

# Chen Xi



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## Teaching and Research Areas

Multimodal Discourse Analysis, Multimodal Translation Studies, Multimodal Literacy and Multimodal Learning, Picturebook Studies and Translation, Translation and Cross-Cultural Studies, Digital Humanities

## Academic Qualifications

2012 - 2017 PhD in English Linguistics  
Department of English, Faculty of Arts and Humanities, University of Macau  
2009 - 2012 Master of Arts in English Language and Literature  
College of Foreign Languages and Literature, Fudan University  
2005 - 2009 Bachelor of Arts in English  
College of Foreign Languages, Henan University of Science and Technology

## Teaching Experiences

2024.7 - present Associate Professor, University International College, Macau University of Science and Technology  
2017.9 - 2024.6 Assistant Professor, University International College, Macau University of Science and Technology

## Publications

- **Monograph**

**Chen, X.** *Translating Picturebooks from a Multimodal Perspective*. Shanghai: Shanghai Jiao Tong University Press, 2023. (ISBN: 9787313289445)

- **Refereed Journal Articles**

[1] Ye, M. Y. & **X. Chen**. "Reconstructing Chan Master for Contemporary English Readers: A Digital Humanities Approach to the Comic Translation of *Chan Shuo*". *Journal of Translation Studies*, 2025. (corresponding author)

[2] **Chen, X.** & W. W. Xie. "Unveiling Hybrid Culinary Cultures in Macao: A Corpus-assisted

- Multimodal Approach to the Translation of Macanese Cuisine". *Perspectives: Studies in Translation Theory and Practice*, 2024. (SSCI & AHCI)
- [3] **Chen, X.** "Reframing Queer Pop through Media Paratexts: Translation of Chinese TV Drama *World of Honor* in Cyberspace". *Translation Studies*, 2023, 16(3), pp. 346-360. (SSCI & AHCI)
- [4] **Chen, X.** & L. Pan. "Review of *Negotiating Translation and Transcreation of Children's Literature: From Alice to the Moomins*". *International Research in Children's Literature*, 2023, 16(2), pp. 237-239. (AHCI)
- [5] **Chen, X.** "Representing Cityscape through Texts and Images: Translations of Multimodal Public Notices in Macao". *Asia Pacific Translation and Intercultural Studies*, 2023, 10:1, pp. 53-70. (ESCI)
- [6] **Chen, X.** "Exploring the Translation-Development Interactions from an Emergent Semiotic Perspective: A Case Study of the Greater Bay Area, China". *Linguistica Antverpiensia, New Series: Themes in Translation Studies*, 2022, 21, pp.85-105. (SSCI)
- [7] **Chen, X.** "Visualizing Chinese Nursery Rhymes in Contemporary Picturebooks: A Multimodal Perspective". *MONTI* 14, 2022, pp. 119-148. (ESCI)
- [8] **Chen, X.** & H. T. Pan. "Review of *Recreating the Images of Chan Master Huineng: A Systemic Functional Approach to Translations of the Platform Sutra*". *Babel: International Journal of Translation*, 2022, 68:1, pp. 169-174. (SSCI & AHCI)
- [9] **Chen, X.** "Repackaging Chinese Culture through Diverse Visual Arts: A Multimodal Approach to Contemporary Chinese Picturebooks". *Bookbird: A Journal of International Children's Literature*, 2021, 59(1), pp. 4-15. (ESCI)
- [10] **Chen, X.** "When the Classic Speaks for Children: Retranslation of Bob Dylan's Songs in Bilingual Picture Books". *Babel: International Journal of Translation*, 2020, 66: 4/5, pp. 780-795. (SSCI & AHCI)
- [11] **Chen, X.**, H. T. Pan & L. Pan. "Multimodality in Translation Studies: Application and Development". *Foreign Language Research*, 2020, 213(2), pp. 80-87. (CSSCI)
- [12] **Chen, X.** "Review of Kirsten Malmkjær, Adriana Șerban and Fransiska Louwagie (eds). *Key Cultural Texts in Translation*". *Babel: International Journal of Translation*, 2019, 65:1, pp.144-148. (SSCI & AHCI)
- [13] **Chen, X.** "Popular Representation of Chinese Classics: A Case Study of Picture Book Translation on Mulan". *Journal of Macau University of Science and Technology*, 13(1), 2019, pp. 16-23.
- [14] **Chen, X.** "Representing Cultures through Language and Image: A Multimodal Approach

