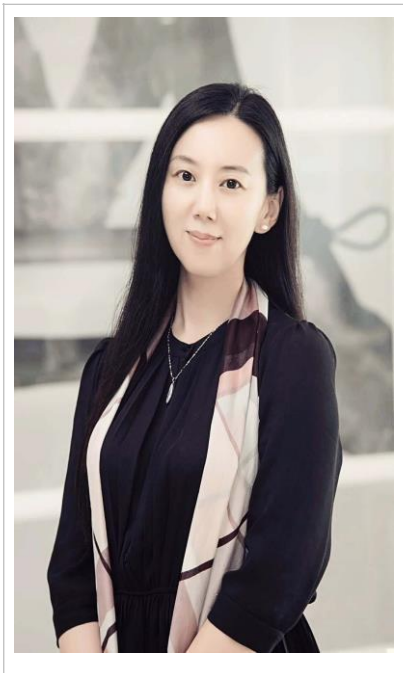


Huiping Wei



Position: Associate Professor

Faculty: University International

College

Email Address: hpwei@must.edu.mo

Telephone: (853) 8897-1975

Fax No.: (853) 2882-0126

Office: R712

Mailing Address: Avenida Wai Long, Taipa, Macao

Teaching and Research Areas:

International Chinese Education,

Lexicology, Creative Writing,

Film Industry Management.

Academic Qualifications

2024 Doctor of Business Administration (DFIM), Macao University of Science and Technology

2004 Postdoctoral in Chinese language and literature, Nanjing Normal University

2002 Ph.D. in Chinese language and philology

1999 M.A. in Chinese language and philology

2012 Portuguese language and culture training, Macao Polytechnic Institute

Teaching Experiences

2015 – Associate Professor, UIC, Macao University of Science and Technology

2014 Exchange Professor, Woosong University, South of Korea

2004—2013 Professor/ Hebei University

2007—2008 Exchange Professor / Woosong University, South of Korea

Representative Publications

Journal Articles:

Zhang Yuge, Wei Huiping (corresponding author) "A Study of the Linguistic Landscape of the Historic Centre of Macao Based on Fieldwork", *Journal of Macao University of Science and Technology*, Vol. 20, No. 2, 2026.06.

Xiong Ye, Wei Huiping (corresponding author) "Similarity and Difference in the Interpretation of High-Context Cultural Text by Chinese and English Translators: A Comparison of the Translations of Bai Yuyu", *Journal of Macao University of Science and Technology*, Issue 4, 2025.

Wang Zhanbo , Wei Huiping(corresponding author) "A Brief Discussion on the Development of International Chinese Teachers from the Perspective of Educational Phenomenology", "Language Teaching and Research" , 2025 (04) .

Zhang Yuhan , Wei Huiping (corresponding author) "Research on the Current Situation of the Simplified Chinese Language Landscape in Macao Public Spaces" , was selected in the "Report on the Situation of Chinese Language Life (2025)" , The Commercial Press , 2025.

Wei Huiping , Interpretation of Ancient Chinese Myths in the field of international Chinese Language Education, The collection of the First International Forum on Chinese and Portuguese Language (ACTAS 1^o Fórum Internacional das Línguas Chinesa e Portuguesa) , University of Macau. 2024.

"An Exploration of the Time Element in the Linguistic Landscape and Reconstructing Culture: The Case of Langtou Village in China", Authored by Jiali Zhong and Huiping Wei (Corresponding author) , International Journal of Linguistics, Literature and Translation Volume 6, Issue 4, 2023, April.

"Second Language Teaching with a Focus on Different Learner Cultures for Sustainable Learner Development: The Case of Sino-Korean vocabulary", Authored by Yishu Li, HuiPing Wei * (Corresponding author) , Yongjian Li , Journal: Sustainability (SSCI/SCI), Applied Linguistics and Language Education for Sustainable Development. 2022, July.

An elegy for love and hometown— <The Long Confession> as a poetic film. The academic journal "Culture ·Management ·Technology" of Korea's Asia Center for Creative Culture (ACCI). 2023 (3) .

Connotation Construction and Value Realization of Linguistic Landscape of Culture and Tourism in Traditional Villages of Guangzhou. Authored by Jiali Zhong, Huiping Wei. Journal of Huaqiao University ,2023 (6) .

"她" and "她們"—Contemporary Chinese Female Appellations and Their Social Image Construction. Lexicology Theory and Application (11), The Commercial Press. 2023.

The Exploration of Language Transfer in the Perspective of Third Language Acquisition: An Investigation of Chinese Word Order Acquisition as a Third Language and Related Transfer Phenomena among Thai Learners. Authored by Duan Ran, Huiping Wei. Journal of Macau University of Science and Technology. 2023(3).

