

# CURRICULUM VITAE

## Dr. Giovanna Puppini

### CURRENT ACADEMIC POSITION AND ROLES

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- Associate Professor in Chinese Studies, Department of Modern Languages and Cultures, University of Genoa (Dec 2020-today); University delegate for liaising with Chinese universities

### ACADEMIC AFFILIATIONS

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- **Associate Researcher**  
National Centre for Cultural Innovation Research Fudan University, Shanghai
- **Visiting Professor**  
Communication University of China (CUC), Beijing  
Shanghai International Studies University (SISU), Shanghai
- **Editorial Board Member (academic journals)**  
*East Asian Journal of Popular Culture* (EAJPC)  
*Global Media and China*
- **Jury Member**  
IAI Awards (International Advertising Awards organised by China Advertising Association and Communication University of China)

### RESEARCH INTERESTS AND EXPERTISE

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#### Chinese Language and Culture

Modern Chinese language; slogans; contemporary Chinese culture and society

#### Chinese Advertising

Advertising in all its forms (commercial, public service, political/propaganda); Role of advertising in contemporary China; Advertising, ideology and representation (class, race, gender); Advertising regulation and ethics; Creativity in Chinese and cross-cultural advertising; Advertising and emotions (nostalgia, happiness, etc.)

#### Chinese Promotional Cultures (Brands, Country Branding and Soft Power)

Chinese brands in a local/global perspective; China's identity through logos, brands and marketing strategies; China's national image and sponsorship of the Olympics/World Expo; China's internal soft power; China's soft power in Africa

#### Chinese Media and Communication

Chinese media and popular culture; Politics and ideology in popular culture; Chinese visual culture and national identity in a local/global perspective; Media and representation; Media and memory; Media and emotions; China-Africa mediated relationships

### LANGUAGE SKILLS

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Italian: native

English: excellent (IELTS 7)

Chinese: excellent (HSK 8)

Spanish/German: good

## COMPUTER SKILLS

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Proficiency with Mac and PC operating systems; proficiency with standard packages (Word, Excel, Outlook, PowerPoint), Internet (Safari, Explorer), Photoshop and Dreamweaver. Proficiency with the major virtual learning platforms in higher education institutions (Blackboard, Moodle, AulaWeb)

## PREVIOUS ACADEMIC POSITION AND ROLES

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- Visiting Professor and Seminar Instructor, Institute of Asian and Oriental Studies/Department of Communication and Media Research, University of Zurich; Seminar title “Advertising and Branding in Contemporary China: Critical Explorations” (Nov 2024-Jan 2025)
- External Examiner, MSc Advertising, Dublin Technological University (2020-2023)
- Lecturer B in International Advertising and Promotional Culture (China) (Nov 2014-Nov 2020)  
University of Leicester, School of Media, Communication and Sociology  
Programme Director MA Media and Advertising  
Board Member of the China Studies Research Alliance (ChiSRA)  
Research Cluster Leader for “Public Communication”  
Research Group Leader for “International Promotional Cultures and Communication”  
UCU Representative
- University of Westminster (Senior Lecturer in Advertising/PR)
- Middlesex University (Lecturer in Advertising and Promotional Media)

## EDUCATION, QUALIFICATIONS AND TRAINING

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- 2017 “Workshop on Comparative and Collaborative Research into Branded Content” (London, 15 June), organised by the Branded Content Research Network  
“Digital marketing workshop for China’s digital landscape and social media trends” (London, 20 March), organised by the British Council
- 2015 “Supervising Research Degree Candidates” (3 Nov); “Ethics Training” (29 Sept); “College Support for Winning Research Grants: Early Career Opportunities” (29 April), University of Leicester
- 2014 Fellow of the HEA (the Higher Education Academy) (18 December)  
Postgraduate Certificate in Learning and Teaching in Higher Education (PGCertHE), Department of Education, Middlesex University  
Online CPD courses: "Advertising campaigns", "Planning & conducting a campaign", "Monitoring & evaluating campaigns" (HAT, History of Advertising Trust)
- 2012 Postdoctoral Research Fellow, Department of Asian and North-African Studies, Ca’ Foscari University (Oct 2012-Sept 2013). See also “Grants and Scholarships”
- 2011 Six-month Research Fellow, Advertising College, Communication University of China (1 April-30 Sept). Research project: “Advertising China”. See also “Grants and Scholarship”
- 2010 One-month Training for Teachers of Chinese as a Foreign Language at East China Normal University, Shanghai (1-27 August). See also “Grants and Scholarships”  
Postdoctoral Research Fellow, Department of Asian and North-African Studies, Ca’ Foscari University (May 2010-May 2011). See also “Grants and Scholarships”
- 2009 Postdoctoral Research Fellow, Department of East Asian Studies, Ca’ Foscari University (May 2009-May 2010). See also “Grants and Scholarships”

- PhD in Chinese Studies, Doctoral School in Languages, Cultures, Societies, Ca' Foscari University (18 Febr). Dissertation: "What's in a Name? On China's Search for Public Service Advertising (*gongyi guanggao* 公益广告)"
- 2007 Six-month Research Fellow, Centre for the Study of Democracy (CSD), University of Westminster (Jan-May). See also "Grants and Scholarships"
- 2006 Nominated "Expert in the field – L-OR/21" (Cultore della materia L-OR/21) (10 May)
- 2005 MA in Chinese Technical-Scientific Translation (Hons.), Department of East Asian Studies, Ca' Foscari University (9 March). Dissertation: "How to Serve the People in 21<sup>st</sup> Century China: Television and Public Service Advertising"
- Visiting Scholar, Faculty of Journalism, People's University of China, Beijing (Sept 2003- July 2005). See also "Grants and Scholarships"
- 2002 MA in Communication for Companies Working in the Far East, Free University of Languages and Communication (IULM), Milan (May)
- 2001 BA in Chinese Interpreting (Hons.), Department of East Asian Studies, Ca' Foscari University (24 July). Dissertation: "The Translation of Foreign Brands in Chinese"
- 2000 Three-month Chinese Language Course at Beijing Language and Culture University, Beijing (Sept-Nov)