- to Translations of the Chinese Classic *Mulan*". *Perspectives: Studies in Translation Theory and Practice*, 2018, 26(2), pp. 214-231. (SSCI & AHCI)
- [15] Zhang, M. F., H. T. Pan, **X. Chen** & T. Luo. "An Overview of Developments of Discourse Analytical Approaches to Translation Studies: Past and Future". *Chinese Translators' Journal*, 2015, 5, pp.25-32. (CSSCI & PKU)
- [16] Zhang, M. F., H. T. Pan, **X. Chen** & T. Luo. "Mapping Discourse Analysis in Translation Studies via bibliometrics: a survey of journal publications". *Perspectives: Studies in Translation Theory and Practice*, 2015, 23(2), pp. 1-17. (SSCI & AHCI)
- [17] **Chen, X.** "English Translation of Chinese Poetic-style Public Notices in Hong Kong and Macau from the Functionalist Perspective". *Shanghai Journal of Translators*, 2014, 2, pp.18-23. (CSSCI & PKU)
- [18] Zhang, M. F. & **X. Chen**. "Transmitting Information Appropriately for Target Readers: A Case Study of Translations of Palace Museum Website Materials". *Chinese Translators' Journal*, 2013, 4, pp. 99-103. (CSSCI & PKU)
- [19] **Chen, X.** "An Analysis of the Translation of Wang Wei's Landscape Poetry in the Perspective of Chinese Painting Theory". *Fudan Forum on Foreign Language and Literature*, 2011, pp. 104-109. (CSSCI)
- **Book Chapters**
- [1] **Chen, X.** "How should we say goodbye: Multimodal metaphors of "death" in Chinese children's picturebooks". *Mediation in Multimodal Literature, Education, and Translation: Picturebooks and Graphic Narratives*, Routledge, 2025, pp. 44-56.
- [2] **Chen, X.** "Coronavirus, Monsters, and Battles: A Multimodal Approach to Translation in Multilingual Picturebooks about COVID-19". *Creative Readings of Multilingual Picturebooks*, Routledge, 2025, pp. 248-259.
- [3] **Chen, X.** "Towards a Multimodal Analysis for Picturebook Translation: A Case Study of *Mulan*". *Multimodality in Translation Studies: Media, Models, and Trends in China*. Routledge, 2023, pp. 122-138.
- [4] Wu, X. P. & **X. Chen**. "Conclusion: Findings and Future Directions". *Multimodality in Translation Studies: Media, Models, and Trends in China*. Routledge, 2023, pp. 241-247.
- [5] **Chen, X.** "Translation of Picturebooks from a Multimodal Perspective: A Case Study of Picturebooks on *Mulan*". *Functional Approaches to Translation Studies: Volume 1*. Sun Yat-Sen University Press, 2022, pp. 113-134.
- [6] **Chen, X.** "Multimodal Translation Studies". *On the Development of Translation Theories Abroad*. Foreign Language Teaching and Research Press, 2021, pp. 136-140.

- [7] **Chen, X.** "A Multimodal Study of Paratexts in Bilingual Picturebooks on Mulan". *Multimodal Approaches to Chinese-English Translation and Interpreting*. Routledge, 2021, pp. 43-65.
- [8] **Chen, X.** "Translations of Public Notices in Macao: A Multimodal Perspective". *Advances in Discourse Analysis of Translation and Interpreting: Linking Linguistic Approaches with Socio-cultural Interpretation*, Routledge, 2020, pp. 189-211.
- [9] **Chen, X.** "Translating the Chinese Classic Mulan into Contemporary Bilingual Picturebooks". *Translating Picturebooks: Revoicing the Verbal, the Visual, and the Aural for a Child Audience*, Routledge, 2018, pp.127-138.
- [10] **Chen, X.** "English Translation of Chinese Poetic-style Public Notices in Hong Kong and Macau from the Functionalist Perspective". *The Selection of Studies in Humanities and Social Sciences of Macau (2012-2014)*, Social Sciences Academic Press (China), 2017, pp. 1168-1179.
- [11] **Chen, X.** "English Translation of Chinese Poetic-style Public Notices in Hong Kong and Macau from the Functionalist Perspective". *Functional Approaches to English-Chinese Translation*, Foreign Language Press, 2015, pp. 198-208.

### **Selected Conference Papers**

- [1] "Foodscape and hybrid culinary cultures in Macao: A corpus-assisted multimodal approach to the translation of Macanese cuisine", presented at the 1st Forum on Foreign Language Studies in Guangdong-Hong Kong-Macao Greater Bay Area, December 7-8, 2024, Zhuhai.
- [2] "Exploring the Translation-Development Interactions from an Emergent Semiotic Perspective: A Case Study of the Greater Bay Area, China", presented at the 4th Symposium on Country-Specific Translation and Interpretation Capacity & 1st Forum on Guangdong-Hong Kong-Macao Greater Bay Area Translation and Interpretation Capacity, September 21-22, 2024, Macao.
- [3] "Reframing Queer Pop in Digital Media: Translation of Chinese TV drama World of Honor through Media Paratexts", presented at Conference on Translation Studies and Digital Humanities, December 8-9, 2023, Hong Kong.
- [4] "Mediating Cultural Authenticity through Translation: A Multimodal Approach to Contemporary Chinese Picturebooks", presented at Picturebooks and Graphic Narratives in Education and Translation: Mediation and Multimodality Virtual 2021, June 24-26, 2021, Lisbon, Portugal.
- [5] "Multimodality in Translation Studies: Application and Development", presented at the