Eleven poems by Wei Huiping, including "Statue of Guanyin", "Lotus of the Golden Age", and "What Time Tells Us", are included in "Poetry on Kiang Wu - An Anthology of Macao Original Poems" (edited by Zheng Hui), Macau University of Science and Technology, 2023.

<Chinese Poetry in the Field of Diplomacy During the Anti- epidemic Period—The Discourse Beyond Time and Space>, Contemporary Rhetoric, 2022 (1).

Investigation of Chinese Diachronic Inheritance Words in Macao official Documents. Authored by Chen Chuan, Huiping Wei. Macao Linguistic Journal (2022) Special Issue. 2022.

Chen Chuan, Wei Huiping (Corresponding Author) <A Study of Macao's Local Words Based on the Perspective of Language Diachronic Inheritance>, Journal of Macao University of Science and Technology, Issue 1, 2021.

<The Social Cognition and Use Trend of Local Words in Macao", "Language Strategy Research"2020 (2) , The Commercial Press.

<Research on the Language Background of Civil Servants and the Language Characteristics of Administrative of Official Documents in Macao>, "Review and Prospect of the Social Language Situation in these Twenty Years ", Joint Publishing Company, Hong Kong, 2020.

"A Comparative study of Cantonese Verbs and Synonymous Mandarin Verbs that appeared in "Macao Daily" > (second author), "Review and Prospect of the Social Language Situation in these Twenty Years ", Joint Publishing Company, Hong Kong, 2020.

<Challenges for Teaching Chinese as a Foreign Language in Multicultural Environment> (the second author), <Digital Chinese Teaching>, Tsinghua University Press, 2018.

<The Current Situation and Development Trend of Transliteration Words from Portuguese in Macao>, "Macau Language and Culture Studies (2017)", Macao Polytechnic Institute, 2018.

<The Derivation of Chinese Loanwords in Multiple Contexts>, "The Form and Meaning of

Chinese Translation of Western Words" (Study on the Use of Words in Chinese Translated Words by the National Language Committee), Jilin University Press, 2016.

<Reflection on Planning and Training of International Chinese Teachers>, Korean Core Journal (KSCI), <Korean and Chinese Language and Culture Research >38th, 2015.

<The Deconstruction of Chinese Words and Meanings>, Korean Core Journal (KSCI), <Korean and Chinese Language and Culture Research>, 2014.

<Research on the Common Words in Chinese and Korean Language>, Korean Association of Chinese Culture, <Chinese Studies>, 2013.

<Analysis on the Mains Causes of Differences between Chinese and Korean Isomorphic Chinese Words>, <Macao Linguistics Journal>, 2013.

<The main features and far-reaching impact of Ge Ben Yi's semantics theory>, <The theoretical system of Ge Benyi's Chinese lexical theory>, Shandong University Press, 2012.

<Identity and Differences: an important Influence on Chinese vocabulary acquisition of the Korean native speakers>, This paper won the "outstanding innovation paper Award" on the Tenth International Symposium on Chinese Language Teaching, <the Tenth World Chinese Language Teaching Institute of election>, Wanjuan Press, 2011.

<Research on Russian Loanwords in Modern Chinese>, <Glossary Theory and Applications (fifth)>, The Commercial Press, 2010.

<The Lexicalization of "再说 (Zai shuo)" and related issues>, <Journal of Hebei University> (Philosophy and Social Sciences), No. 4, 2010.

<Meaning Interpretation of homologous heterogeneous Chinese words in Chinese and Korean Language >, <Chinese culture>, No 4, 2009.

<Periodization of Modern Chinese>, <Journal of Changzhou Institute of Technology (Social Science Edition)>, Issue 6, 2008.

<Potential Images –A philosophical exploration on Chinese word meaning>, <The Sixth International Symposium on Lexical Semantics>, 2006 (published in Singapore).

<Social and historical factors which influenced the development of Chinese words meaning >, <Journal of Hebei University>, Issue1, 2005.

<Reflection on the relationship between Chinese words and characters>, <Journal of Nanjing Normal University>, Issue1, 2004.

<The types of sememe — from a cognitive perspective>, <Chinese Culture>, Issue 2, 2004.

<Chinese Vocabulary Development and rhetoric>, <Chinese Language Learning>, Issue 4, 2004.

<The important background of the development of Chinese word meaning--Dominant Style and Its Evolution>, <Journal of Jilin Normal University>, Issue 3,2004.

< Research on Chinese foreign morpheme>, <Chinese Language Learning>, Issue1, 2002.

<Meaning and imagery>, <Social Science>, Issue3, 2002.

<Ambiguity in Popular Discourse>, <Language construction>, Issue12, 2001.

<The "character pattern "and " image" of Chinese Character>, <Chinese Character Culture>, Issue 4, 2001.

Academic Books / Monographs :

<Study on the Evolution of Chinese Word meaning>, Neimenggu People's Publishing House, published in February 2005.