## GRANTS AND SCHOLARSHIPS

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- 2024 Applied and was awarded a small grant from the University of Genoa to carry out cultural and academic activities in order to celebrate the Chinese New Year in Genoa, Principal Investigator (€1,500)
- 2019 Applied and was awarded the AHRC UK-China Creative Industries Partnership Development Grant with the project "CreAD: UK-China Partnership on Creative Advertising", Principal Investigator (£25,000)
- 2018 Applied for a Leverhulme Research Fellowship with the project ("Just Propaganda? Exploring Public Service Advertising in Contemporary China") (£54,051)
- Obtained the Erasmus Staff Mobility for Teaching and Training (€850)
- Obtained the Research Development Fund for the Public Communication Cluster (School of Media, Communication and Sociology, University of Leicester) to host the event "China Adtalks: Advertising to Children and Young People in China", hosted on 26 March 2018 (£755)
- 2016 Obtained University of Leicester's Travel fund (£1,000)
- 2015 Applied for University of Leicester's Prospects Fund with a project entitled "Winning the Hearts and Minds of Chinese Students-consumers in Leicester: a Promotional Kit for Local Businesses" (funding sought: £10,000)
- 2014 Obtained funding for the research project "Advertising and Religion in Contemporary China" (£2,000)
- Applied for British Council's RESEARCHER LINKS 2014 with a Project Entitled: Nigerian Media and Creative Industries "in Development": an Interdisciplinary Workshop (funding sought: £34,000)
- 2012 Postdoctoral Research Grant from the Department of Asian and North-African Studies of Ca' Foscari University (€19,367, Oct 2012-Oct 2013). Research project: "Il consumatore cinese tra aspirazioni globali e recupero della tradizione" [The Chinese Consumer Between Global Aspirations and Tradition"] (SSD: L-OR/21, PRIN 2009 Lippiello CUP H71J11000980001)

- 2011 Six-month Research Grant “Sciences and Arts Fellowship China/SAF-China” (€7,500), awarded by the Italian Ministry of Education, University and Research - MIUR, spent at the Advertising College of the Communication University of China, Beijing (1 April-30 Sept)  
Scholarship to attend Beijing Joint Summer School “Media Theory and Practice in the Digital Age”, organised by the Communication University of China and the University of Westminster, Beijing (3-15 July)  
ERASMUS Teaching Staff Mobility scholarship of Ca’ Foscari University (€900), spent at Institute of Chinese Studies, University of Heidelberg (May)
- 2010 One-month Training for Teachers of Chinese as a Foreign Language (scholarship offered by the Chinese Ministry of Education) at East China Normal University, Shanghai (1-27 August)  
Postdoctoral Research Grant from the Department of East Asian Studies of Ca’ Foscari University and the Veneto Region (€19,000, May 2010-May 2011). Research project: “Marketing e promozione del sistema locale italiano oltre Shanghai Expo 2010: comunicazione e pubblicità in cinese e per i cinesi” [Marketing and Promotion of Italy beyond Shanghai Expo 2010: Advertising in Chinese, for the Chinese] (SSD: L-OR/21)
- 2009 Postdoctoral Research Grant from the Department of East Asian Studies of Ca’ Foscari University and the Veneto Region (€19,000, May 2009-May 2010). Research project: “Marketing e promozione del sistema locale veneziano per Shanghai Expo 2010: comunicazione e pubblicità in cinese e per i cinesi” [Marketing and Promotion of the Veneto Region at Shanghai Expo 2010: Advertising in Chinese, for the Chinese] (SSD: L-OR/21)
- 2008 One-week Library Travel Grant awarded by the Chiang Ching-kuo Foundation (€850), spent at the School of Oriental and African Languages SOAS, London (26 Nov-3 Dec)
- 2007 Postgraduate Research Summer School “China, Globalisation and Social Stratification”, organised by Marie Curie Programme of the European Union and the University of Leeds (24-27 July)  
Postgraduate Research Fellowship granted by Ca’ Foscari University (€6,300) spent at the Centre for the Study of Democracy (CSD), University of Westminster, London (Jan-May). Courses attended: “Film, Media and Chinese Identities”, “Politics, Power and the Media”, “The Human Sciences: Prospective and Methods”
- 2003 Two-year scholarship from the China Government Scholarship Council (RMB30,000 plus tuition and accommodation fee) spent at the Faculty of Journalism of the People’s University of China, Beijing (Sept 2003-July 2005). Courses attended: “Introduction to Advertising”, “Copywriting”, “Advertising Creation and Expression”, “China’s Contemporary Social Problems”, “Morality and Education”
- 2002 Six-month HSK Scholarship from China’s Government Scholarship Council (RMB7,500 plus tuition and accommodation fee), spent at Beijing Foreign Studies University, Beijing (Sept 2002-Jan 2003)

## TEACHING EXPERIENCE AND STUDENTS MENTORING

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- **Lecturer B (permanent, grade 8, salary: £51,034), University of Leicester** (November 2014-November 2020)  
- academic year 2020/2021  
Term 2: Module Leader for “Advanced Topics in Advertising” (core module of MA Media and Advertising) and “Chinese Media and Popular Culture in a Global Context” (optional PGT module)  
Supervisor: BA and MA dissertation students; Mentor: UG personal tutees  
- academic year 2019/2020  
Term 2: Module Leader for “Advanced Topics in Advertising” (core module of MA Media and

Advertising) and “Chinese Media and Popular Culture in a Global Context” (optional PGT module)  
Supervisor: BA and MA dissertation students; Mentor: UG personal tutees  
- academic year 2018/2019

Term 1: study leave

Term 2: Module Leader for “Advanced Topics in Advertising” (core module of MA Media and Advertising) and “Chinese Media in a Global Context” (optional PGT module)

Supervisor: BA and MA dissertation students; Mentor: UG personal tutees  
- academic year 2017/2018

Module Leader for “Introduction to Advertising and Media” (core module of MA Media and Advertising) and “Chinese Media in a Global Context” (optional PGT module)

Supervisor: BA and MA dissertation students; Mentor: UG personal tutees  
- academic year 2016/2017

Module Leader for “Introduction to Advertising and Media” (core module of MA Media and Advertising) and “Chinese Media in a Global Context” (optional PGT module)

Supervisor: BA and MA dissertation students; Mentor: UG personal tutees  
- academic year 2015/2016

Module Leader for: “Introduction to Advertising and Media”, “Advertising Research Methods”, (core modules of the MA Media and Advertising)

