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Faculty : Faculty of Humanities and Arts
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Teaching and Research Areas :

the use of visual resources in everyday life, communication research methods

Academic Qualifications

2004-2009 Ph.D / Communication / University of Utah
2000-2003 MA /Renmin University of China
1996-2000 Bachelor/ Communication University of China

Teaching Experiences

2022-Present, Professor/ Faculty of Humanities and Arts / Macau University of Science and Technology
2019-Present, Assistant dean/ Faculty of Humanities and Arts / Macau University of Science and Technology
2014-2022, Associate professor/ Faculty of Humanities and Arts / Macau University of Science and Technology
2015-2019, Postgraduate program coordinator/ Faculty of Humanities and Arts / Macau University of Science and Technology
2010-2014, Assistant professor / Faculty of Humanities and Arts / Macau University of Science and Technology

Selected Publications

Journal Articles:

Sun, Z. (2021). An overall picture of visual communication research: A Content Analysis of 20-Year English Academic Journal articles (21 世紀以來視覺傳播研究的特征與圖景——基於兩本英文學術期刊論文的内容分析) [Chinese]. *Journalism Research (新聞大學)*, 11, 44-58. (CSSCI)

Sun, Z. (2021). Images of older people in Chinese fashion magazines: An application of tetravalent model of assemblages. *Visual Studies*.
DOI: 10.1080/1472586X.2021.1895675 (A&HCI)

Yin, W., & **Sun, Z.** (2020). The key nodes of event network in the Internet communication: An empirical study on the network topology (互聯網信息傳播中的事件網絡關鍵節點研究——一項基於網絡拓撲學的實證研究) [Chinese]. *China Radio and TV Academic Journal* (中國廣播電視學刊), 2020, 06, 37-42. (CSSCI)

Sun, Z. (2020). The role of digital personal photography: A theoretical exploration with Deleuze-Guattari approach. *Lumina*, 14 (1): BRICS Dossier: Digital Technology, Culture and Communication, 97-110. doi: 10.34019/1981-4070.2020.v14.30259

Sun, Z. (2019). Utopia, nostalgia, and femininity: Visually promoting the Chinese Dream. *Visual Communication*, 18 (1), 107-133. doi: 10.1177/1470357217740394 (SSCI)

Yan, L., Xu, J., **Sun, Z.**, & Xu, Y. (2019). Street art as an alternative attraction: A case of the East Side Gallery. *Tourism Management Perspectives*, 29, 76-85.
<https://doi.org/10.1016/j.tmp.2018.11.001> (SSCI)

Sun, Z. (2018). Identity concerns and other issues related to the academic dependency and anti-dependency (學術依附與反依附的身份焦慮及其他) [Chinese]. *Zhejiang Social Sciences* (浙江社會科學), 12, 146-149. (CSSCI)

Sun, Z. (2017). Exploiting femininity in a patriarchal postfeminist way: A visual content analysis of Macau's tourism ads. *International Journal of Communication*, 11, 2624-2646. (SSCI)

Sun, Z., & Luo, W. (2016). Gendered construction of Macau casino: A social semiotic analysis of tourism brochures. *Leisure Studies*, 35 (5), 509-533. doi: 10.1080/02614367.2015.1009847 (SSCI)

Sun, Z. (2015). How advertising elicits desire and provides role models: Insights from colonialism. *Consumption Markets & Culture*, 18 (4), 365-385. doi: 10.1080/10253866.2015.1013469 (SSCI)

Luo, W., & Sun, Z*. (2015). Are you the one? China's TV dating shows and the Sheng Nü's predicament. *Feminist Media Studies*, 15 (2), 239-256. doi: 10.1080/14680777.2014.913648 (SSCI)

Sun, Z. (2013). Cultural values conveyed through celebrity endorsers: A content analysis of Chinese television commercials. *International Journal of Communication*, 7, 2631-2652. (SSCI)

Sun, Z. (2012). Personal narrative and historical truth: A critical analysis of the conflicting narratives on the *Shen Chong* incident (個人敘事與歷史真實——以“沈崇事件”的敘事爭議為中心) [Chinese]. *Jiangsu Social Sciences (江蘇社會科學)*, 265, 212-217. (CSSCI).

Sun, Z. (2012). Public practice of seeking historical truth: Critical analysis of the new environment for historical knowledge production and communication (公眾的歷史求真實踐——關於歷史知識生產與傳播新環境的思考) [Chinese]. *Academic Research (學術研究)*, 333, 114-119. (CSSCI).

Sun, Z. (2008). Challenging the dominant stories about the Boxer Rebellion: Chinese Minister Wu Ting-Fang's Narrative. *Chinese Journal of Communication*, 1 (2), 196-212. doi: 10.1080/17544750802287984. (SSCI)

Books:

Sun, Z. (2013). *Old advertisements in Macau (1920s-1970s): A visual analysis* [Chinese]. Beijing: China Radio & Television Publishing House.

Book Chapters:

Sun, Z., & Luo, W. (2018). Critical discourse analysis (批判話語分析) [Chinese]. In Xianhong Chen (ed.), *Public relations in China (《中國公共關係學》)* (pp. 69-83). Beijing: The Communication University of China Press (中國傳媒大學出版社).