TEXAS STATE VITA

Pinfan Zhu

I. Academic/Professional Background

Educational Background

Degree	Year	University	Major	Thesis/Dissertation
PhD	2004	Texas Tech University	Technical Communication and Rhetoric	Communicating Traditional Chinese Medicine across Cultures: Rhetorical and Linguistic Challenges and Possible Solutions
MA	1988	Kunming University of Science and Technology	Applied Linguistics	Voice Quality settings
BA	1982	Guangxi Normal University	English Literature	Figures of Speech in Slang Expressions

University Experience

Position	*University*	*Dates*
Full Professor	Department of English, Texas State University-San Marcos	2016-present
Associate Professor	Department of English, Texas State University-San Marcos	2011-2015
Assistant Professor	Department of English, Texas State University-San Marcos	2005-2010
Lecturer	Texas Tech University, Lubbock. TX	2004-2005
Teaching Assistant	Texas Tech University, Lubbock. TX	2000-2004
Associate Professor	Guangxi Normal University, China	1997-2000

Relevant Professional Experience

Position	*Institution*	*Dates*

Senior Technical Editor Guilin Planning Bureau, China 1994–1997

Job responsibilities included:

- Reviewing best manuscripts with the editor-in-chief for *The Planner,* which is a nationally distributed academic journal in the Chinese language
- Managing the Column of Translation and the Column of News from Home and Abroad (Specific tasks: translating articles and selecting news from different sources)
- Editing and proofreading the selected contributions
- Document designer for the journal of *the Planner*
- Supervising the production process

Position	*Institution*	*Date*
Senior Technical Translator	Guilin Planning & Design Institute	1988-1994

Job responsibilities included:

- Translating various technical documents such as operating manual, research articles on urban planning and design, landscaping, and architecture, commercial documents, legal documents, government documents, project reports, engineering reports, and feasibility studies
- Interpreter for visiting scholars from other countries
- Editing translated articles for other staff members

Other Professional Credentials

Certificate	*Date*
Online Teaching Certificate (USA)	2014
Professional Certificate of Senior Technical Translator (awarded in China)	1995
Qualified Business English Examiner Certificate (awarded in China)	1998

II. TEACHING

Teaching Honors and Awards

Excellence in Teaching Award for Youth Faculty, Guilin Municipal Education Bureau, 1985

Courses Taught *(G = Graduate)*

Texas State University-San Marcos

US 1100: University Seminar
ENG 3303: Technical Writing
ENG 3304: Professional Writing
ENG 5310: Writing Across Cultures (G)
ENG 5313: Digital Media and Web Design (G)
ENG 5313: Visual Rhetoric (G)
ENG 5313: Discourse Analysis (G)
ENG 5314: International Technical Communication (G)
ENG 5314: Software Documentation, (G)
ENG 5383: Rhetoric for Technical Communication (G)

Texas Tech University

ENG 1301: Freshman Composition
ENG 1302: Argumentation
ENG 2311: Technical Communication

Guangxi Normal University, China

Comprehensive English (levels 5-8) English
Composition
English (levels 1-4) Applied
Linguistics
Foreign Newspapers and Magazines English
Grammar
Phonetics Extensive
Reading
Technical Translation (G)
English Writing (G)

Courses Prepared and Curriculum Development

Graduate courses taught at Texas State such as International Technical Communication, Writing across Cultures, online course of Writing Software Documentation, Visual Rhetoric, Digital Media & web Design, and Discourse Analysis, have been my developed courses, except Visual Rhetoric. These courses had never been taught in our program before I came. They, except ENG 5313: Visual Rhetoric, were "hybrid courses," as well, taught partly online and partly in person at the Round Rock Higher Education Center. These courses are offered for students in the English Department's MA Technical Communication Program and are my primary focus of graduate teaching. Undergraduate courses were also substantially or entirely new preparations such as ENG 3303: Technical Writing and ENG 3304: Professional Writing.

Theses/Dissertations Committees (member)

Thesis committee member for MATC student, Lisa Y. Frackowiak, "How Can Technical Communicators Help Those Suffering from Food Insecurity Gain Access to Nutritious Food ? " Successfully defended, in fall 2015.