Guest lecturer for “Chinese Media in a Global Context” (optional PGT module) and “Promotional Cultures” (core module for the programmes: MA Media and Advertising and MA Media and PR)

Supervisor: BA and MA dissertation students; Mentor: UG personal tutees  
- academic year 2014/2015

Module Leader for: “Introduction to Advertising and Media”, “Advertising Research Methods”, (core modules of the MA Media and Advertising)

Guest lecturer for "Chinese Media in a Global Context" (optional PGT module), "Advertising as Socio-cultural form" (core PGT module), "Critical Approaches to Consumer Culture" (optional PGT module)

Supervisor: BA and MA dissertation students; Mentor: UG personal tutees

- **Senior Lecturer (permanent, grade 8, salary: £45,607), University of Westminster (2014)**  
Guest lecturer for “Introduction to PR and Advertising” (UG core module, BA PR and Advertising)
- **Lecturer A (permanent, grade 7, salary: £35,356), Middlesex University (2013-2014)**  
Module Leader: “Exploring Advertising” (Block 1 of “Advertising and PR in Context”, BA Advertising, PR and Media) and “Arts Marketing” (MA Marketing Management)  
Guest Lecturer: “Business Strategies in Mandarin” (BA Business Management with Mandarin); “Promotional Practices” (BA Advertising, PR and Media); MSc Media Management  
Supervisor: BA dissertation students
- **Seminar Leader, University of Westminster (2013)**  
I was in charge of delivering the seminars for the optional MA course “Chinese Media and the Emerging World Order”, offered by the School of Media, Arts & Design (MAD)
- **Adjunct Professor in Chinese Studies, Ca’ Foscari University (2010-2011)**  
In charge of designing and setting out the syllabus; delivering and assessing the module; supervising BA and MA dissertation students for:
  - postgraduate module “Chinese Identity through Logos, Brands and Marketing”, MA Languages and Economic and Legal Institutions of Asia and North Africa (30 hours)
  - postgraduate module “Words, Images, Sounds of China”, MA Languages and Cultures of East Asia (30 hours)
  - undergraduate module: “Chinese II”, BA Linguistic and Cultural Mediation, Treviso Campus (30 hours)

- **Chinese Language Workshops Leader, University of Trieste** (2010-2011; 2017)  
In charge of designing and delivering the module “Elementary Chinese” to undergraduate and postgraduate students enrolled in the BA and MA International and Diplomatic Sciences, Gorizia Campus (40 hours)
- **Adjunct Professor in Chinese Studies, Ca’ Foscari University** (2009-2010)  
In charge of designing and setting out the syllabus; selecting study materials; teaching the courses; developing the final examination; testing the students’ knowledge; supervising BA and MA dissertation students:
  - postgraduate module “Words, Images, Sounds of China”, MA Languages and Cultures of East Asia (30 hours)
  - undergraduate module: “Chinese II”, BA Linguistic and Cultural Mediation, Treviso Campus (30 hours)
  - undergraduate module: “Chinese I”, BA Linguistic and Cultural Mediation, Treviso Campus (60 hours)
- **Language Tutor (Chinese), Ca’ Foscari University** (2005-2008)  
Taught Chinese language for part-time undergraduate students. Selected study materials; taught the course (180 hours)

## ERASMUS MOBILITY

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- **Exchange Lecturer in Chinese Studies, University of Bergamo** (2018)  
Lectured undergraduate and postgraduate students:
  - “Uses and Misuses of the Confucius Icon in Chinese Commercial Advertising: A Semiotic Analysis of Two Case Studies”
  - “Exploring the Emotions of China-Africa Relations through the CCTV Documentary *African Chronicles (Feizhou jishi)*”
  - “Promoting Happiness during Chinese New Year: a Critical Interpretive Analysis of the Public Service Announcement (PSA) “Chopsticks” (*Kuaizi pian*)”
- **Exchange Lecturer in Chinese Studies, University of Heidelberg** (2010-2011)  
Lectured postgraduate and doctoral students:
  - “Chinese Public Service Advertising with Chinese Characteristics”
  - “China Pop Recycles: The Recycle of Revolutionary Icons in Advertising”

## SCHOLARLY PUBLICATIONS

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### (in print)

“L’approccio semiotico allo studio degli audiovisivi pubblicitari: la campagna Haier ‘Il nuovo Dao di governare la casa’ (*xin zhijia zhidao* 新治家之道) come caso studio” (The Semiotic Approach to the Analysis of Audiovisual Adverts: The Haier Campaign ‘The New Dao of Governing the Home’ (*xin zhijia zhidao* 新治家之道) As A Case Study), for a manual on researching Chinese media and communication, Roma: Carocci (in Italian)

“Designing the Chinese Winter Olympics: A Study on the Visual Identity of the “Look” of Beijing 2022” (Aisc conference proceedings)

“Advertising” (Routledge Resources Online, Chinese Studies  
<https://www.taylorfrancis.com/rrocs/?context=rrocs>)

### 2024

"The Revival of Chinese Time-honored Brands: Following the Paw Prints of the 'White Rabbit' (*Dabaitu* 大白兔)". *Kervan. International Journal of Afro-Asiatic Studies*, 28 (2): 325-350. ISSN: 1825-263X.

“Ricordando le prime Olimpiadi cinesi: uno studio sul design dell’identità visiva del brand Pechino 2008” (Remembering the First Chinese Olympics: A Study on the Design of the Visual Identity of Beijing 2008 Brand). In A. Civardi e P. Marelli (eds.), *Connessioni: lingue, culture e società in relazione*, 293-317. Alessandria: Edizioni dell’Orso. ISBN 978-88-3613-565-3 ISSN 2723-8954.