Book Chapters:

Translated work--<Ancient Chinese Vocabulary: The Historical Perspective>, <Chinese ancestors> Wang Shi yuan: Editor \ Li Bao jia: The main translator), Zhonghua Book Company, published in October 2005.

Published dictionaries and textbooks:

<Sunshine Chinese>, "Teacher's Guidebook", The Commercial Press, 2019.

<Sunshine Chinese>, The Commercial Press, 2012.

<Chinese and Korean Learner's Dictionary>, Beijing University Press, 2011.

<Access Chinese>, Chinese Foreign Language Teaching and Research Press & USA McGraw- Hill Publishing Group, 2011.

Conference Proceedings:

Wei Huiping, "Looking Back at the Charm of Chinese Language: Taking the Overseas Chinese Letters in the Film 'Grandma's Love Letter' as the Center" , The 13th Cross-Strait Symposium on Modern Chinese Language , Zhangzhou, Fujian, July 2026.

Wei Huiping, "Reflecting on the Characteristics of Human Motherhood in the AI Era: A Comparative Study of the Films 'I AM MOTHER' and 'S-GIRL'," The 9th UK-CHINA Alliance for Humanities in Higher Education Forum, December 2025.

Wei Huiping, "The Path to Harmony Among Multicultural Elements: A Case Study from Macao SAR," Symposium on Thirty Years of Language Studies in Macao and Its Future Development, November 2025.

Wei Huiping, "A Case Study of the Construction of Contemporary Empathy for Prototypes of Ancient Chinese Mythological Characters: Focus on the Animated Film Nezha 2," the Belt and Road International Conference on Multilingual Education, Cultural Heritage, and Talent Cultivation, The Education University of Hong Kong, 2025.06

Wei Huiping, "Morphological Features and Semantic Associations of Chinese Compound Morphemes," The Second Forum on Chinese Lexicology, Institute of East Asian Studies, Zhejiang Gongshang University, 2025.03

Wei Huiping, "Seeking the True Meaning of 'Poetry Education' in the AI Era," International Symposium on Chinese Language Education, Macau University of Science and Technology, 2024.09

Zhang Yuge , Wei Huiping (corresponding author) "Research on the Linguistic Landscape of

Wei Huiping, "Searching for the True Meaning of Poetic Education in the AI Era", International Academic Symposium on Chinese Language Education, Macau University of Science and Technology, 2024. 09.

Wei Huiping, "The Vocabulary Multiplication and Conceptual Development of "權利 (quánlì) " In <萬國公法> (Elements of International Law) ", IACL-30, Yonsei University, South Korea, 2024.05.

Wei Huiping, "The Cultural Configuration and Practice of Multicultural Symbiosis in Macau Community", Dankook University & National Institute of Japanese Literature, International Academic Forum on "Humanistic Reflections on Nature, People, and Interpersonal Relationships", National Institute of Japanese Literature, 2024.06. Wei Huiping, "The Subtleties of Word Meaning Analysis and Its Pragmatic Description" , International Academic Symposium on "Coexistence of East Asian Languages and Chinese Language Teaching" , Korea National University of Education , 2024.05.

Wei Huiping. Objects and Humankind in the Chinese World - Plant Imagery and Its Meaning System. 12th Cross-Strait Academic Symposium on Modern Chinese Issues, 2023.11, Beijing Normal University, Zhuhai Branch.

Wei Huiping. The Realistic Basis of "Combining Traditional and Simplified systems of Chinese Character". Academic Seminar on Chinese Modernization & Language and Culture Construction, 2023.10, Macau Language and Culture Research Center, Macau Polytechnic University.

Wei Huiping. Interpretation of Ancient Chinese Myths in the Field of International Chinese Education. The First Chinese and Portuguese Forum. 2023.10, University of Macau.

Wei Huiping. Chinese Oral Test Design and Assessment Elements Based on <Chinese Proficiency Grading Standards for International Chinese Language Education> (First author), Comprehensively promoting high-quality development of international Chinese language education: The conference for <Chinese Proficiency Grading Standards for International Chinese Language Education> .2023.7, Seoul, Korea.

Wei Huiping. Chinese Poetry in the Field of Diplomacy. Changes in the East Asian Knowledge System after the Experience of Abnormal. Dankook University. Korea. 2023.

<Teacher's Role and Seminar-based Pedagogy in Online Learning Community>, International Symposium on "Online Pedagogy for International Chinese Education", hosted by Confucius Institute and Chinese Studies Institute of Soonchunhyang University, Korea. 2022.

<Inherited in History and Learned from Diversity—an Analysis of the Vocabulary of Macao Official Documents>, International Symposium on "Language research and Chinese education in a Multicultural Environment", hosted by Macao Linguistic Association and Macao University of Science and Technology, 2021, Macao.

