

YANRONG CHANG, PH. D.
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Department of Communication
University of Texas-Pan American
1201 W. University Dr., Edinburg, TX 78541

EDUCATION

Ph.D. Communication Studies University of Iowa 2002
Dissertation: *Culture and Communication: An Ethnographic Study of Chinese Criminal Courtroom Communication* (directed by Dr. Kristine Fitch)
M.A. Communication Studies Univ. of Iowa 1999
M.A. Linguistics *Beijing Univ.* China 1994
Thesis: *Relational functional equivalency as a criterion for good translation: A study of the English translation of Chinese Tang poetry* (Directed by Dr. Yuanchong Xu)
B.A. English Language and Literature *HeBei Normal University* 1991

PROFESSIONAL EXPERIENCE

2006- Assistant professor, Department of Communication, University of Texas-Pan American
2002-2006 Assistant Professor, Department of Communication, University of South Carolina
Aiken
1997-2002 Graduate Teaching Assistant, Department of Communication Studies, University of Iowa
1994-1997 Lecturer, Department of Foreign Languages, *Renmin University*, China

PROFESSIONAL MEMBERSHIPS

National Communication Association (NCA) (2000-)
International Communication Association (ICA) (2001-)
Western States Communication Association (2006-2007)
Southern States Communication Association (2006-2007)
Carolinas Communication Association (CCA) (2002-2006)
Communication Institute for Online Scholarship (CIOS) (2002-2004)
The International Association for Intercultural Communication Studies (IAICS) (2007-)
The Chinese Communication Association (CCA) (2007-)
International Academy for Intercultural Research (2009-)

TEACHING

COURSES TAUGHT (UNDERGRADUATE)

Intercultural Communication
Interpersonal Communication
Small Group Communication
Persuasive Communication

Gendered Communication
Public Speaking
Business and Professional Communication
Advanced Public Communication
Advanced Interpersonal Communication

COURSES TAUGHT (GRADUATE)

Culture and Communication
Interpersonal Communication

SPECIAL TOPIC COURSES

Language and Social Interaction

INDEPENDENT STUDIES

Ethnographic Interviewing
Ethnographic Research Methods
Directed Readings in Acculturation

THESES & RESEARCH PROJECT COMMITTEES

Honor's project for Ferjje Hontanosas in intercultural communication (Fall 2008)
Thesis Committee for graduate student Katrina Newman (2008-2009)
COMPS Committee for graduate student Katrina Madrigal (Spring 2007)
Honors Thesis Committee for Hanika Francia (Fall 2007)
COMPS Committee for graduate student Lizzett Martinez (Spring 2008)
Discussant for graduate research presentation (Spring 2008)
Discussant for graduate research presentations (Spring 2009)

INVITED LECTURE PRESENTATIONS & PRESENTATIONS

Presented "Ethnography and Intercultural Communication Research" to students and faculty at the Ocean University of China on June 19, 2009.
Presented "Ethnographic Research Methods" to graduate students enrolled in Dr. Jeffery McQuillen's graduate research methods seminar (Fall 2006)
Presented "Building and maintaining positive/ productive relationships: Diversity at work" to employees at the Tri-development Center of Aiken County, Aiken, SC. (December 2004)
Conducted a seminar presentation on "*Communication between men and women at the workplace*" for the employees of the Law Enforcement Department of Savanna River Site (SRS, June 29, 2005).
Presented "Roundtable discussion: Asian Americans' Challenges in Today's Society" to USCA students and faculty on April 20, 2005.
Presented "Embracing diversity—A conversation for community" to leaders of small businesses in North Augusta, GA, on the Leader Aiken County Diversity Awareness/ Cultural Arts

Day that was coordinated by the North Augusta Chamber of Commerce on Nov. 18, 2003.

SCHOLARSHIP

BOOKS

Chang, Y. (2009). *Culture and communication: An ethnographic study of Chinese criminal courtroom communication*. Lambert Academic Publishing.

PUBLISHED ARTICLES IN REFEREED ACADEMIC JOURNALS

Chang, Y. (in press). Are you my guest or my child? Mothers' uncertainties interacting with their returnee children in China. *Chinese Journal of Communication*.

Chang, Y. (2009). Living and working across cultural lines: An interview with Dr. Michael Harris Bond. *China Media Research*, 5 (3).

Chang, Y. (2009). A qualitative study of temporary reentry from significant others' perspective. *International Journal of Intercultural Relations*, 33 (3), 259-263.

Chang, Y. (2009). Discursive construction of identities: Discourses of Overseas Chinese (身份认同的无序建构: 关于海外华人的话语). *China Media Report*, 4, 22-28.

Chang, Y. (2008). Cultural "faces" of interpersonal communication. *Intercultural Communication Studies*, XVII (1), 299-313.