## 2021

“China’s ‘CivilOlympic’ Performances and (Re)Gained Global Visibility. Fantasising about a New Brand China through Olympic Public Service Announcements”. *Annali di Ca’ Foscari. Serie orientale*, 57, 475-502. e-ISSN 2385-3042. DOI 10.30687/AnnOr/2385-3042/2021/01/018, <https://edizionicafoscari.unive.it/it/edizioni4/riviste/annali-di-ca-foscari-serie-orientale/2021/1/chinas-civilolympic-performances-and-regained-glob/>

## 2020

“Environmental Public Service Advertising (PSA) 'with Chinese Elements': A Visual Semiotic Analysis of Localized WWF Print Campaigns in Mainland China", *China Media Research* 16(3): 26-46 (special issue on Environmental Communication in the Greater China Region), ISSN: 1556-889X  
“Forty Years of the Return of Advertising in China (1979-2019): A Critical Overview”, *JOMEC (Journalism, Media and Cultural Studies)* 15: 1-19, doi: <https://doi.org/10.18573/jomec.201>. Available from: <https://jomec.cardiffuniversitypress.org>

## 2019

"I volti di Yao Ming in pubblicità: identità (trans)nazionale del testimonial sulle due sponde del Pacifico (The Faces of Yao Ming in Advertising: The (Trans)national Identity of the Testimonial Between the Two Shores of the Pacific), *Sulla Via del Catai* 21: 116-134, special issue on "Il corpo della Cina. Sport, politica e identità " (The Body of China. Sport, politics and identity), ISSN: 1970-344-9

“Natura sublime, natura tossica: un caso studio sulla campagna di pubblicità sociale per la tutela ambientale *Shanshui pian* 山水篇 (Il paesaggio)” [Sublime Nature, Toxic Nature: A Case Study on the Environmental Public Service Advertising Campaign *Shanshui pian* 山水篇 (*Landscape*)], *Sinosfere – una rivista sull’universo culturale cinese, Costellazioni – Natura*: 65-79. Available from: <http://www.sinosfere.com> (ISSN 2612-6982)

## 2018

"Happiness with a Chinese Taste': An Interpretive Analysis of CCTV’s 2014 Spring Festival Gala’s Public Service Announcement (PSA) ‘Chopsticks’ (*Kuaizi pian*).” In G. Wielander and D. Hird (eds.), *Discourses on Chinese Happiness*, 64-85. Hong Kong: Hong Kong University Press (ISBN 978-988-8455-72-0)

## 2017

"Making Space for Emotions: Exploring China-Africa 'Mediated Relationships' through CCTV-9's African Chronicles (*Feizhou jishi* 非洲纪事)." *Journal of African Cultural Studies* 29 (1): 131-174 (special issue on China-Africa Media Interactions: Media and Popular Culture Between Business and State Intervention), <http://dx.doi.org/10.1080/13696815.2016.1268952>

## 2016

“The Master Said, The Master Sold? Uses and Misuses of the Confucius Icon in Chinese Commercial Advertising.” In S. Travagnin (ed.), *Religion and Media in China: Insights and Case Studies from the Mainland, Taiwan and Hong Kong*. London: Routledge, 203-224 (ISBN 9781138849396)

## 2014

“Advertising and China: How Does a Love/hate Relationship Work?” In A. Hulme (ed.), *The Changing Landscape of China’s Consumerism*. Cambridge: Chandos/Elsevier, 177-195 (ISBN 9781843347613)

## 2012

“In pubblicità la ripetizione è tutto? Il tormentone degli spot ‘olimpici’ di Hengyuanxiang” [Is Repetition in Advertising Everything? The Torment of Hengyuanxiang’s “Olympic” Ads], in F. Congiu, B. Onnis, C. Pinna (eds.), *Cina. La centralità ritrovata* [China. The Rediscovered Centrality]. Proceedings of the XII AISC Conference, Cagliari: Aipsa edizioni, 439-451 (ISBN: 978-88-95692-59-3)

#### 2011

“Zhongguo bainian Aoyun mengxiang yu dianshi guanggao ‘Ying’er pian” 中国百年奥运梦想与电视公益广告“婴儿篇” [China’s 100-year-old Olympic Dream and the televised PSA “The Infant”], in Liu Linqing, Zhao Jian, Tang Zhongpu (eds.), *Zhongguo gongyi guanggao nianjian 1986-2010* (China Public Service Advertising Yearbook 1986-2010), Beijing: Gongshang chubanshe, 411-415 (ISBN: 978-7-80215-493/F.746)

#### 2010

“Il volto ‘nascosto’ di Pechino: immagini e slogan dalla metropolitana” [The “Hidden” Face of Beijing: Images and Slogans From the Tube], in P. De Troia (ed.), *La Cina e il Mondo* [China and the World]. Proceedings of the XI AISC Conference, 2010 Roma: Edizione Nuova Cultura, 305-320 (ISBN: 978-88-6134-492-1)

#### 2009

“La pubblicità sociale cinese in bilico tra finalità opposte: il ‘Caso di zia Gong Li’” [Chinese Public Service Advertising Hovering Between Opposing Goals: The “Case of Auntie Gong Li”], *Asiatica Venetiana* 10/11, 137-154 (ISBN: 978-88-7543-235-3)

#### 2008

“Come si costruisce un sogno: slogan pubblicitari a servizio delle Olimpiadi di Pechino 2008” [How to Construct a Dream: Advertising Slogans to Serve the 2008 Beijing Olympics], *Cosmopolis* 3(1), 43-53 (ISSN: 1828-6771)

#### 2006

“Chinese Public Service Advertising Towards the World”, in Lu Riliang & Fan Wen (eds.), *Globalisation and Human Development*, Yinchuan: Ningxia Renmin Chubanshe, 441-452  
“Ad Spot Award 2006: la Cina è protagonista” [Ad Spot Award 2006: China Plays the Leading Role], *Mondo Cinese*, CXXIX, October-December, 69-75 (ISSN: 0390-2811)

#### 2005

“La pubblicità sociale in Cina: un quadro generale” [Public Service Advertising in China: an Introduction], *Mondo Cinese*, CXXIII, April-June, 33-40 (ISSN: 0390-2811)

### NON-ACADEMIC PUBLICATIONS

- "Playing with Chopsticks in China is not funny: A critical reading of the controversy over D&G's 'Eating with Chopsticks' ad", *Asia Dialogue*, the online magazine of the University of Nottingham Asia Research Institute (17 December 2018)
- “The Notorious Qiaobi: Behind the Scenes of an ‘Ad Controversy’ Foretold?”, China Policy Institute Blog, University of Nottingham (10 June 2016)
- “Cina e Africa si incontrano nel ‘Parrucchiere di Li Xia’” [China and Africa Meet in “Li Xia’s Salon”]
- “Il ‘Caso da Vinci’ e il ‘Made in Italy’ in Cina: quanti misteri ancora da svelare?” [The “Da Vinci Case” and “Made in Italy” in China: How Many Mysteries Still Out There?], *Cineriesie*, now available here: <http://advertisingchina.blogspot.it> (in English)
- “Intervista a Chris Berry” [Interview: Chris Berry], *Mondo Cinese* 151, 104-107 (ISSN:0390-2811)
- “Langman shuicheng Weinisi huwai guanggao yinxiang” 浪漫水城威尼斯的户外广告印象 [On Outdoor Advertising in Venice], *Asia Outdoor* 33, 115-117 (ISSN: 1814-4918)



