

# BEI CAI

Associate Professor  
School of Communication Studies  
Kent State University-Stark

## Academic Address

Communication Studies  
Kent State University-Stark  
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North Canton, OH 44720  
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## EDUCATION

### **2002-1997**

Doctor of Philosophy  
Department of Communication Studies  
Bowling Green State University

Dissertation Title: Cultural Other-Representation: Reporting the Hong Kong Transfer by Two American Newspapers in the Post-Cold War Era

Committee Chair: Dr. Alberto González  
Degree Completed: June 2002

### **1996-1995**

Master of Arts  
Department of Interpersonal Communication  
Bowling Green State University

### **1995-1993**

Master of Arts  
Department of English  
Bowling Green State University

### **1984-1980**

Bachelor of Arts  
Department of English  
Xi'an Foreign Languages University  
People's Republic of China

## PUBLICATIONS

Cai, B. (2008). A Trickster-Like Woman: Subversive Imagining and Narrating of Self, Identity and Community. *Communication Studies*, 59(4), 275-290.

Cai, B. (2007). Official Discourse of a "Well-off" Society: Imagining an Economic Nation and (Un)sustaining Political Legitimacy. In D. Wu (Ed.), *Discourses of Cultural China in the Globalizing Age*. Hong Kong University Press.

Cai, B. (2005). Are Chinese Collectivists Twenty-Years Later: A Second Look at the Individualism and Collectivism Construct? *Aurco*, 11, 67-80.

Cai, B. (2005). Promoting Post-Cold War Agenda: American Media's Role in Shaping Competing Discourses over Democratic Development in Pre-Transfer Hong Kong. In C. L. Nieman (Ed.), *Democracy and Globalization*. Kent, Ohio: Kent State University Press.

Cai, B. (2004). Mythic Narrative as a Rhetorical Vehicle for Transforming Gender Inequality and Racial Injustice. *Texas Speech Communication Journal*, 29, 79-90.

Cai, B., & González, A. (1997-8). The Three Gorges Project: Technological discourse and the resolution of competing interests. *Intercultural Communication Studies*, 7(1), 101-113.

## AWARDS

"Editor's Choice Award" (2005), presented by AURCO (The Association for University Regional Campuses of Ohio) for the best article to appear in Volume 11, Spring, 2005, and for commitment to excellence in scholarship

"Top Ranked Panel Award" (2004), Basic Course Interest Group of CSCA, presented at the Central States Communication Association Annual Convention, Cleveland, Ohio

"Top Ranked Panel Award" (2003), Basic Course Interest Group of CSCA presented at the Central States Communication Association Annual Convention, Omaha, Nebraska

"Dissertation Fellowship" (1998-1999), granted by the Graduate College, Bowling Green State University

"International Graduate Student Award" (1999), granted by the Graduate Student Senate, Bowling Green State University

“Outstanding Chinese Scholar Award” (1999-2000), granted by the Chinese Student and Scholar Association, Bowling Green State University

**COMPETITIVE CONVENTION PAPERS**

Cai, B. (2006, Nov). *Managing Legitimacy Crisis: Re-creating a new Ruling Ideology and a New Authority*. Presented at the annual conference of the National Communication Association, San Antonio, Texas.

Cai, B. (2006, Nov). *Feminist Rhetoric of Social Change: Re-imagining Self, Identify and Community*. Presented at the annual conference of the National Communication Association, San Antonio, Texas.

Cai, B. (2006, April). *Building China into a ‘Well-off’ Society: Constructing a National Economic Vision to Sustain Political Legitimacy*. Presented at the annual conference of the Eastern Communication Association, Philadelphia, Pennsylvania.

Cai, B. (2005, Nov). *Official Discourse in the Construction of a ‘Well-off’ Society’: Creating a New Collective Identity and (Un)sustaining Political Legitimacy*. Presented at the annual conference of the National Communication Association, Boston, Massachusetts.

Cai, B. (2004, Nov). *Mythic Journey as a Rhetorical Vehicle of a Feminist Vision of Social Change*. Presented at the annual conference of the National Communication Association, Chicago, Illinois.

Cai, B. (2003, Nov). *Are Chinese collectivists?: A second look at a dichotomous theory of cultural communication*. Presented at the annual conference of the National Communication Association, Miami, Florida.

Cai, B., & Yong, C. (1999, April). *Inter-Subjectivity and Method: Cultural Disconnection, Critical Ethnography, and the Negotiated Process of Writing*. Presented at the annual conference of the Central States Communication Association, St. Louis, Mo.