Chang, Y. (2006). Nonverbal communication in Friends. *Communication Teacher*, 20 (4), 97-99.

Chang, Y., & Cai, Q. (2005). Ethnographic research methods and communication research. *Journal of Hunan Mass Media College*, 2, 22-25. (In Chinese)

Chang, Y. (2004). Questioning as a culturally situated persuasive genre of talk. *Discourse and Society*, 15 (6): 705-722.

Chang, Y. (2003). The analysis of three models of intercultural communication. *Journal of Hunan University (Social Sciences)*, 17 (3): 100-103. (Reprint, *Journalism and Communication*, 10, 4-8, 2003) (In Chinese)

Cai, Q., & Chang, Y. (2002). The development and contribution of Ethnography of Communication: An interview with Dr. Kristine Fitch. *Journal of International Communication*, 112, 60-64. (In Chinese)

Chang, Y., & Cai, Q. (2002). Ethnography of communication and ethnographic research methods: Engaging culture and communicative practices. *Journalism and Communication*, 2, 15-22. (In Chinese)

Cai, Q., & Chang, Y. (2002). Political communication and rhetorical persuasion. *Journal of Social Science of Hunan Normal University*, 31 (2): 78-83. (In Chinese)

Chang, Y. (1995). Relational Functional equivalence as a criterion for good translation: A study of the English translation of Chinese Tang poetry. *The Journal of Renmin University of China*, Special Issue, 74-77.

BOOK CHAPTERS

Chang, Y. (2008). Courtroom Questioning as a Culturally Situated Persuasive Genre of Talk. In S. Blum (Ed.), *Making Sense of Language: Readings in Culture and Communication*

(ch.39). *Oxford University Publications*. (republished from *Discourse and Society*, 2004, 15 (6): 705-22)

Chang, Y., & Cai, Q. (2008). 文化与传播——论民族志传播学的理论与方法 (Culture and communication: Ethnographic research theory and methods). In H. Fan (Ed.), 媒介素养读本 (*Readings in media education*). Beijing: Qing Hua University Press.

COMPETITIVE CONFERENCE PAPERS

Chang, Y. (2009, November). *Let Me Respectfully Offer You a Drink: A Chinese Ritual of Social Relationships*. Paper accepted for presentation at the annual conference of the National Communication Association, Chicago, IL.

Chang, Y. (2009, August). *An Integrated Perspective on Culture: Everyday Talk and Identity Construction*. Paper accepted for presentation at the 6th biannual conference of the International Academy of Intercultural Research (IAIR), August 15-19, 2009. Honolulu, Hawai'i, USA.

Chang, Y. (2009, June). Constructing personal and cultural identities: A synthesized method for analyzing everyday talk. Paper accepted for presentation at CAFIC conference. Beijing, China.

Chang, Y. (2009, May). A Chinese folk theory of social influence: Cultivating moral values in high schools in contemporary China. Paper accepted for presentation at the annual conference of the ICA, Chicago, IL.

Chang, Y. (2008, November). *Everyday Talk, Culture, and Identities: A Chinese Illustration*. Paper presented at the annual conference of the National Communication Association, San Diego, CA.

Chang, Y. (2008, November). *Turning Walls into Bridges: Engaging the Ethnography of Communication and Intercultural Communication*. Paper accepted for presentation at the annual conference of the International Association for Intercultural Communication Studies, Louisville, Kentucky.

Chang, Y. (2008, May). *Cultural Models of Interpersonal Communication in the U.S. and China*. Paper accepted for presentation at the annual conference for ICA. Toronto, CA.

Chang, Y. (2007, November). *Culturally Warranted Code of Speaking in Educational Setting in China*. Paper presented at the annual conference of NCA. Chicago, IL.

Chang, Y. (2007, June). *Let's face it! A Chinese cultural model of interpersonal communication*. Paper presented at the International Conference on Intercultural Communication. Harbin Institute of Technology, Harbin, P. R. China.

Chang, Y. (2007, May). *Multiple Voices of Culture in Conversations*. Paper presented at the International Communication Association annual conference. San Francisco, CA.

Chang, Y. (2006, November). *Identities, Narrative Style, and Altercasting: An Analysis of Mother's Talk about Their Overseas Children*. Paper presented at the annual conference of National Communication Association, San Antonio, TX.

Chang, Y. (2006, May). *Discursive Construction of Identities: Discourses of Overseas Chinese*. Paper accepted for presentation at the annual conference of ICA. Dresden, Germany.

Chang, Y. (2005, November). *Talking Lives: Identity, Culture, and Relationships in the U.S.* Paper presented at NCA annual conference. Boston, MA.

Chang, Y. (2005, May). *Joking, relationships, and culture: Building intimacy through talk*. Paper presented at the International Communication Association Annual conference. New

York, NY.