- “Sell to the People: Perspectives on Chinese Commercial Advertising”, *China Media Observatory Newsletter*, 03/08, 2-4 (ISSN: 1664-5847)
- “Comunicazione sociale nel paese della Grande Muraglia” [Social Communication in the Country of the Great Wall], *Comunicazione pubblica* 97, June/August 2006, 32-33

## TRANSLATIONS (CHINESE-ITALIAN)

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**2008** Short story 木马 (La giostra) by Hung Hung. In Chihoi and Hung Hung, *Il treno*, 75-85. Bologna: Canicola. ISBN 978-88-87827-84-2

**2012** Comic stories: “L’album dei ricordi”, “Starsflavour” (by Tang Yan); “L’utopia dello struzzo” (by Ann Xiao); “In automobile”, “Dal parrucchiere”, “Al ristorante”, “BYD”, “Bonjour”, “In banca”, “Chang’anjie”, “L’anguria”, “In metropolitana”, “Skylight” (by Wen Ling); “La storia della scimmietta” (by Tuo Xiaozhi); “Pasta pomodoro e uova” (Yue Ming); “La nave” (by Storyof). In E. Chiericato, L. Cupido (eds.), *Canicola* 11(1). Bologna: Canicola. ISBN 9788890694103

## POSTER PRESENTATIONS

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“China Adtalks: Advertising to Children and Young People in China”, presented at the CAHSS Research Salon, University of Leicester, 26 March 2018

## PAPERS AND PANELS AT INTERNATIONAL CONFERENCES

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2024 “The Improbable Encounter between Confucius, Alan Turing and the New Chinese Families. A Semiotic Analysis of the Advertising Campaign ‘The New Dao of Governing the Home’ (新治家之道) for the Haier Smart Home Products”, CIVIS event (6 May, Genoa)

“L’identità culturale e visiva dei Giochi Olimpici cinesi” [The Cultural and Visual Identity of Chinese Olympic Games], Research Day organised by the Department of Modern Languages and Cultures (17 April, Genoa)

2023 “Olimpiadi cinesi e cultura promozionale: uno studio sull’identità visiva e la promozione dei Giochi Invernali di Pechino 2022” [Chinese Olympics and Promotional Cultures: A Study on the Visual Identity and the Promotion of the Beijing 2022 Winter Games], AISC conference (21-23 September, Rome)

2021 “Seguendo le impronte di “White Rabbit” (大白兔): un caso studio sul revival dei marchi noori cinesi” [Following the paw prints of the “White Rabbit” (大白兔): A Case Study on the Revival of China Time-honoured Brands], AISC conference (18-20 November, Turin)

2020 “Environmental Public Service Advertising (PSA) ‘with Chinese Elements’: A Visual Semiotic Analysis of Localized WWF Print Campaigns in Mainland China”, Association française d’études chinoises (AFEC) International Colloquium “Uses and Representations of the Environment in the Chinese World”, Aubervilliers, 16-17 October

Submission of panel proposal “Fuelling the ‘Republican Fever’: Findings from China’s (Audio)visual Popular Culture” and panel abstract “(Re)nationalising Consumerism: ‘I Am a New National Product’ (wo shi xin guohuo 我是新国货) Ad Campaign as a Case Study”, EACS (European Association for Chinese Studies) conference, Leipzig, 25-29 August (to be held in 2021, due to Covid-19)

2019 “La pubblicità sociale per la tutela ambientale in China: due casi studio ‘esemplari’” [Environmental Public Service Advertising in China: Two “Exemplary” Case Studies], AISC Conference, Venice, 5-7 September 2019

“In the Name of Love? Exploring the Representation of Women, Loving Relationships and Marriage in Chinese Controversial Advertising Campaigns”, co-authored with prof. Kara Chan, accepted to be

delivered at Re-Envisioning Gender in China (second conference of the China Academic Network on Gender), to be held at ULB (Université Libre de Bruxelles), 14- 16 February 2019

2018 “(Re)nationalising Consumerism: ‘I Am a New National Product’ (*wo shi xin guohuo* 我是新国货) Ad Campaign as a Case Study”, presented at the event China Adtalks: Advertising to Children and Young People in China, University of Leicester, 26 March 2018

2017 “Intertextuality in Chinese Environmental Public Service Announcements (PSAs): Findings from Two Case Studies”, presented at the Conference on Communication and Environment (COCE), of the International Environmental Communication Association (IECA), University of Leicester, 29 June-2 July. Chaired the panel “Promotion: Advertising and Branding”

“The Return of the Oppressed: a Historical Account of the Rehabilitation of Advertising Creativity in China”, presented at the conference “Competition and Collaboration in the Cultural and Creative Industries”, University of Southern California-Shanghai Jiaotong University Institute of Cultural and Creative Industry (ICCI), Shanghai, 5-7 June. Organised the panel: “Advertising and Creativity in China: History, Present and Future”)

“Branding China through Olympic Public Service Announcements (PSAs): An Exploration of the ‘Beijing Opera Series’ (*Jingju xilie* 京剧系列)”, presented at the ABC (Association of Business Communication) Asia-Pacific Conference, Hong Kong Polytechnic University, Hong Kong 10-12 June. Co-chaired the panel: Advertising and Branding

2016 “The Master Said, the Master Sold? Uses and Misuses of Confucius Icon in Chinese Advertising”, presented at the *ICA Conference*, Fukuoka (Japan), 9-13 June (Sub-unit: Intercultural Communication)

"Moments of 'Happy Chinese Taste': an Interpretive Analysis of CCTV New Year's PSA 'Chopsticks' (*Kuaizi pian* 筷子篇)", presented at the two-day event: *Perspectives on Chinese Happiness* organised by the University of Westminster and True Art Theatre (29-30 June)

