

CHUNG Wei-Wen 鍾蔚文

PROFILE

Name: CHUNG Wei-Wen

Title: Professor, Department of Journalism,
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EDUCATION

Ph.D.	Stanford University / Communication	1985
M.A.	National Taiwan Normal University / English	1976
B.A.	National Kaohsiung Normal University / English	1971

ACADEMIC HONORS/SCHOLARSHIPS/GRANTS/AWARDS

Excellence in Research Award, National Chengchi University, 1992.

Fulbright Fellowship, 1990-1991.

Recipient of the Faculty Research Fund, National Science Council, 1986-2013, 2014-2016.

ACADEMIC APPOINTMENTS

Advisor	The Ministry of Science and Technology	2013-present
Principal Investigator	Digital Humanities Office, Excellence in High Education Project	2013- present
Dean	College of Communication, National Chengchi University	2007-2013
Project Leader	Creativity Lab, National Chengchi University	2005-2007
Reviewer	National Science Council, Republic of China	2003-present 1996-1999
Visiting Scholar	Oxford University, United Kingdom	1999 (Jul-Sept)
Chair	Department of Journalism, National Science Council	1998-2001
External Reviewer	Baptist University, Hong Kong	1997
Director and Professor	Department of Tele-Communication, National Chungcheng University	1993-1996

Advisor	Ministry of Education, Republic of China	1995-present
Professor	Department of Journalism, National Chengchi University	1992-present
Visiting Scholar	University of Illinois, Urbana-Champaign, IL	1990-1991
Associate Professor	Department of Journalism, National Chengchi University	1985-1992
Lecturer	Common Course, National Tsinghua University	1978-1980

RESEARCH EXPERIENCE

Principal Investigator	<i>Practical Knowledge in Communication: From Novice to Expert</i> National Science Council	
Principal Investigator	<i>Practical Intelligence in Communication: From Novice to Expert</i> National Science Council	2014-2016
Principal Investigator	<i>An Evolutionary History of Embodiment: From Face-to-Face Interaction to Digital-Mediated Activities</i> National Science Council	2008-2011
Co-Project Host	<i>Digital Interactive Media</i> National Science Council	2007-2011
Co-Project Host	<i>Social Science Collection</i> National Science Council	2008-2010
Principal Investigator	<i>Looking for Shakespeare in the Digital Age: Expertise on Digital Tools</i> National Science Council	2005-2008
Co-principal Investigator	<i>3 Year Plan for the Construction and Promotion of the Platform for Industrial Innovation Capability (D): Analyzing the Lifestyle for Technology Application & Designing the Software of Creative Thinking</i> Ministry of Economic Affairs	2005-2008
Principal Investigator	<i>Evaluating Expertise in Journalism: In Search of New Criteria</i> National Science Council	2002-2005

Project Leader	<i>White Paper on Creativity</i> Ministry of Education	2002
Principal Investigator	<i>A Study of the Knowledge Structure Underlying Verification, Interview, and Writing: The Nature of Journalistic Competence</i> National Science Council	1999-2002
Principal Investigator	<i>The Linguistic Nature of Media Fact</i> National Science Council	1998-2000
Principal Investigator	<i>Journalistic Expertise</i> National Science Council	1996-1998
Principal Investigator	<i>Media Literacy</i> National Science Council	1994-1996
Principal Investigator	<i>National Survey of Listenership</i> Hsinyi Educational Foundation	1994-1995
Principal Investigator	<i>A Strategic Communication and Focus Group Study of the Non-radioactive Nuclear Waste Disposal Program</i> National Atomic Council	1993-1994
Principal Investigator	<i>Media Framing Analysis</i> National Science Council	1992-1996
Co-principal Investigator	<i>National Survey of the Media Industry</i> Census Bureau	1990-1992

ACADEMIC MEMBERSHIPS

International Communication Association

Chinese Communication Society

PUBLICATIONS

• Book

1. Wang, Georgette, & Chung, W. W. (1998). *The second generation media*. Taipei: Tunghua Books. (In Chinese).
2. Chung, W. W. (1992). *From media reality to subjective reality: A study of news comprehension*. Taipei: Cheng Chung Books. (In Chinese).

• Articles in Journals (all refereed)