**PARTICIPATION IN COMPETITIVELY SELECTED PANELS**

Cai, B. (2014, Nov). *Taking Stock of the Past and the Future: Established Communication Theories (Un)inform Current Chinese Culture Communication*. Presented at the annual conference of the National Communication Association, Chicago, Illinois.

Cai, B. (2012, Nov). *Decoding “Tiger Mom” Controversy: Situated Voices from Diverse Communities*. Presented at the annual conference of the National Communication Association, Orlando, Florida.

Cai, B. (2011, Nov). Voices about “Eastern” and “Western” Parenting Styles: The latest Controversy. Presented at the annual conference of the National Communication Association, New Orleans, Louisiana.

Cai, B. (2006, Nov). *Cultural Other-Representation in the Global Media World: Creating Sites of (Dis)connection and Seeking Culturally Sensible and Sensitive Actions*. Presented at the annual conference of the National Communication Association, San Antonio, Texas.

Cai, B. (2005, Nov). *Tackling Ethnocentrism to Create Understanding for Cultural others: Issues, Challenges, and Pedagogical Approaches*. Presented at the annual conference of the National Communication Association, Boston, Massachusetts.

Cai, B. (2005, April). *Negotiating Existing Expectations and Creating Changing-Enhancing Expectations in the Teaching of Sensitive Topics*. Presented at the annual conference of the Eastern Communication Association, Pittsburgh, Pennsylvania.

Cai, B. (2004, Nov). *Existing Intercultural Communication Theories and Changing Chinese Culture and Communication*. Presented at the annual conference of the National Communication Association, Chicago, Illinois.

Cai, B. (2003, Nov). *A Chinese communicative rule—Jian wai: Its meanings and functions in regulating interpersonal interactions and relationships*. Presented at the annual conference of the National Communication Association, Miami, Florida.

Cai, B. (2003, April). *Rocking ethnocentrism to creating understanding for cultural others: Issues, challenges, and pedagogical approaches*. Presented at the annual conference of the Central State Communication Association; won the “Top Panel Award” for the Basic Course Interest Group, Cleveland, Ohio.

Cai, B. (2003, Oct). *Teaching Cultural Diversity: Issues of Differences and Similarities*. Presented at the Teaching Council Conference at Kent State University, Kent, Ohio.

Cai, B. (2003, April). *To Understand the Self is to Understand the Other*. Presented at the annual conference of the Central State Communication Association; won the “Top Panel Award” for the Basic Course Interest Group, Omaha, Nebraska.

Cai, B. (1998, Nov). *Problematizing Researchers' Perceptions of Media's Roles, Practices, and Professional Objectives in International News Coverage from an Intercultural Perspective*. Presented at the annual conference of the National Communication Association, New York.

Cai, B. (1998, April). *Framing Hong Kong's Returning to the Chinese Rule: Legitimizing Our Interpretation of Political Reality*. Presented at the annual conference of the Central States Communication Association, Chicago, IL.

Cai, B. (1998, April). *The Social Functions of Smoking in China: The Past and the Present, Men and Women in the Public Domain and in the Media*. Presented at the annual conference of the Central States Communication Association, Chicago, IL.

Cai, B. (1997, Dec). *A Holistic Approach: Ethical and Practical Issues in Intercultural Communication as Part of an Introductory Course*. Presented at the annual conference of the National Communication Association, Chicago, IL.

Cai, B. (1996, April). *Chinese Health Beliefs and Their Impacts on Chinese Health Behaviors*. Presented at the annual conference of the Central States Communication Association, St. Louis, Mo.

## RESEARCH INTERESTS

Intercultural Communication  
 Gender, Culture and Communication  
 Chinese Political Communication  
 Rhetorical Studies and Political Communication

## UNIVERSITY TEACHING & ADMINISTRATION

**2010-Present** (Associate Professor)  
 Department of Communication Studies  
 Kent State University, Stark Campus, Canton, OH

Introduction to Human Communication  
 Intercultural Communication  
 Gender Communication  
 Nonverbal Communication  
 Interviewing  
 Interpersonal Communication  
 JMC Orientation Media Culture

**2008 (January)-2009 (November)** (Director of KSU China Center)  
KSU China Center, Beijing, China

Set up and launched KSU China Centre (KSUCC)