"Unwrapping Contemporary China through Advertising: Why Ideology, Identity, and Creativity (Still Matter)", presented at the College of Social Sciences, Arts & Humanities (CSSAH) Research Salon *Researching China*, University of Leicester (Leicester, 10 May)

“A Journey of Memory’: Exploring China’s media memory of Africa in CCTV-9’s Chronicles of Africa”, presented at the international conference *Building Images: Exploring 21st Century Sino-African Dynamics through Cultural Exchange, Media Representation, and Translation*, University of Nottingham (Nottingham, 14-16 Jan)

2014 "Moments of "Chinese Flavour Happiness": Exploring the TV PSA Chopsticks (*kuaizi pian* 筷子篇)", presented at the workshop *Happiness as Political and Ideological Category in Today's China*, University of Westminster (London, 7 Nov)

"The Master Said, the Master Sold: Representations of Confucius in Chinese Advertising", conference of the *International Society for Media, Religion and Culture*, University of Kent (Canterbury, 4-6 August)

"Let a Billion Watch a Continent: Representations and Ideology in Documenting Africa (*Feizhou jishi*)", *Africa in the Global South: Biographies of Mobility and Aspirations of Success*, Goethe University (Frankfurt, 15-18 May)

2013 “IN & OUT (of China): Brands as Soft Power”, *Communicating Soft Power*, University of Westminster (London, 9-10 Sept)

2012 “Representing the African ‘Other’ in Italian and Chinese Advertising”, *Red Lanterns Among Baobabs: China and Africa Between Reality and Perceptions*, Ca’ Foscari University (Venice, 13 March)

2011 “ADvisions of Shanghai Expos 2010”, *Chineseness and Globalization in Contemporary China*, Ca’ Foscari University (Venice, 11 Nov)

“Chinese Performances, Western Gazes: the Display of China’s Civilisation and a New World Order through Olympic Public Service Advertising”, *Communicating Civilisations and a New Global Order*, SOAS (London, 5-7 Sept)

2010 “The East (Re)goes Red, the City Goes *Shuang*”, *City Portraits: Beijing*, IUAV University, (Venice, 15 Dec)

“Chinese Performances, Western Gazes: the Construction of China’s Visibility Through Olympic Public Service Announcements (PSAs)”, *International Sinology Forum* (Oporto, 5-7 March)

2006 “Chinese Public Service Advertising: a Result of Modernity, a Tool for Modernisation”, *Modernisation, Modernity & the Media in China*, China Media Centre, University of Westminster (London, 15-16 June)

2005 “Maixiang quanqiu de Zhongguo gongyi guanggao” 迈向全球的中国公益广告 (Chinese Public Service Advertising Towards the World), *Globalisation and Human Development*, Beijing Jiaotong University (Beijing, 25-27 June)

## INVITED LECTURES AND INDUSTRY TALKS

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2025 “Confucio nella pubblicità cinese contemporanea. La tradizione culturale a servizio dell'innovazione tecnologica” (Confucius in Contemporary Chinese Advertising. Cultural Tradition To Serve Technological Innovation), Dipartimento di Lingue, Letterature e Culture Straniere, University of Bergamo (3 March)

“La pubblicità creativa in Cina. Storia, linguaggi, strategie” (Creative Advertising in China. History, Languages, Strategies), Liceo Linguistico Internazionale “Grazia Deledda”, Genoa (28 Feb)

“I linguaggi della pubblicità cinese. Parole, immagini, suoni di Cina” (The language of Chinese advertising. Words, images, sounds of China), Liceo Ginnasio Statale “Melchiorre Gioia”, Piacenza (7 Feb)

2024 “Tradizioni e simboli della Festa di Primavera nella pubblicità cinese” (Traditions and symbols of the Spring Festival in Chinese Advertising), *Chinese New Year in Genoa*, Genoa (10 Feb)

2020 “La traduzione pubblicitaria: linguaggi, strategie e problematiche” (Translating Advertising: Languages, Strategies and Issues) Webinar, Ca’ Foscari University Venice (12 May)

2018 “Happiness, in Chinese Sauce: A Study on Social Values and Cultural Identity through the No-Profit Ad “Chopsticks” (*Kuaizi*)”, University of Turin (20 December)

2017 “China’s Media Soft Power and Africa: Exploring the Emotional Dimension of China-Africa Relations”, University of Trieste, Gorizia Campus (7 Nov)

“China’s ‘Emotional Bond’ to Africa: Exploring China-Africa Mediated Relations in CCTV- 9’s Documentary *African Chronicles (Feizhou jishi)*”, Shanghai International Studies University (8 June)

“Advertising and Creativity in China: a diachronic study”, “Looking Eastward: Culture and Communication in China”, University of Bergamo (10 April)

2016 “Researches Fair: Online Meeting of the Advertising Research Temporary Working Group”, organised by the ECREA TWG on advertising research (22 Dec)

“Communication, Marketing and Advertising for and from China”, MA in Global Management (China), Ca’ Foscari University (15 and 19 Dec)

“The Confucius Icon in Chinese Commercial Advertising: a Semiotic Analysis of Two Case Studies”, Department of Philosophy, Social Sciences and Education, University of Perugia (14 Dec)

2015 “Communication, Marketing and Advertising for and from China”, MA in Global Management (China), Ca’ Foscari University (9-10 Dec)

“Communication, Marketing and Advertising for and from China”, MA in Global Management (China), Ca’ Foscari University (7-8-9 Jan)

2014 “Communication, Marketing and Advertising for and from China”, MA in Global Management (China), Ca’ Foscari University (8-9-10 Jan)

2013 “The ‘Long March’ of Chinese Brands: 2008 and Beyond”, Contemporary China Centre, University of Westminster (23 Oct)

2012 “Logos, Brands, Marketing of China and to China”, Master in International Marketing and Communication – UPA, Ca’ Foscari University (19 Jan)

2011 “Words, Sounds, Images of Chinese Advertising”, in collaboration with the Centre on Cultures and Economies of Globalisation (CEG) and the Department of Asian and North African Studies, Ca’ Foscari University (Treviso, 17 Nov)

“The New Horizons of Chinese Advertising”, Confucius Corner, Confucius Institute, Turin University (27 Oct)

