

# ***LUO Le Joyce***



Position : Assistant Professor  
Faculty : Faculty of Humanities & Arts  
Email Address : lluo@must.edu.mo  
Telephone : (853) 8897-3056  
Fax No. : (853) 2882-0091  
Office : R312  
Mailing Address : Avenida Wai Long, Taipa, Macau

## ***Teaching and Research Areas :***

Chinese Film, Visual Culture & New Media

## ***Academic Qualifications***

2012 - 2018 Ph.D / School of Communication / Hong Kong Baptist University  
2010 - 2012 Master / Communication & New Media / University of Macau  
2006 - 2010 Bachelor / Journalism & Public Communication / University of Macau

## ***Teaching Experiences***

2018 - Present Assistant Professor / Faculty of Humanities & Arts / Macau University of Science and Technology  
2018 Part-time Lecturer / School of Communication / Hong Kong Baptist University  
2012 - 2015 Teaching Assistant, Research Assistant / School of Communication / Hong Kong Baptist University  
2010 - 2012 Teaching Assistant, Research Assistant / Dep. of Communication, FSS / University of Macau

## ***Representative Publications***

### ***Journal Articles:***

- Luo, L. (accepted). Vicissitude of Light and Shade: Film Screening in Macau Before the Year 1949, *Contemporary Cinema*.
- Luo, L. & Yang, C. (accepted). TV and News Integrated with APP: A comparison between *TVB News*, *IFeng News & Macau Asia News*, *Communication & Society*.
- Luo, L. (2020). The Anti-intellectualism of Female Students in *Romances (Chuan Qi)*: superposition of female desolate and alternative modernism, *Peony*, September, pp.114-118. (ISSN 1003-3459)
- Luo, L. & Zeng, Y. (2020). "Domestic Comic Adaptation: A Cultural Hybridization Analysis of *Animal World*", *Movie Review*, 9, pp. 58-61.
- Luo, L. (2020). Film Screening in Macau after the Founding of People's Republic of China (1949-1959): Field and National Consciousness, *Journal of Beijing Film Academy*, 157(1), pp. 99-106.
- Luo, L. (2019). The Tragedy of Takenism: trace Chinese Chick Flicks and Semiotic Dilemma, *Movie Review*, 3, pp. 72-75.

- Luo, L. (2018). Recompense injury (*yuan*) with ‘kindness’ (*de*) or ‘justice’ (*zhi*) ? —A trace of *zhi* from ‘recompense injury with justice’ in *The Analects, Literati and Artist of China*, 5, pp.73-75.
- Luo, L. (2011). The Transitory Left-wing Newspapers in Taiwan: Analysis of the First Issue of *Taiwan People Times* and *New Taiwan People Times*, *China Media Report*, 37(1), pp.115-122 &29.

#### *Book Chapters:*

- Luo, L. (to be published). “A brief discussion on the *guixiu* style of Shanghai cinema in the golden age of Chinese movie”, *Three Women’s Movie Pioneers – Yan Shanshan, Florence Lim and Rose Lai* (edited by Lo Wai Luk), Hong Kong: Joint Publishing.
- Luo, L. (2009). “<Qin Opera>, the sad song of disappearance of mental world in rural area”, *Collection of Awarded Works in the 5<sup>th</sup> Writing Competition for Higher Education Students in Macao: Exploring Human Spirit in Contemporary Literary Works*. Tertiary Education Services Office (Editor), pp. 19-27. Macau: Hua-hui Publishers. (ISBN 978-99937-42-32-6)

#### *Conference Proceedings:*

- Luo, L. J. (2021, August). *Encoding Newspapers for Film Historiography: An Empirical Analysis of the Scope of Macau Film Screen in the 1980s*. Paper presented at Young Scholars Conference, Beijing International Film Festival • The 28th College Student Film Festival International, Beijing.
- Luo, L. J. (2020, November). *An Analysis of Chinese Intertitles in Early Silent Cinema: visual aesthetics of ‘Chineseness’ as another perspective*. Paper presented at The 7<sup>th</sup> National Young Scholar Forum of Film Studies, Beijing Film Academy, Beijing.
- Luo, L. J. & Ma, R. Q. (2020, October). *Visual cohesion and persuasion mechanism in video-based text: a systemic functional analysis of Huawei de-power case overseas*. Paper presented at The 6<sup>th</sup> Chinese TV and Audio-visual Research Conference, The Chinese Association for History of Journalism Mass Communication, East China Normal University, Shanghai.
- Luo, L. J. (2020, October). *Visual cohesion and persuasion in video-based text: a systemic functional perspective*. Paper presented at The Asia-Pacific Communication Forum 2020, Asia-Pacific Communication Exchange Association, Hengqin-Macao Young Entrepreneurs Valley & University of Macau, Hengqin-Macao.
- Luo, L. J. (2020, September). *Interaction between Imagery and Written Language: A Hundred Years of Film Promotion in Macau*. Paper presented at the 5<sup>th</sup> Beijing Film Academy Art Forum, co-hosted with China Film Culture Institute and School of Arts, PKU, Beijing (online).
- Luo, L. J. & Yang, C. (2019, November). *TV Brands Integrated with APP: A Study of Designers & Runners’ Ideational Concepts on IFeng news & Macau Asia news*. Paper presented at The 2019 China New Media Communication Association Annual Conference, Xiamen University, Xiamen, China.
- Luo, L. J. (2019, May). *TV News Integrated with APP: A comparison between TVB news, IFeng news & Macau Asia news*. Paper presented at The Guangdong, Hong Kong, Taiwan and Macau Media Development Conference, HK.
- Luo, L. J. (2017, July). *Modern “Guixiu”: the Early On-Screen Aesthetics of Boudoir Virtues---A Comparison between “Two Stars” (1931) and “New Woman” (1934)*. Paper presented at The

Poetics of Asian Cinemas Conference, Lancaster University, UK

Luo, L. J. (2013, June). *Imaging Women Students in Shanghai Modern: Coquette and Empowerment*.

Paper presented at the Chinese-language Cinema Conference, Hong Kong Baptist University, Hong Kong SAR.

Luo, L. J. (2012, March). *Frame "chick": A Semiological Analysis of Chinese chick flicks*. Paper

presented at the Asian Cinema Studies Society Conference, University of Hong Kong, Hong Kong SAR.

### **Research Grants/Projects**

The Status of Women in Macau 2010

2010 - 2011 (Macau SAR Government, ISBN 978-99937-726-4-4).

Chinese Film Advertisement & Review in Portuguese-Ruled Macau

2019 - 2020 1893-1937 ( FRG-19-030-FA )

### **Academic and Professional Membership**

2012 & 2017 membership of ACSS (Asian Cinema Studies Society)

2019 - present member of Volunteer Macau - Teachers' Volunteer

2020- Present member of Chinese Collegian Association for Visual Art

### **Professional Qualifications and Awards**

The 16<sup>th</sup> Academy Award of Advertising Festival of Chinese College Students

Outstanding Supervisor Award

The 17<sup>th</sup> Academy Award of Advertising Festival of Chinese College Students

Outstanding Supervisor Award

Volunteer Macau Association "Annual Volunteer Service Commendation" 2019

Enthusiastic Service Award

The Academy Award of Advertising Festival of Chinese College Students 2020

Outstanding Supervisor Award