- Managed operations pertaining to the fulfillment of objectives for KSUCC
- Assisted in establishing and developing MOUs with leading Chinese universities
- Spearheaded the branding and marketing campaign for KSU in China
- Strategized, implemented and administered a successful recruitment model
- Identified and contracted Chinese recruiting agents to recruit students to KSU
- Surpassed recruitment targets for Year 1 by 12%, and Year 2 by 50%
- Positioned KSU as one of the most successful US universities in student recruitment in China
- Handled financial matters and maintained compliance with KSU requirement
- Executed employee search, hiring and personnel supervision
- Coordinated structure and processes to advance joint-degree programs
- Arranged KSU administrators' China visits for partnerships development
- Assisted KSU faculty/students' study-abroad programs

**2008-Current** (Associate Professor)  
Department of Communication Studies  
Kent State University, Stark Campus, Canton, OH

Intercultural/International Communication—Graduate Level  
Intercultural Communication  
Introduction to Human Communication  
Gender and Communication  
Interpersonal Communication  
Interviewing  
Nonverbal Communication

**2008-2002** (Assistant Professor)  
Department of Communication Studies  
Kent State University, Stark Campus, Canton, OH

Introduction to Human Communication  
Intercultural Communication  
Gender and Communication

Interpersonal Communication  
 Communication in Teams  
 Gender Communication  
 Intercultural/International Communication—Graduate Level

**2001-1996** (Instructor)  
 Department of Communication Studies  
 Bowling Green State University, Bowling Green, OH

Introduction to Human Communication  
 Health Communication  
 Interpersonal Communication  
 Small Group Communication

**1995-1993** (Teaching Assistant)  
 Department of English  
 Bowling Green State University, Bowling Green, OH

Introduction to College Writing  
 Varieties of Writing

**1993-1984** (Lecturer)  
 Department of English, Xi'an Foreign Languages University  
 Xi'an, Shanxi, People's Republic of China

## **PROFESSIONAL AND ORGANIZATIONAL SERVICES**

### At Kent State University

Member, College Advisory Committee (CAC), AY 2014-2015  
 Member, Undergraduate Studies Committee, AY 2014-2015  
 Member, College Advisory Committee (CAC), AY 2013-2014  
 Member, Faculty Advisory Committee (FAC), AY 2013-2014  
 Member, Dean Stanley Wearden's Review Committee, AY 213  
 Member, Faculty Advisory Committee (FAC), AY 2012-2013  
 Member, College Advisory Committee (CAC), AY 2011-2012  
 Member, University Diversity Advisory Council, AY 2006-2007  
 Member, Dissertation Thesis Committee, AY 2006-2007

Member, Undergraduate Studies Committee, AY 2006-2007

Member, University Diversity Advisory Council, AY 2005-2006

Member, Dissertation Thesis Committee, AY 2005-2006

Member, Democracy Symposium Committee, AY 2004-2005

Member, Dissertation Thesis Committee, AY 2004-2005

At Kent State University-Stark

Member, Handbook Committee, AY, 2014-2015

Member, Student Complaint Committee, AY, 2014-2015

Mentor, new tenure-track faculty, AY, 2013-2014

Member, Distinguished Teaching Award Committee, AY 2013-2014

Chair, Communication Studies Tenure-track Search Committee,  
AY 2011-2012

Member, Faculty Council, AY 2011-2012

Member, Social Committee, AY 2009-2010

Coordinator, Department of Communication Studies, AY 2006-2007

Co-Chair, Diversity Advisory Council, AY 2006-2007

Co-Chair, Diversity Advisory Council, AY 2005-2006

Member, Diversity Advisory Committee, AY 2004-2005

Member, Social Committee, AY 2004-2005

Chair, Communication Studies non Tenure-track Search Committee,  
AY 2004-2005

Chair, Communication Studies Tenure-track Search Committee,  
AY 2003-2004

Member, Professional Activities Advisory Committee, AY 2003-2004



Member, Diversity Advisory Council, AY 2003-2004

Member, Campus Theme Committee, AY 2003-2004

Member, Colloquium Committee, AY 2003-2004

Chair, Communication Studies Non-Tenure Track Search Committee,  
AY 2002-2003

#### At Professional Organizations

President, Association for Chinese Communication Studies (ACCS) at  
National Communication Association, AY 2007-2008

Vice-President, Association for Chinese Communication Studies (ACCS)  
at National Communication Association, AY 2006-2007

Newsletter Editor, Association for Chinese Communication Studies  
(ACCS) at National Communication Association, AY 2005-2006

President, the Chinese Student & Scholar Association (CSSA), Bowling  
Green State University, AY1998-2001

#### **PROFESSIONAL ORGANIZAITONS AND AFFILIATIONS**

National Communication Association  
Association for Chinese Communication Studies  
Central States Communication Association