“How to Successfully Enter the Chinese Advertising Market”, entrepreneur course *The Merchant and the Dragon*, in collaboration with the Foreign Centre for the Veneto Region Chambers of Commerce (Mestre, 20 Sept)

2010 “Beijing Welcomes You: Words, Images, and Sounds from Beijing 2008 Olympics”, during VeNight: the European Researchers’ Night, promoted by the European Commission (Venice, 24 Sept)

“Advertising and Product Marketing in China”, entrepreneur course Venice at Shanghai Expo 2010: An Opportunity to Promote the Economic System, in collaboration with Comitato Expo Venezia and Foreign Centre for the Veneto Region Chambers of Commerce (Marghera, 26 Jan)

“Bits of Chinese Language and Culture” and “Advertising in the Chinese Market”, Postgraduate Degree in Strategic Communication, University of Padua (8 Jan)

2008 “Public Service Advertising in Chinese Television”, Master in Management of Social, Political and Institutional Communication (MASPI), IULM University (Milan, 26 Febr)

“Commercial Advertising in China from 1949 to 2007: Stasis, Return, Development and New Trends”, Master in Oriental Public Relations AteneoImpresa (Rome, 6 Febr)

“Commercial Advertising in China”, Course in Commercial Negotiation with East Asian Countries, Department of East Asian Studies, Ca’ Foscari University (17 April; 4 Dec)

2007 “Public Service Advertising in Chinese Television”, Faculty of Foreign Languages, University of Bologna (29 Nov)

“Commercial and Public Service Advertising in China”, Master in Culture, Economy, Law in the Internationalisation Processes to China - CEDIC (Prato, 9 Nov)

2006 “Public Service Advertising in Chinese Television”, Master in Management of Social, Political and Institutional Communication (MASPI), IULM University (Milan, 15 Febr)

## **ACADEMIC LEADERSHIP (UNIVERSITY OF LEICESTER)**

**Programme Director MA Media and Advertising** (Jan 2015-Nov 2020)

Proven experience and evidence of achievements in: planning and updating the existing curriculum; managing and administrating the MA across two different Schools (School of Media,

Communication and Sociology and School of Business); coordinating and motivating a team; promoting the MA across different platforms; monitoring and guaranteeing students’ satisfaction and academic quality; communicating with the External Examiner; liaising with practitioners and organising guest lectures; envisioning the future development of the MA

**Leader of the Research Group “International Promotional Cultures and Communication”**

(June 2016-Nov 2020)

Proven experience and evidence of achievements in: planning, building and coordinating a team across different Schools; identifying funding opportunities and support; promote team-work and interdisciplinary collaborations

### **Facilitator of Institutional Links with Chinese Universities**

(June 2017-Nov 2020)

Proven experience and evidence of achievements in: welcoming academic delegations from mainland China; interpreting and facilitating during institutional meetings, both linguistically and culturally; planning and setting up agreements for joint degrees; visiting Chinese partners and establishing new collaborations (teaching and research)

**Leader of the Research Cluster “Public Communication”** (February 2019-Nov 2020)

## **ACADEMIC EVENT ORGANISER AND SCIENTIFIC CURATOR**

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- Organiser of a series of books' presentations on contemporary China, in collaboration with the students' group “Ni hao, Genova!” (autumn 2024, Genoa)
- Organiser of the screening of Chinese-language film, in collaboration with the students' group “Ni hao, Genova!” (autumn 2023, Genoa)
- Organiser of the online seminars “The knowledge of Chinese language and the professional paths it opens”, in collaboration with the students' group “Ni hao, Genova!” (April/May 2022, Genoa)
- Organiser of the first China Adtalks: Advertising to Children and Young People in China, held at the University of Leicester, 26 March 2018
- Member of the Leicester Local Organising Committee of the 14<sup>th</sup> biennial Conference on Communication and Environment (COCE 2017) of the International Environmental Communication Association (IECA)
- “Researching China”, a one-day event organised through ChiSRA (China Studies Research Alliance) on the importance of creating and promoting knowledge on China across Departments and Schools, University of Leicester (10 May 2016). Selected and organised the speakers and promoted the event, together with the other Committee members of ChiSRA
- “2008: The ‘Long March’ of Chinese Brands”, special review on Chinese advertising and branding presented at the 2nd edition of Ca' Foscari Short Film Festival (29 March 2012). Selected and organised into categories the most significant TV ads created in China in 2008; translated the copies from Chinese to English; planned to screen the review in several universities and professional associations (national and international)
- “Red Lanterns Among Baobabs: China and Africa Between Reality and Perceptions”, international conference, Ca' Foscari University (13 March 2012). Collaborated with a student group (“Silkworms”) in programming and budgeting the event; applied for funding; obtained a grant (€3,000); organised and provided scientific assistance during the event
- “The ‘Revival’ and Disenchantment of Revolutionary Culture in Post-Revolutionary China”, lecture by Prof. Tao Dongfeng (Capital Normal University), Ca' Foscari University (21 Oct 2010). Raised funding; contacted the guest speaker; organised the lecture and his stay in Venice; provided the interpreting service Chinese-Italian and administrative assistance
- “Contemporary Chinese Culture and Society through Advertising”, lecture by Prof. Liu Linqing (Communication University of China), Ca' Foscari University (21 Sept 2010). Raised funding; contacted the guest speaker; organised the lecture and his stay in Venice; provided the interpreting service Chinese-Italian and administrative assistance
- “Pop in Progress: Workshop on Chinese Popular Culture”, international seminar, Ca' Foscari University (Oct-Dec 2009). Collaborated with a doctoral student group (“D.A.O.”) in programming and budgeting the event; applied for funding; obtained a grant (€3,000); organised and provided scientific assistance during the event

- “From China, With Love”, special review on Chinese public service advertising presented at AD Spot Award (Florence, Oct 2006). Selected the most significant PSAs created in China; translated the copies from Chinese to Italian; presented the review