1. Chung, W. W. (2013). In Search of New Paradigm in Communication Education. *Theory and Practice*. (In Chinese)

2. Chung, W. W. (2010). To Westernize or not? That's NOT the question. In G. Wang (Ed.), *De-Westernizing communication research: Altering questions and changing frameworks* (pp. 93-98).
3. Chung, W. W. (2008). Toward a theory of embodiment: From Feeling to Action. In S. D. Yu (Ed.), *Embodiment: A Study of Materiality and Body*. Hsinchu: National Tsinghua University. (In Chinese)
4. Chung, W. W., Chen, P. L., & Chen, S. S. (2006). Craftsmanship at the digital age: An analytical framework. *Chinese Communication Society, 10*, 233-264. (In Chinese)
5. Chung, W. W., Chen, P. L., & Chen, S. S. (2006). From information processing paradigm to embodied cognition: Paradigm shift in expertise research. *Thought and Words: Journal of the Humanities and Social Science, 44*(1), 101-130. (In Chinese)
6. Chung, W. W. (2004). Creativity in the dealings with things: The case of media. *Tamkang Journal of Humanities and Social Science, Special Issue (55th Anniversary)*, 1-16. (In Chinese)
7. Chung, W. W. (2002). Who is afraid of heteroglossia? Notes on trained incapacities. *Chinese Journal of Communication Research, 1*, 65-78. (In Chinese)
8. Tsang, K. J., & Chung, W. W. (2000). Disasters and news reporting: Relevant literature. *Mass Communication Research, 62*, 143-151. (In Chinese)
9. Chung, W. W. (2000). In search of the meaning of communication research: On the eve of a new century. *Tamkang Journal of the Humanities and Social Sciences, Special Issue (50th Anniversary)*, 1-15. (In Chinese)
10. Weng, S. C., Chung, W. W., Chen, M. L., & Chiu, C. C. (1999). The virtual world of media text: How parapsychological experiences are represented? *Mass Communication Research, 58*, 59-83. (In Chinese)
11. Chung, W. W., Weng, S. C., Chi, H. C., & Jian, M. J. (1999). The logic of news facts. *Proceedings of the National Science Council, Part C: Humanities and Social Sciences, 9*(4), 575-589. (In Chinese)
12. Tsang, K. J., & Chung, W. W. (1999). Time in news reporting: A case study of temporality in news text. *Mass Communication Research, 61*, 137-178. (In Chinese)
13. Tsang, K. J., & Chung, W. W. (1998). The concept of framing and public relations strategy. *Advertising Research, 9*, 99-130. (In Chinese)
14. Chung, W. W., Tsang, K. J., & Chen, P. L. (1996). What communication education can offer to students? Some "radical" thoughts. *Mass Communication Research, 53*, 107-130. (In Chinese)

15. Lou, V. H., & Chung, W. W. (1991). The effect of TV news on the political knowledge of the youth. *Mass Communication Research*, 45, 81-100. (In Chinese)

• **Chapters in Books**

1. Chung, W. W. (2008). Toward a theory of embodiment: From Feeling to Action. In S. D. Yu (Ed.), *Embodiment: A Study of Materiality and Body*. Hsinchu: National Tsinghua University.
2. Chung, W. W. (2005). The dialectics between theory and practice. In J. S. Feng (Ed.), *The Seventy Years of the Department of Journalism*. Taipei: Graduate Institute of Journalism, National Chengchi University. (In Chinese)
3. Chung, W. W. (2004). Imagining language: From Saussure to Taiwan experience. In S. C. Weng (Ed.), *Imagination in Communication Research*. Taipei: Chuliu Books. (In Chinese)
4. Tsang, K. J., Chung, W. W., & Huang, Y. H. (1997). The interaction between news media and sources. In Leonard Chu (Ed.), *Market Economy and Communication*. Hong Kong: The Chinese University. (In Chinese)
5. Chung, W. W., Cheng, J. C., & Tseng, F. T. (1995). Taiwan: Republic of China. In Georgette Wang (Ed.), *Treading different paths: Informatization in Asian nations*. Norwood, NJ: Ablex.
6. Chung, W. W. (1995). The interaction game between journalists and news sources. In K. J. Tsang (Ed.), *News Professionals and News Sources*. Taipei: Graduate Institute of Journalism, National Chengchi University. (In Chinese)
7. Tsang, K. J., & Chung, W. W. (1995). How to ask questions in journalistic interviews. In K. J. Tsang (Ed.), *Dialogues Between Journalists and Scholars I*. Taipei: Graduate Institute of Journalism, National Chengchi University. (In Chinese)
8. Chung, W. W., & Tsang, K. J. (1994). From novice reporters to expert. In Tsang K. J. (Ed.), *Dialogues Between Journalists and Scholars I*. Taipei: Graduate Institute of Journalism, National Chengchi University. (In Chinese)
9. Chung, W. W., Tsang, K. J., Chen, Y. J., Chang, W. C., & Chu, Y. F. (1994). The framing effect of news. In K. J. Tsang (Ed.), *Proceedings of the 1993 Conference on Chinese Communication Research and Teaching*. Taipei: Graduate Institute of Journalism, National Chengchi University. (In Chinese)
10. Chung, W. W. (1993). Cable television. In J. C. Cheng (Ed.), *Deconstruction Electronic Media*. Taipei: The Chen Society. (In Chinese)
11. Chung, W. W. (1990). Computer island's dream. In *Changing Asian Companies: NIES Expediting Information*. Tokyo: NTT Publishing Co. Ltd. (In Japanese)

