



## **HUANG WEIZI**

Position : Assistant Professor  
Faculty : Humanities and Arts  
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### ***Teaching and Research Areas:***

Advertising; Visual Communication; Cultural Studies;  
Audience Studies; Popular Culture and Celebrity Studies

### ***Academic Qualifications***

2007–2010 Ph.D / Cultural Studies / Lingnan University  
2005 – 2007 M.Phil / Cultural Studies / The Chinese University of Hong Kong  
2001 – 2005 Bachelor / Advertising / Renmin University of China

### ***Teaching Experiences***

2011 - Present Assistant Professor / Faculty of Humanities and Arts / Macau University of  
Science and Technology  
2011 Part-time Lecturer / The Community College / HKU School of Professional and  
Continuing Education (HKU SPACE)  
2010-2011 Part-time Lecturer / The Community College / Lingnan University

### ***Representative Publications***

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

HUANG Weizi, “Negotiations: Han Han and the Production of Alternative Cultural  
Celebrity in China” (in Chinese), *WenhuaYanjiu(文化研究)*, Vol. 12 (2012), 24-37.

HUANG Weizi, “Rethinking Popular Culture: A Cultural Studies Perspective”(in Chinese),  
*Journal of Macau University of Science and Technology*, Vol.6,No. 1 (2012), pp. 84-89.

HUANG Weizi, “Cultural Celebrities: Intellectual and the Changing Field of Cultural  
Production” (in Chinese), *RefengXueshu (熱風學術)*, Vol. 5. (2011), pp. 179-197.

#### ***Book Chapters:***

HUANG Weizi, “Haidian Road: An Allegory of Knowledge Economy” (in Chinese), *Fifteen  
Streets in Six Chinese Cities*, edited by Eric MA and Paul CHAN, Hong Kong: Roundtable  
Publishing, 2006, pp. 228-241.

#### ***Conference Proceedings:***

HUANG Weizi, “Han Han and the Making of Chinese Alternative CulturalCelebrity”,  
*Transnational Practice of Celebrities and Fandom in East Asia* (as panel organizer and chair),  
The 8th Crossroads in Cultural Studies Conference, Lingnan University, Hong Kong, 17-21

June 2010.

HUANG Weizi, "Uses of 'the People' in the Making of Contemporary Chinese Cultural Celebrities", Inter-Asia Cultural Typhoon in Tokyo 2009, Tokyo University of Foreign Studies, Japan, 3-5 July 2009.

HUANG Weizi, "The Changing Field of Cultural Production in Modern China: From Intellectuals and Celebrities to Cultural Celebrities" (in Chinese), the 2009 Cultural Studies Conference, National Taiwan Normal University, Taipei, Taiwan, 3 – 4 Jan 2009.

HUANG Weizi, "Making Cultural Celebrities: The Case of Yu Dan and The Field of Cultural Production in Contemporary China", Association for Cultural Studies Crossroads 2008, University of the West Indies Mona Campus, Kingston, Jamaica, 3-8 July 2008.

HUANG Weizi, "Legitimizing 'Hong Kong': the Image of Hong Kong and the Writing of Dominant Ideology at the Transitional Era in Mainland China" (in Chinese), 2008 CSA Annual Meeting, Chinese Culture University, Taipei, Taiwan, 5 – 6 Jan 2008.

HUANG Weizi, "Between Myth and Reality: A Symptomatic Reading of Feng Xiaogang's New Year Films (Hesui pian)" (in Chinese), 2007 Inter-Asia Cultural Studies Shanghai Conference, Shanghai University, PRC, 15-17 Jun 2007.

### ***Research Grants/Projects***

2012-2013 Audience Development for Art Museums in Macau, Hong Kong and Taiwan

### ***Professional Qualifications and Awards***

2007-2010 Postgraduate Studentship, Lingnan University

2005-2007 Postgraduate Studentship, The Chinese University of Hong Kong

2004 Undergraduate Academic Paper Prize, Renmin University of China

2003-2004 Outstanding Academic Performance Scholarship, Renmin University of China

2002-2003 Outstanding Academic Performance Scholarship, Renmin University of China