

ZHANG ZHIQING

| | |
|-----------------|--|
| Position | Professor, Dean |
| Faculty | Faculty of Humanities and Arts |
| Email Address | zqzhang@must.edu.mo |
| Telephone | (853) 8897-2989 |
| Fax No. | (853) 2882-0091 |
| Mailing Address | Faculty of Humanities and Arts, Macau University of Science and Technology, Taipa, Macau |



Teaching and Research Areas

Intercultural Communication, Media and Culture, Digital Humanities,
Philosophy of Technology and Film Aesthetics, Chinese and Western Culture and Art

Academic Qualifications

| | |
|-----------|--|
| 2003-2006 | Ph.D. / Literary Theory and Aesthetic / Shandong University |
| 1983-1986 | Master / Comparative Literature and World Literature / Shaanxi Normal University |
| 1979-1983 | Bachelor / Chinese Literature and Language / Shandong Normal University |

Teaching Experiences

| | |
|-----------|--|
| Present | Professor & Dean / Faculty of Humanities and Arts / Macau University of Science and Technology |
| 2007-2011 | Professor / School of Literature and Journalism / Shandong University |
| 2009-2010 | Visiting Scholar / Faculty of English / University of Cambridge |

Selected Publications

1. Journal Articles

Corresponding author, Interactive Newsgame Rethought: Knowing the World through Bodily Experience in Hybrid Reality, *Humanities & Social Sciences Communications* (Springer Nature). **(A&HCI/SSCI, Under review)**

First author, Reinventing Cantonese Opera in Contemporary China: Intangible Cultural Heritage and Body Technology in Digital World, *Journal of Chinese Cinemas*. Routledge. **(A&HCI, Under review)**

Zhang, Z., Gao T. (2025). Short Video Marketing: Domestic Film Marketing Practices Based

on the 4I Theory (短視頻營銷：基於 4I 理論的國產電影營銷實踐) [Chinese]. *Chinese Editors Journal* (中國編輯), 6, 84-91. (CSSCI)

Zhang, Z. (2025). On the Aesthetic of Realism and Creative Function in Television Documentaries: A Case Study of *Twenty-Five Years of Lotus Affection* (論電視紀錄片的紀實美學及創作功能——以《二十五載蓮花情》為例) [Chinese]. *Television Research* (電視研究), (01), 37-40. (CSSCI)

Zhang, Z. (2024, December 18). An Interwoven Poetic Chronicle of Prosperity: The Aesthetic of Realism and Deeper Implications in *Twenty-Five Years of Lotus Affection* (心手相連的繁華詩卷——《二十五載蓮花情》的紀實美學與深層意蘊) [Chinese]. *Guangming Daily* (光明日報), (09).

Zhang, Z., Zhang H. (2024, September 25). The Fourth Industrial Revolution: A Critical Reflection on Technological Enthusiasm (第四次工業革命：技術熱的冷思考) [Chinese]. *Macao Daily* (澳門日報), (C09).

Zhang, Z., Song, W., & Liu, P. (2024). Making and interpreting: Digital Humanities as embodied action. *Humanities and Social Sciences Communications*, 11(1), 1–13. (SSCI)

Zhang, Z., & Zhang, Z. (2023). On the Evolution of Visual Culture and its Turn to Virtuality (論視覺文化的流變及其虛擬性轉向) [Chinese]. *Modern Communication: Journal of Communication University of China* (現代傳播—中國傳媒大學學報), 45(11), 90-97. (CSSCI)

Zhang, Z. (2022, November 24). Due to Perseverance (應有的堅守) [Chinese]. *Journal of Social Science in Writing* (社會科學報·筆談).

Zhang, Z. (2022). How Digital Humanities reflect “Humanities”? The Inheritance and Protection of Academic Spirit (數字人文何以“人文”？——學術精神的傳承與守護) [Chinese]. *South China Quarterly: Journal of University of Macau* (南國學術—澳門大學學報), 2, 190-198. (CSSCI)

Zhang, Z., & Zhang, Z. (2022). The Film Industry and Macau Opportunities in the Digital Media Era (數字媒介時代的電影業與澳門的機遇) [Chinese]. *Journal of Beijing Film Academy* (北京電影學院學報), 2, 119-126. (CSSCI)

Zhang, Z., & Zhang, Z. (2022, February 12 & 13). The History, Current Status, and Development Opportunities of Macau’s Film Industry (澳門電影業的歷史、現狀與發展機遇) [Chinese]. *Macao Daily* (澳門日報), (A11).