- Chang, Y. (2004, November). *Storytelling, pedagogy, and persuasion*. Paper presented at the National Communication Association convention. Chicago, IL.
- Chang, Y. (2004, September). *Enacting cultural values/meanings: An examination of teacher-student relationships in China*. Paper presented at the annual meeting of the Carolinas Communication Association. Clemson, SC.
- Chang, Y., & Duck, S. (2004, May). *Beyond what's said purposefully: Interpersonal influence revisited*. Paper presented at the annual meeting of the International Communication Association. New Orleans, LA.
- Chang, Y. (2004, May). *Are you a hero? Newspaper discourse, identity, and culture*. Paper presented at the annual meeting of the ICA. New Orleans, LA.
- Chang, Y. (2003, November). *Who speaks next? Discourse structure as persuasion in Chinese criminal courtrooms*. Paper presented at the National Communication Association convention. Miami Beach, Florida.
- Chang, Y. (2003, May). *Can you answer the question? An ethnographic study of questioning as a culturally situated persuasive genre of talk*. Paper presented at the International Communication Association convention. San Diego, California.
- Chang, Y., & Fitch, K. (2002, July). *Will you marry me? An ethnographic study of communicative practice leading to marriage*. Paper presented at the International Communication Association convention. Seoul, Korea.
- Chang, Y. (2000, September). *New nationalism in China in the 1990s: An analysis of the Spring Festival Gala 1999*. Paper presented at Iowa Communication Association Conference. Amana Colonies, Iowa.
- Chang, Y. (2000). *Morality talk as cultural persuasion: An ethnographic study of Chinese courtroom interaction*. Paper presented on Graduate Forum 2000 in University of Iowa. Organized and Presented by University of Iowa Graduate Student Senate.
- Chang, Y., Winters, A. (1999, November). *Communication behaviors and requisite functions: An ethological analysis of group decision-making interaction*. Paper presented at the annual conference of NCA, St. Louis, MO.

COMPETITIVE CONFERENCE PANEL PRESENTATIONS

- Chang, Y. (2009, November). *Chinese notions of DE*. Paper session, "Seeing the world in a culture: From Chinese communication and beyond" (Panel organizer: Ling Chen, Hong Kong Baptist University). Accepted for presentation at the NCA. Chicago.
- Chang, Y. (2008, May). *Teaching Intercultural Communication in an Institute with Predominantly Hispanic Student Population: Challenges and Strategies*. Panel title: Challenges of teaching intercultural communication in response to global changes. Annual conference of ICA. Toronto, CA.
- Chang, Y. (2005, May). *Communication Patterns among Temporarily Reunited Groups: A Chinese Scenario*. Panel title, 'Ordinary Speaking Practices in (Extra)ordinary Communities.' The ICA annual conference. New York, NY.
- Charmaine, W., Chang, Y., Elliott, P., & Griffin, K. (2005, November). *Healthy departments look in the mirror: Using assessment to make a good program even better*. Panel, "Healthy departments make friends: Communication departments nurture relationships to survive and thrive." NCA annual conference, Boston, MA.

Chang, Y. (2005). *Do It Civil, Do It Correct: Transcultural Civility in American College Classrooms: A Personal Note*. Spotlight panel, "cultivating civil communication in interpersonal contexts." CCA annual conference. Charlotte, NC.

PROFESSIONAL HONORS, AWARDS & RESEARCH GRANTS

Membership of the International Academy of Intercultural Research (2009-)

Faculty Research Award, 2008-2009, University of Texas-Pan American (\$3,375) (not granted)

Faculty Development Fund, fall 2008, University of Texas-Pan American (\$1,025)

Faculty Research Award, 2007-2008, College of Arts and Humanities, University of Texas-Pan American (\$1895)

Faculty Development Fund, spring 2007, University of Texas-Pan American (\$985).

Cooperative Research Grant of the National Endowment for Humanities (not granted), 2004.

Proposal, "*Moments of 'foreignness': An ethnographic study of the discursive construction of 'foreign' identity*" (collaborator, Alan Hansen, Texas A&M University-Campus Christi) (\$32,356.80)

Dissertation Award, Language and Social Interaction Division, National Communication Association, Nov. 2003, Miami Beach, FL.

Top Paper award, Communication and Law Division, National Communication Association, Nov. 2003, Miami Beach, FL.

Top Four Paper Award, Language and Social Interaction Division, International Communication Association, May 2003, San Diego, CA.

Research Assistantship, Department of Communication Studies, University of Iowa, 2001.

CAPS (Center of Asian and Pacific Studies) Dissertation Fellowship, University of Iowa, 2000.

UISG (University of Iowa Student Government) Research Grant, University of Iowa, 2000.

Carroll Arnold Fellowship (a highly competitive and prestigious award for the second year graduate student who has achieved the most in both teaching and academic studies), Department of Communication Studies, University of Iowa, 1999.

