

Li Hao

Position :Assistant Professor

Faculty :Humanities and Art

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### **Education**

2012- 2018 Ph.D / Communication / The Chinese University of Hong Kong

2010 - 2012 Master / TV Communication / Beijing Normal University

2006-2010 Bachelor / Film Studies / Beijing Normal University

### **Teaching experiences**

2019 - Present Assistant Professor / Faculty of Humanities and Art / Macau University of Science and Technology

### **Publications**

#### **Journal Articles:**

李昊, 孔令旗 (2023). 从唐探宇宙看多元文化融合中的趋同、偏离与共振. 电影评介, 特发.  
张洪忠, 沈菲, 李昊 & 贾全鑫 (2020). 疫情接近性对谣言信任度的影响:新 冠疫情中传播渠道的中介效应分析. 新闻界, 4, 48-56.

Hao, L. (2019). Creating Male Cinderella: an ethnographic study of the male Cinderella phenomenon on the small screen in Mainland China. In Chow, Y. F and De Kloet, J (Eds.), *You must create: Boredom, Shanzhai and Digitisation in the Time of Creative China*. Amsterdam University Press.

Lei, G., Chao, Su., & Hao, L. (2018). Issue involvement, News attention, Knowledge, and Third person effect of Mainland China's anti-corruption Movement. *Communication Quarterly*.

Chinese version can be retrieved from: [https://news.mingpao.com/pns/dailynews/web\\_tc/article/20160122/s00012/14533987\\_29893](https://news.mingpao.com/pns/dailynews/web_tc/article/20160122/s00012/14533987_29893)

Lei, G., Chao, Su., & Hao, L. (2016). The Third-Person Effect and Chinese

Undergraduate Students' Perception of Anti-Corruption News. *Twenty-first Century*, 158, 67-85.

So, C. Y. K., et al. (2013) Seeing the style and attention of different HK chief executives from the policy address. *Media Digest*.

李昊 & 向进.(2011).手机对报纸读者的融合特征分析---成都市区读者调查为例.新闻研究导刊, 43-44.

李昊. (2009).浅议植入式广告的发展. 中国电视, 90.

### **Book Chapters**

Hao, L. (2019). *Creating Male Cinderella: an ethnographic study of the male Cinderella phenomenon on the small screen in Mainland China*. In Chow, Y. F and De Kloet, J (Eds.), *You must create: Boredom, Shanzhai and Digitisation in the Time of Creative China*. Amsterdam University Press.

### **Conferences Proceedings**

李昊. (2022) .香港影人的现实关顾和影像记叙. 论文发表于2022中国电影美学年会“中国电影的未来与美学”.中国电影资料馆和陕西师范大学联合举办, 西安, 中国.

Hao, L. (2019). Casting woman-older romance in China: The cases of May-December Love series. Paper presented at the international conference “Labouring creativity in the global context: cultural work in Asia and Beyond” held by University of Amsterdam, Hong Kong Baptist University and Beijing Normal University, Beijing, China.

Hao, L. (2016). *Creating Male Cinderella: an ethnographic study of the male Cinderella phenomenon on the small screen in Mainland China*. Paper presented at the international conference “You must create” held by Hong Kong Baptist University, HK.

Lei, G., Chao, Su., & Hao, L.(2016).Issue involvement, News attention, Knowledge, and Third person effect of Mainland China's anti-corruption Movement. Paper presented at the annual conference of the International Communication Association, Fukuoka, Japan.

Hao, L. (2015).Wedding imagination in contemporary Beijing. Paper presented at the annual conference of Asian popular cultural studies association, Kobe, Japan.

Hao, L. (2014). The comparative study of Male Cinderella on the small screen in East Asia. Paper presented at the biennial conference of world cultural studies association, Tampere, Finland.

Yan, L., & Hao, L. (2013). Impacts of Lifestyles, Trust, Motivation, Offline Shopping Benefits and Satisfaction on Online Shopping Behavior. Paper presented at the annual conference of the International Association for Media and Communication Research, Dublin, Ireland.

**Courses:**

Communication Theories

Film and Globalization

Introduction to Journalism

Intercultural Communication

Script Writing

Creative Writing

Chinese Film History

Media management

Introduction to Hong Kong Cinema (General Education)

Gender, media and China (General Education)

Chinese Cinema, Culture and Society (General Education)