• **Refereed Conference Papers**

1. Chung, W. W. (2008.07). *Bringing the body back in: An embodied view of human-media interaction*. Paper presented to the Professional Education, Annual Conference of International Association for Mass Communication Research, Helsinki, Finland.
2. Chung, W. W. (2006.07). *Journalistic expertise: Implications for journalism education*. Paper presented to the IAMCR Conference, Cairo, Egypt.
3. Chung, W. W. (2006.07). *Media production as a case of distributed cognition*. Paper presented to the IAMCR Conference, Cairo, Egypt.
4. Chung, W. W. (2004.12). *Propose a theory of creativity to the media as the core*. Paper presented to the 2004 Conference of Knowledge, Creativity, & Communication, Tamkang University, Taipei. (In Chinese)
5. Chung, W. W., Tsang, K. J., Chen, P. L., Chang, W. J., & Chen, S. H. (2002.06). *Evaluating expertise in journalism: In search of new criteria*. Paper presented to the 2002 Conference of the Chinese Communication Society. Taipei. (In Chinese)
6. Chung, W. W. (2001.08). *Approximating indigenous reality*. Paper presented to the History Section, Annual Conference of the International Association for Media and Communication Research, Singapore.
7. Chao, Yali, & Chung, W. W. (2000.07). *A review of communication journals in Taiwan*. Paper presented to the 2000 Conference of the Chinese Communication Society. Taipei. (In Chinese)
8. Chung, W. W. (1999.07). *The dialectics between theory and practice*. Paper presented to the 1999 Conference of the Chinese Communication Society. Taipei. (In Chinese)
9. Chung, W. W., Tsang, K. J., Chen, P. L., & Chen, S. H. (1998.07). *Journalistic expertise: Proposal for a research programme*. Paper presented to the Information Systems Division, International Communication Conference, Jerusalem, ISAREL.
10. Chung, W. W., & Tsang, K. J. (1997.10). *Extending the concept of framing: The discursive turn*. Paper presented to the Conference on "Framing in the New Media Landscape", The University of South Carolina, Columbus, South Carolina.
11. Chung, W. W., Tsang, K. J., Chen, P. L., & Chen, S. H. (1997.07). *The knowledge base of journalistic tasks*. Paper presented to the 1997 Conference of the Chinese Communication Society. Taipei. (In Chinese)
12. Tsang, K. J., & Chung, W. W. (1997.07). *Time and news reporting: The time discourse in news*. Paper presented to the 1997 conference of the Chinese Communication Society. Taipei. (In Chinese)
13. Weng, S. C., Chung, W. W., Jian, M. J., & Chiu, C. C. (1997). *How the news represents experiences?* Paper presented to the conference of the Institute of

- Sociology, Academia Sinica, Taiwan. (In Chinese)
14. Tsang, K. J., & Chung, W. W. (1996.10). *Analysis of the reader's information literacy*. Paper presented to the Represent Researching Group, Taipei.
 15. Fang, Nien-hsun, & Chung, W. W. (1996.07). *The cost and benefit of metaphor in the study of media ecology*. Paper presented to the 1996 Media Ecology Conference, National Chungcheng University, Chiayi, Taiwan. (In Chinese)
 16. Chung, W. W., Tsang, K. J., & Chen, P. L. (1995). *What communication education can offer to students? Some "radical" thoughts*. Paper presented to the Conference on the 60th anniversary of the Department of Journalism, National Chengchi University, Taipei. (In Chinese)
 17. Chung, W. W., Tsang, K. J., Chen, Y. N., Po, S. L., & Wang, C. M. (1995). *Frame theory reconsidered: The case of X-rated film showing at National Taiwan University*. In Chien-san Feng (Ed.), *Proceedings of the Conference on Journalism Education*. Taipei: College of Communication, National Chengchi University, Taipei. (In Chinese)
 18. Chung, W. W., & Liu, C. C. (1994.07). *The logic of the rise and fall of television programming in Taiwan: An exploratory study of media ecology*. Paper presented to the 1994 Media Ecology Conference, National Chungcheng University, Chiayi, Taiwan. (In Chinese)
 19. Tsang, K. J., & Chung, W. W. (1994.07). *Journalistic expertise: A cognitive science approach*. Paper presented to the International Communication Association Conference, Sidney, Australia.
 20. Chung, W. W., & Tsang, K. J. (1993.08). *News frame reconsidered: How does a news story negotiate reality?* Paper presented to the Theory and Methodology Division, Annual Conference of Association for Education in Journalism and Mass Communication, Kansas City, Missouri.
 21. Chung, W. W. (1992.08). *Value conflict in Chinese journalism: Between advocacy and detachment*. Paper presented to the History Section, Annual Conference of the International Association for Media and Communication Research, Guaruja, Brazil.
 22. Chung, W. W. (1991.08). *Lay theories of media credibility*. Paper presented to the Theory and Method Division, Annual Conference of the Association for Education in Journalism and Mass Communication, Boston.
 23. Chung, W. W., & Wu, W. W. (1991.05). *Where mind and media meet: The evolution of news knowledge*. Paper presented to the Annual International Communication Association Conference, Chicago.
 24. Chung, W. W., Wu W. W., & Liang, Y. F. (1991.05). *Conceptualizing knowledge: Experts and novices in news reading*. Paper presented to the International

Communication Association Conference, Chicago.

25. Wang, Georgette, & Chung, W. W. (1991.02). *Disparities in information resources: How much does it matter?* Paper presented to the 8th International and Intercultural Conference, Miami.