SERVICE

DEPARTMENTAL SERVICE

Member, Lecturer in Communication Studies search committee (2009)

Member, Travel Committee (2008-)

Academic Advisor for Communication Studies majors (2007-)

Member, Assistant Prof. in Instructional Communication search committee (07-08)

Member, Lecturer in Communication Studies search committee (07-08)

Member, Budget Committee (2006-2008)

Program Review Compiler (2008)

Library liaison (2007-)

Member, the Hauser Endowed Chair Search Committee (2006-2007)

Undergraduate adviser (2007-)

Judge, Senior CAPSTONE presentations at USCA (2002-2006)

Co-Chair, the Assistant Professor of Communication Search Committee (USCA 2003)

Chair, the Communications Instructorship Search Committee (USCA 2005)
Member, the Chair/Associate Professor Search Committee (USCA 2006)
Library Liaison (USCA 2002-2006)
Member, Course rotation committee (USCA 2006)
Member, Student Handbook Committee (USCA 2006)
Volunteer, Freshmen Friday recruitment event (USCA 2002, 2003)
Volunteer, Scholar Reception recruitment event (USCA 2004)

UNIVERSITY AND COLLEGE SERVICE

Directed an Honor's project for Ferjie Hontanosa, Fall 2008, University Honors Program. UTPA.
Moderator and facilitator, Women's Rights in Algeria (by Fulbright student/scholar, Smail Haddad), Pan American Days, 2008, UTPA.
Member, Faculty Development Council (FDFC) (2007-2010)
Moderator and facilitator, International Panel for Pan American Days, spring 2007.
Member, Library Committee (USCA 2004-2006)
Member, Campus Life Committee (USCA 2005-2006)
Member, Judicial Board Committee (USCA 2002-2004)
Member, Women's History Committee (USCA 2004-2006)
Member, H.A.S. Subcommittee—Excellence in Teaching Award Committee (USCA 2004)
Member, H.A.S. Subcommittee—Excellence in Scholarship Award Committee (USCA 2005)
Host and Moderator of the Annual International Student Panel (USCA 2004)
Moderator, International Student Panel, for Aiken International Club, Aiken, SC (Spring 2004)
GLOBE (international student club) (USCA 2004)
Member, Study Abroad Scholarship Committee (USCA 2003-2006)
Member, Internationalization/Globalization/Diversity Action Team (USCA 2003)
Panelist and organizer, International Faculty/Staff Panel (USCA March 19, 2003)

PROFESSIONAL SERVICE

Journal Reviewer

- *Journal of International and Intercultural Communication* (2009)
- *Communication Monographs* (2009)
- *Communication, Culture and Critique* (2007-2008)
- *Journal of Communication Inquiry* (2004-2006)
- *Research on Language and Social Interaction* (2006)
- *Sociological Perspective* (2000)

Research Grant Reviewer

- ESRC Research Council, UK (2009)

National Committee Membership

- The Legislative Committee of NCA, representing the Division of the International and Intercultural Communication (2008-)

Conference Paper Reviewer

- The Language and Social Interaction Division of the ICA, Chicago, 2009
- Intercultural/International Communication Division of the NCA, Chicago, 2009
- The Interpersonal Communication Division of the NCA, San Diego, 2008
- The Intercultural Communication Division of the NCA, San Diego, 2008
- The Intercultural Communication of the ICA, Toronto, CA, 2008
- The Language and Social Interaction Division of the ICA, Toronto, CA 2008
- The Interpersonal Communication Division of the ICA, Chicago, IL, 2007
- The Language and Social Interaction Division of the NCA, Chicago, IL, 2007
- The Language and Social Interaction Division of the ICA, San Francisco, CA, 2007
- The Language and Social Interaction Division of the ICA, 2005
- The Language and Social Interaction Division of the ICA, 2004

Book Reviewer

- *Basics of Communication: A Relational Approach*, Sage Publications, 2007

Conference Committees and Panels

- Chair, the *Mary E. Jarrard Graduate Paper Competition Committee*, Carolinas Communications Association, Charlotte, NC, 2005
- Chair, *Mary E. Jarrard Graduate Paper Panels*, Carolinas Communications Association, Charlotte, NC, 2005
- Respondent, the Language and Social Interaction Division of ICA (*Goffman, communication Theory, and Facework*), San Antonio, LA, 2004

Judge

- COMM4334 Public Relation Campaign presentations, UTPA, 2008
- Chinese language competition, UTPA, 2007
- Language Arts Festival, USCA, 2006
- The South Carolina State Speech Competition, USCA, 200)

Membership of Community Organizations

- NCBI (National Coalition Building Institute) (2003-2005)
- The Aiken International Club, Aiken, SC (2002-2006)