Zhang, Z., & Zhang, Z. (2021). Methodological Misunderstandings and Research Norms in Digital Humanities Research (數字人文研究中的方法論誤區及研究規範) [Chinese]. *Modern Communication: Journal of Communication University of China* (現代傳播—中國傳媒大學學報), 43(10), 17-20. (CSSCI)

Zhang, Z., Men, X. (2021). The Development of Chinese Ecology Films Since the 21st Century (21世紀以來中國生態電影的發展) [Chinese]. *Contemporary Cinema* (當代電影),

(02), 153-158. (CSSCI)

Zhang, Z., Liu, J. (2019). The Origin and Enlightenment of Edward Soja's Third Space Theory (愛德華·索亞第三空間理論的淵源與啟示) [Chinese]. *Modern Communication: Journal of Communication University of China* (现代传播—中国传媒大学学报), 41(12), 14-20. (CSSCI)

Zhang, Z., Huangfu, Z. (2017). The Evolution from Comedic Realism to Absurdist Realism: Research on Narrative Aesthetics of Feng Xiaogang's Films (從喜劇寫實主義到荒謬寫實主義的流變——馮小剛電影的敘事美學研究) [Chinese]. *Modern Communication: Journal of Communication University of China* (现代传播—中国传媒大学学报), 39(03), 75-78. (CSSCI)

Zhang, Z., Pan, Y. (2015). From Rebellion to Surrender: A Review on Beicun's Creativity of Christian Fiction (從反叛到屈從——北村基督教小說創作論) [Chinese]. *Journal of Henan University · Social Science Edition* (河南大學學報·社會科學版), 55(01), 112-117. (CSSCI)

Zhang, Z. (2012). Western Marxism and 20th-Century Cultural Studies (西方馬克思主義與20世紀文化研究) [Chinese]. *Journal of Macau University of Science and Technology* (澳門科技大學學報), (2), 18-22.

Zhang, Z. (2008). The Expansion and Construction of Comparative Literature in the New Era: A Review of the International Symposium on “Thirty Years of Comparative Literature in the New Era” (新時期比較文學的墾拓與建構——“新時期比較文學30年”國際學術研討會綜述) [Chinese]. *Journal of Literature, History and Philosophy* (文史哲), (06), 161-163. (CSSCI)

Zhang, Z. (2008). On Thomas Aquinas's Aesthetic Thought (托馬斯·阿奎那的美學思想) [Chinese]. *Journal of Yantai University-Philosophy and Social Science Edition* (煙台大學學報·哲學社會科學版), (04), 9-15. (CSSCI)

Zhang, Z., Zhang, H. (2008). A Review of the Academic Symposium on “Theories and Practices of Modern and Contemporary Chinese and Western Art Education” (“現當代中西藝術教育的理論與實務”學術研討會綜述) [Chinese]. *Literary Review* (文學評論), (01), 217-219. (CSSCI)

Zhang, Z. (2007). Thomas Aquinas and Aesthetic Thoughts of the 20th-Century (托瑪斯·阿奎那與西方20世紀美學思想) [Chinese]. *Journal of Shandong University-Philosophy and Social Sciences Edition* (山東大學學報·哲學社會科學版), (05), 143-149. (CSSCI)

Zhang, Z. (2006). On the Research Significance and Value of Thomas Aquinas (托瑪斯·阿奎那美學思想的研究意義和價值) [Chinese]. *Qilu Journal* (齊魯學刊), (06), 87-92. (CSSCI)

Zhang, Z. (2005). On Weber's “Value Free” (論韋伯的“價值無涉”) [Chinese]. *Journal of Literature, History and Philosophy* (文史哲), (05), 137-142. (CSSCI)

Zhang, Z. (2005). Listening to the “the Echo in the Vacant Valley”: L·Althusser's Epistemological Methodology and its Significance in Literary Theories (傾聽“響徹空谷的

聲音”——阿爾都塞的認識論方法論及其文藝學意義) [Chinese]. *Journal of Shandong University·Philosophy and Social Sciences Edition* (山東大學學報·哲學社會科學版), (01), 103-108. (CSSCI)

Zhang, Z., Yu, Q. (2003). Destroying and Being Destroyed: On Robbe Grillet's Theory of Novel Writing and His Literary Career (毀滅與被毀滅——論羅伯·格里耶的小說理論與小說創作) [Chinese]. *Journal of Shandong University·Philosophy and Social Sciences Edition* (山東大學學報·哲學社會科學版), (03), 61-65. (CSSCI)

Zhang, Z. (2002). Modern Interpretation of the Historical Evolution of European and American Literature (歐美文學歷史演變的現代闡釋) [Chinese]. *Journal of Literature, History and Philosophy* (文史哲), (06), 154-158. (CSSCI)

Zhang, Z. (2001). Claude Simon: Adventurer of Narration (克勞德·西蒙：敘述的歷險者) [Chinese]. *Journal of Shandong University·Philosophy and Social Sciences Edition* (山東大學學報·哲學社會科學版), (02), 12-15. (CSSCI)

2. Books

Zhang, Z. (2025). *Between Transcendence and Experience* (超驗與經驗之間) [Chinese]. Beijing: The Commercial Press (北京：商務印書館).