- Symposium on “Functional Approach to Translation Studies”, November 6-8, 2020, Zhuhai, China.
- [6] “When the Classic Speaks for Children: Retranslation of Bob Dylan’s Songs in Bilingual Picture Books”, presented at the 9th APTIF, July 5-7, 2019, Seoul, South Korea.
- [7] “Translating the Chinese Classic Mulan into Contemporary Children’s Picturebooks: A Multimodal Perspective”, presented at Researching Multimodal Childhood Symposium, August 13-14, 2018, Odense, Denmark.
- [8] “Translations of Public Notices in Macao: A Multimodal Perspective”, presented at IATIS 6th International Conference, July 3-6, 2018, Hong Kong.
- [9] “Representing Cultures through language and Image: A Multimodal Approach to Translations of the Chinese Classic Mulan”, presented at IATIS 5th International Conference, July 7-10, 2015, Belo Horizonte, Brazil.
- [10] “Mapping Discourse Analysis in Translation Studies via Bibliometrics: a Survey of Journal Publications”, presented at the 13th Symposium on Systemic Functional Linguistics and Discourse Analysis, January 16-19, 2015, Zhuhai, China.
- [11] “Mapping Discourse and Translation via a Survey of Journal Publications”, presented at the International Conference of Journals and Translation, June 28-29, 2014, Guangzhou, China.
- [12] “English Translation of Chinese Poetic Public Notices in Hong Kong and Macau from the Functionalist Perspective”, presented at the First International Conference on Empirical Translation Studies, May 23-24, 2014, Shanghai, China.
- [13] “Translations of the Chinese Classic, Mulan, in Picture Books: A Multimodal Perspective”, presented at the Key Culture Texts in Translation International Conference, April 29-30, 2014, Leicester, UK.
- [14] “Teaching English Translation of Chinese Poetic Public Notices”, presented at the 14th International Conference on Translation & FIT 7th Asian Translators’ Forum, August 27-29, 2013, Pulau Pinang, Malaysia.
- [15] “Informativity and Translation Shifts in the Translation of Palace Museum Website Materials”, presented at the Fifth National Symposium on Applied Translation, May 18-19, 2013, Xi’an, China.
- [16] “Transmitting Information Appropriately for Target Readers: A Case Study of Translations of Palace Museum Website Materials”, presented at the Second Asian-Pacific Forum on Translation and Inter-Cultural Studies, Nov. 2-4, 2012, Portland, USA.

## **Research Projects**

- [1] Principal investigator. "Translation of Macanese Cuisine in a Corpus-Assisted Multimodal Approach" (FRG-24-082-UIC), funded by FRG of Macau University of Science and Technology (In Progress)
- [2] Principal investigator. "Multimodal Translation of Government Websites in Guangdong-Hong Kong-Macao Greater Bay Area" (FRG-21-005-UIC), funded by FRG of Macau University of Science and Technology (Completed)
- [3] Principal investigator. "Translations of Linguistic Landscape in Macao from a Multimodal Perspective" (FRG-17-049-UIC), funded by FRG of Macau University of Science and Technology (Completed)
- [4] Investigator. "Translation and Transmission of Contemporary Chinese children's picture books in English" (20BZW150), funded by the National Social Science Fund of China (Completed)
- [5] Investigator. "A Comparative Study on Multimodal Translation of Tourism Materials on the Government Websites of Zhuhai and Macau SAR" (2021YBA055), funded by the Zhuhai Philosophy and Social Science Planning Project (Completed)
- [6] Investigator. "Multimodal Translation Criticism of the Government Websites of Guangdong, Hong Kong and Macao" (GD17CWW07), funded by Guangdong Province Philosophy and Social Science 13th Five Year Plan Project (Completed)
- [7] Investigator. "Visual Narrative of Contemporary Chinese Children's Picture Books and Overseas Dissemination of Chinese Culture" (JNXT2021017), funded by Collaborative Innovation Center for Chinese Culture Transmission and Dissemination in Hong Kong, Macao, Taiwan and Overseas, Jinan University (Completed)

## **Academic and Professional Membership**

Expert Member of Translators Association of China (TAC)

Federation of Translators & Interpreters of Macau (FTIM)

International Association for Translation and Intercultural Studies (IATIS)

## **Professional Qualifications and Awards**

2020-2021 Teaching Excellence Award, Macau University of Science and Technology