<"Ta (她) " and "Ta men (她們) "-- Contemporary Chinese Female Appellation Terms and Their Social Image Construction>, The 13th National Symposium on Chinese Lexicology, 2021, Jinan.

<When History Irradiate Contemporary Reality: The Cross-temporal Discourse of Chinese Poetry Appeared in the Diplomatic Field>, The 40th Anniversary Symposium of the Chinese Rhetoric Association and Young Scholars Paper Award Selection Outstanding Paper Award, 2020, Shanghai.

<A Survey of Language Background of Civil Servant and the features of Administrative Language in Macao>, Macao Linguistic Association Academic Seminar on "Review and

Prospect of Macao Social Language in the past 20 Years ", 2019, Macao.

"Sociolinguistic Analysis of Proper Nouns in Macao's Leading Newspaper", The 11th Cross- Strait Symposium on Modern Chinese Language, 2018, Hong Kong.

<Challenges for Teaching Chinese as a Foreign Language in Multicultural Environment> (the second author), The 11th International Conference on Modernization of Chinese Language Education, Macao, 2018.

<The Current Situation and Development Trend of Transliteration Words from Portuguese in Macao>, Macao Language and Culture Centre, Language Modernization Symposium, Macao, 2017.

<Design Concepts and Evaluation Indicators for Vocabulary Distribution in Chinese Textbook>, The 14th International Conference on Chinese Language Pedagogy, Macao, 2017.
<Cognition and Use of Macao Local Words --- Based on case interview of multiple working context>, The 10th Cross-Strait Symposium on Modern Chinese, Macao, 2017.

<The Advantage of Macao Language Resource and Language Education Development>, International Symposium on the 5th Anniversary of the International College of Macao University of Science and Technology, Reflection on 'The Belt and Road' in the Perspective of

Chinese Miction Liberal International Symposium, Jinan, 2006.

International Chinese Education", Macao, 2016.

<The Influence of Network Communicative Context on Language Output>, Macao Language and Culture Research Center, Language Competence and Language Services Symposium, Macao, 2016.

<Research on the Common Words in Chinese and Korean Language>, Chinese and Korean Culture Seminar in the Perspective of New Sinology, Korea, 2013.

< Research on Chinese Literary Language in the Conversion Period >, Ancient and modern

< Training patterns of MTCSOL >, The third International Forum of Chinese teaching personnel training, Beijing, 2011.

<Training and Education patterns of International Chinese Teachers>, the 11th International Symposium on Chinese Language Teaching, Xi'AN, 2012.

Research Projects

Participated as a key member:

Editor-in-chief of the Southeast Asian Children's Chinese Textbook , and author of 3 textbooks, September 2024-present.

Center for Language Education and Cooperation (CLEC): Chinese Language Teaching Materials for Portuguese-speaking Countries and Regions (2023-present)

The National Language Committee's Project: "Research on the Characters of Chinese Loanwords"(Project number: WT125-60), 2013-2015

Commercial Press: Youth International Chinese Textbook R&D Project (2011-2012);

FLTRP: International Chinese Textbook Research and Development Project (2010);
Peking University Press: Dictionary for Chinese Language learners in Korea (2008);
Nanjing Normal University Project: "Research on the Inheritance of Ancient Chinese in
Modern Chinese" (2004).

Hebei Provincial Social Science Project: "Research on Chinese and Korean Common Words
and Related Application in Teaching Chinese to Korean Learners" (2009).

Academic Associations and community service

Board member of Linguistic Society of Macao

Vice Chair person of HEALING WRITING SOCIETY OF MACAO

Jury, Excellent International Chinese Teaching competition, Confucius Institute Headquarters.
2014

Interviewer, the Selection of the volunteer international Chinese teacher, Confucius
Institute Headquarters. 2009-2012

Professional Qualifications and Awards

"Outstanding Paper Award" of the 40th Anniversary Symposium of the Chinese Rhetoric
Association and Young Scholars Paper Award Selection Outstanding Paper Award, 2020.

"Outstanding Work Award" of "My Vision, My China" microfilm script contest, People's
Daily, co-organized by Chinese Screenwriter Network, 2020.

The second Award of the tenth "Chong Ying Cup" Film Script competition, 2019.

"Teaching Excellence Award" of Macao University of Science and Technology, 2017.

The third prize of Microfilm & Script Contest, Macao Academy of Cinematic Arts, 2017.

"The Excellent recommended works" of the 4th Youth Film Festival, in Chongqing, 2017.

"Outstanding Teacher Award" of Hebei University, 2011.

"Outstanding Innovation Paper Award" in the 10th International Conference on Chinese
Language Teaching, 2010.

"Outstanding Instructor Award" in the Competition of Foreign Students of Hebei
Province, 2010.