Zhang, Z. (2024). *The Aesthetic Thought and View of Art of Thomas Aquinas*. Palgrave Macmillan, Springer Nature Singapore Pte Ltd.

Zhang, Z. (Ed.). (2022). *Macau Under the Historical Prism: A Study of Urban Cultural History and Creative Industries* (歷史稜鏡下的澳門——澳門城市文化歷史與創意產業研究) [Chinese]. Beijing: Higher Education Press (北京:高等教育出版社).

Zhang, Z. (Editor-in-Chief). (2015). *Cultural Memory in Urban Development: the Study of the Culture and City Image of Macau* (城市發展中的文化記憶——澳門文化及城市形象研究論文集) [Chinese]. Beijing: Higher Education Press (北京: 高等教育出版社).

Zhang, Z. (Ed.). (2011). *The Fragrance of Hometown* (故園香光) [Chinese]. Jinan: Tomorrow Publishing House (濟南: 明天出版社).

Zhang, Z., Wang, Y. (Eds.). (2008). *Foreign Myths and Legends* (外國神話傳說) [Chinese]. Shandong Literature and Art Publishing House (山東文藝出版社).

Zhang, Z. (2004). *Survival in Inheritance and Rebellion: A Study of 20th-Century European and American Fiction* (繼承與叛逆中的生存: 20世紀歐美小說研究) [Chinese]. Jinan: Taishan Publishing House (濟南: 泰山出版社).

Zhang, Z. (2002). *European and American Literary History* (歐美文學史論) [Chinese]. Beijing: Science Press (北京: 科學出版社).

Research Projects

| | | | |
|-----------|--|--|--------------------------|
| 2026 | China National Arts Fund (國家藝術基金項目) | Traditional Chinese Songs: The Elite E – The Book of Songs Resonates Along the Maritime Silk Road (國風弦歌·菁菁者莪——《詩經》唱響海上絲綢之路) | Principal Investigator |
| 2025-2028 | The MUST Faculty Research Grants (澳門科技大學研究基金項目) | Interdisciplinary Perspectives on Artificial Intelligence in Artistic Creation and Theoretical Research (跨學科視域下人工智能與藝術創作及理論研究) | Principal Investigator |
| 2022-2024 | The MUST Faculty Research Grants (澳門科技大學研究基金項目) | AI-Generated Works and Copyright Protection (人工智能生成物與著作權保護) | Principal Investigator |
| 2018-2020 | The MUST Faculty Research Grants (澳門科技大學研究基金項目) | Frontier Research Methods in Communication Studies: Methodologies and Selected Applications (傳播學前沿研究方法：方法論與應用舉隅) | Principal Investigator |
| 2016-2013 | The MUST Faculty Research Grants (澳門科技大學研究基金項目) | The Current State and Future Development of Urban Cultural and Creative Industries in Macau (澳門城市文化創意現狀及未來建設研究) | Principal Investigator |
| 2012-2013 | The MUST Faculty Research Grants (澳門科技大學研究基金項目) | Research on Macau's Culture and Urban Image (澳門文化與城市形象研究) | Principal Investigator |
| 2012-2013 | The MUST Faculty Research Grants (澳門科技大學研究基金項目) | Research on Culture and Communication in Macau and the Greater China (澳門及大中華區文化與傳播研究) | Principal Investigator |
| 2008-2011 | Ministry of Education Major Research Project (教育部哲學社會科學研究重大課題攻關項目) | Comparative Study of Contemporary Chinese and Western Art Education (現當代中西藝術教育比較研究) | Sub-Project Investigator |
| 2013-2016 | Ministry of Education Major Research Project (教育部哲學社會科學研究重大課題攻關項目) | Marxist Theory and Construction Project (馬克思主義理論與建設工程) | One of the main authors |

Academic and Social Appointments

Director of the Macau Media Research Center

Director of the Academic Committee of the Macau Federation of Cultural Circle

Vice President of the Chinese Collegial Association for Visual Art

Chairman of the China Higher Education Film & Television Industry and Management Research Association

Council member of the China Literature and Art Critics Association

Member of the Guangdong Federation of Literary and Art Circles

Vice President of the Comparative Literature Association of Shandong Province