## DISSEMINATION ACTIVITIES (ENTERPRISE AND CITIZENSHIP)

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- “The University Role in Sino-Italian Relationships”, presented at the China Day business event, in collaboration with Liguria International (Genoa, 13 May 2024)
  - “Education and Training *on* China: How We Are Contributing”, presented at Gateway to China, in collaboration with Leicester Business Festival and Leicester City Council (Leicester, 26 Oct 2017)
  - “Understanding the Chinese Consumers – a Taster”, Leicester Business Festival, Tourism and hospitality section, in collaboration with the Leicester City Centre (Leicester, 3 Nov 2016)
- "The Rise of Chinese Brands", evening talk at the Museum of Brands, Packaging and Advertising, which included the screening of my review: “2008: the ‘Long March’ of Chinese Brands” (London, 21 Oct 2014)
- “Enter the Real Dragons Den: Chinese Social Media 2014”, Social Media Week London, where I contributed with the presentation "Advertising in Chinese Social Media: Exploring the Global, Local and Social" (London, 22 Sept 2014)

## MEMBERSHIPS

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### Associations:

AAS (Association of Asian Studies)

AISC (Italian Association of Chinese Studies)

CAA (Chinese Advertising Association)

EACS (European Association of Chinese Studies)

IAMCR (International Association of Media and Communication Research) ICA (International Communication Association)

### Research Groups:

Branded Content Research Network (University of East London)

Research Group on Chinese Public Service Advertising (Communication University of China)

## ACADEMIC PEER-REVIEWS

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2024 Reviewed an article on China’s CCTV Spring Festival Gala (for the academic journal *China Information*)

2023 Reviewed an article on the “Taiwan brand” (for the academic journal *Sulla via del Catai*)

2020 Reviewed an article on Chinese media for the academic journal *Sulla via del Catai*

Reviewed an article on Weibo native advertising for the academic journal *Global Media and China* (Sage)

Reviewed three abstracts for the 8<sup>th</sup> European Communication Conference (ECC, 2-5 October, Braga), International and Intercultural Communication section

2019 Reviewed an article on Chinese creative industries for the academic journal *Annali di Ca’ Foscari*

2017 Reviewed an article on the representation of Chinese women in cigarettes cards advertising for the academic journal *East Asian Journal of Popular Culture* (Intellect)

Reviewed the edited book *The Advertising Handbook* (4<sup>th</sup> ed.), edited by J. Hardy, I. MacRury and H. Powell (Routledge)

Reviewed two articles for the AISC conference proceedings

2016 Reviewed the book *Advertising and Promotional Culture*, by D. Marshall and J. Morreale (Palgrave)

Reviewed the book *Advertising and Promotion* (4<sup>th</sup> ed.), by C. Hackley and R. A. Hackley (Sage)

2014 Reviewed the book *Advertising and Consumer Culture in China*, by Li Hongmei (Polity Press)

Reviewed an article for the academic journal *the Poster* (Intellect Ltd.) 2009 Reviewed an article for the academic journal *the Poster* (Intellect Ltd.)

## ACADEMIC AND INDUSTRY OVERSEAS LINKS

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- Universities with strong Chinese Studies' programmes based in the UK and Europe; China and Hong Kong
- Universities with strong advertising/media and communication programmes based in the UK and Europe; China and Hong Kong; Nigeria and Ghana; United States and Australia

## PROFESSIONAL EXPERIENCE

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- Freelance Consultant (ongoing)  
IPA, Institute for Practitioners in Advertising, London IBi (International Brand Incubator) project, with specific reference to China (December 2012)
- Freelance Interpreter and Tourist Assistant (2007-today)  
Duties: collaborated with several translation and interpreting agencies (Rapitrad, Just!) and travel agencies (Olinad Golf & Tours, Baltur S.p.A., etc.), and provided interpreting services and tourist assistance during Chinese delegations' business trips, commercial negotiations and institutional meetings
- Marketing Research Assistant (June-August 2007)  
QS Network, the leading global career and education network (London)  
Duties: PR with Chinese universities; provided the information for the QS World University Rankings (area China); online marketing
- Radio Correspondent (2004)  
China Radio International (CRI); Caterpillar (Beijing)
- Assistant for Italian companies interested in investing in the Chinese market (2002) Italian Chamber of Commerce in China (Beijing, September-November)  
Duties: helped Italian companies interested in the Chinese market in order to find suitable partners in China  
Foreign Centre for the Veneto Region Chambers of Commerce (Marghera, May-August) Duties: provided Italian companies with the necessary information to invest in China

## MEDIA APPEARANCES AND INTERVIEWS

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Radio Interview: [Radio Babboleo](#) (February 2024)

TV Interview: [PrimoCanale](#), [TeleNord](#), [Global Web TV](#) (February/March 2024)

BBC Sunday Politics – East Midlands (15 Oct 2017)

“Intervista a Giovanna Puppini” [Interview: Giovanna Puppini], *Mondo Cinese* (special issue on Chinese creative and cultural industries), 145-149

“First Thoughts: View from an Expert”, by Felicia Schwartz, *Cultural Snapshot – China*, Canvas8 (Nov 2016), 3

Skype interview for “Tolk!Tolk! – Talks with professionals”, by Dora Cappellese, topic: Communicating Effectively with the Chinese (29 January 2014) <http://www.doracarapellese.it/>

“Una Cina quasi schizofrenica: Incontro con Giovanna Puppini” [A Semi Schizophrenic China: Interviewing Giovanna Puppini], by Giuseppe Mazza, *Bill: un'idea di pubblicità* 3 (April 2012), 44-46

“Intervista a Giovanna Puppini - La “Lunga Marcia” dei marchi cinesi [Interviewing Giovanna Puppini – author of “The ‘Long March’ of Chinese Brands”], di Sonia Montrella, AGIChina 24 (17 April 2012) <http://www.agichina24.it/>

“Intervista audio a Giovanna Puppini” [An Audio Interview with Giovanna Puppini], by Mario Modica <http://www.spotandweb.it/> (1st April 2012)

“I Bachi da Seta Raccontano: ‘Red Lanterns among Baobabs’, Cina e Africa tra realtà e percezioni” [The Silkworms Talk about ‘Red Lanterns among Baobabs: China and Africa between Reality and Perceptions’], Radio Ca’ Foscari (27/03/2012) <http://www.radiocafoscari.it>

“Intervista a Giovanna Puppini” [Interviewing Giovanna Puppini], by Giulia Ziggioni, AGIChina 24 (21st May 2010) <http://www.agichina24.it/expo-2010/interviste/>

“Grande Muraglia di studenti” [The Great Wall of Students], by Emma Lupano, *Corriere Lavoro* (1st April 2005) <http://archiviostorico.corriere.it/2005/>

Genova, 6 March 2025