall 2009, Fall 2012, UTSC
- GASC40H3 Chinese Media and Politics, Fall 2011, UTSC
- MDSC01H3 Theories and Methods in Media Studies, Fall 2012, UTSC

## **2) Graduate Courses**

- “Introduction to Mid-Century Communications Research” (core doctoral seminar), Fall 2007, New York University
- “Global Visual Culture,” Centre for Comparative Literature, U of Toronto, St. George Campus, Winter 2011 & Fall 2011

## **3) Advisory Experience**

- Independent study with an MA student at the Department of Art, University of Toronto, Summer 2011
- Reader of a doctoral student’s dissertation proposal and member of his oral exam committee, Centre for Comparative Literature, University of Toronto, April 2010
- Reader of a doctoral student’s dissertation on Chinese television and dissertation defense committee member, OISE, University of Toronto, Summer 2009
- Independent Study with a senior undergraduate, “The Internet and Chinese Civil Society,” Winter 2010
- Independent Study with a senior undergraduate on nationalism and Chinese Internet, Winter 2009
- Advisor of a senior undergraduate on localization strategies of global advertisers in China, undergraduate honors thesis, Department of Media, Culture and Communication, Spring 2008.
- Advisor of an MA student on Korean film policy and WTO, Department of Media, Culture and Communication, NYU, Spring 2008.
- Main advisor of an MA student at Gallatin School for Individualized Studies, NYU, Spring 2008.
- Independent studies with an MA student on Korean popular culture, Department of Media, Culture and Communication, NYU, Fall 2007
- Independent studies with an MA student on US media coverage of Beijing’s bid and preparation for the 2008 Olympics, Department of Media, Culture and Communication, NYU, Spring 2008
- Independent studies with an MA student on Japanese Manga in the US, Department of Media, Culture and Communication, NYU, Spring 2008
- Reader of an MA thesis on Chinese reality TV show – Super Girl, Department of Media, Culture and Communication, NYU, Spring 2008

## **Professional Services and Activities**

## 1) Program/Department/University Services

Program building:

- Worked as part of a Media Studies Working Group in the stage of conceptualization in August and September of 2008
- Attended multiple expanded Discipline Representatives Meetings on behalf of Media Studies throughout the Fall semester of 2008
- Took the lead in drafting, revising and submitting a program proposal for Media Studies in October and November, 2008; Developed the core curriculum for Media Studies and met with core faculty members in Media Studies individually to discuss curriculum development in specific streams; Worked closely with Laurel Wheeler to schedule courses for the next three years
- Attended multiple information sessions and promotional events on behalf of Media Studies, including March Recruitment Event on March 7, 2009; Information Session for High School Counselors on April 8, 2009; and Humanities Program Information Session for UTSC students on March 23, 2009
- Granted interviews by local media on behalf of Media Studies
- Program Supervisor of Media Studies (2009-2010)

Committee Work:

- Dean's China Advisory Committee (2012 - )
- Ontario Graduate Scholarship (OGS) Committee (2012)

## 2) Services in National and International Professional Communities

- **Ad Hoc Article Reviewer** for academic journals including *Social Forces*; *Communications Research*; *Communication Review*; *Asian Ethnicity*; *Journal of Current Chinese Affairs*; *Television & New Media*; *Journal of International and Intercultural Communication*
- **External Assessor** for The Hong Kong Institute of Education in job search for a professorial-level position in the area of English and Comparative Literature, May 2011
- **External Reviewer** for Undergraduate Program Proposals for Advertising and Art Design, Beijing Technologies and Business University, June 2010

## 3) Media Exposure

- Interviewed and quoted by *Toronto Star* for its Dec. 2, 2011 article, “I McDo: McDonald’s in Hong Kong offers fast food weddings,” by Anita Li
- Interviewed by RCI (Radio Canada International, CBC’s international radio service) Chinese on October 6, 2009 at its 20th anniversary celebration in Toronto, and offered expert’s advice on how short-wave Chinese-language radio service could survive and thrive in the new media environment.
- Interviewed and quoted by the *Newsweek* on the influence of TV in contemporary Chinese society (Article: “One Billion Couch Potatoes: Chinese by the Millions Are Channel Surfing Their Way into the Future - How Reforms and the Onslaught of New Technologies Are Enhancing Their Ride,” June 6, 2005, by George Wehrfritz and Duncan Hewitt).
- Interviewed and quoted in the *New York Times* on Chinese TV industry (Article: “Upstart From Chinese Province Masters the Art of TV Titillation,” November 28, 2005, by David Barboza)