Thesis committee member for MATC student, Sarah Bishop, "A Fantasy Existence: Addiction, Social Identity, and Technical Communication in the Massively Multiplayer Online Role Playing Game," successfully defended in spring 2013.

Thesis committee member for MATC tudent, Jeremy T. English The Language of Tools: Examining the Rhetorical Implications of Software Choice," successfully defended in spring 2012.

Thesis committee member for MATC student, Tomecek-Bias "Children of Destiny: Ideograph and Identity in *Momotarō: Umi No Shinpei,"* successfully defended in spring 2011.

Thesis committee member for MATC student, Justing Tucker "Issues of Stress and Writer's Bloack," successfully defended in spring 2010.

Thesis committee member for MATC student, Rebecca Abbott "Antidepressant Websites: A Critical Discourse Analysis Exploring Gender Issues in Medicalization, and Social Reality, successfully defended in fall 2010.

Thesis committee member for MATC student, Cheri Mullins, "From Traditional to Structured Authoring: Transforming People and Information," successfully defended in summer 2006.

Funded Internal Teaching Grant

Library Research Grant, "Teaching a Course in International Technical Communication," 2006 (for purchase of materials to develop a graduate course of MA Technical Communication program).

III. SCHOLARLY/CREATIVE

Published book

Zhu, Pinfan, Constraint Factors Affecting the Effectiveness of Business & Technical Communication across Cultures----From Linguistical, Rhetorical, Visual, and Cultural Perspectives. Macmillan Publisher, June 2024.

Zhu, Pinfan, Communicating Traditional Chinese Medicine across Cultures. Saarbrucken, Germany: Scholar s Press, 2013. Print. (This book was published after tenure).

Translated Books

Mackey, Charles. *Madness Delusion.* Ed. & Trans. Pinfan Zhu et al. Guilin, China: Li River Press, 2000. Print.

Edited Book

Wang, Yulan. *Flower Season of the Youth Blessing*. Ed. & trans. Pinfan Zhu. Guilin, China: Li River Press, 1998. Print.

Nurjannah, Intansari, Jane Mills, Tanya Park, and Kim Usher. "*Conducting a Grounded Theory Study in a Language Other Than English: Procedures for Ensuring the Integrity of Translation." Ed. Pinfan Zhu, Sage Open, Jan. 22, Washington D.C: Sage Publications, 3.0 (2014):1-10. Print.*

Refereed Journal Articles (Those with * were published after tenure).

Zhu, Pinfan, "Cultural Dimensions as Guidelines in Handling Language Problems for Effective Written Communication Across Cultures**"** *International Journal of Linguistic, Literature, and Translation,* Vol.6 No. 12,2023.

Zhu, Pinfan, "Cultural Awareness as a Main Approach to Teaching a Course of Web Customization for Effective Cross-Cultural Communication" *International Journal of Linguistic, Literature, and Translation,* Vol.6 No. 11,2023.

*Zhu, Pinfan, "Cultural Influence on ESL Students' Writing" *International Journal of Linguistic, Literature, and Translation,* Vol. 5 No. 12 (2022) online.

*Zhu, Pinfan, "One Size Does Not Fit All: On Application of Translation Theories to Teaching a Course of Website Localization" *International Journal of Linguistic, Literature, and Translation,*
Vol. 5 No. 8 (2022) online.

*Zhu, Pinfan, "Audience and Purpose as a Means for Improving the Acceptability of Technical Translation" *International Journal of Linguistic, Literature, and Translation*. Vol. 4 No. 7 (2021) online.

*Zhu, Pinfan, "Translation of Traditional Chinese: Gains vs Losses" *International Journal of Linguistic, Literature, and Translation*. Vol. 4 No. 8 (2021) online.

*Zhu, Pinfan, "Nabokov's Art of Translation: Effective Means to Attract a Wide Readership." *International Journal of Linguistic, Literature, and Translation*. Vol. 3 No. 12 (2020) online.

*Zhu, Pinfan, "Well-Received Chinese Rhetorical Strategies as Identified in the Public Speeches and Reports by Chinese Leaders." *Journal of Media and Communication Studies*. Vol.12(4), pp. 46-53, October 2020. 5B8FED865476 online.

*Zhu, Pinfan, "Impact of Business Cultural Values on Homepage Design That May Hinder International Business." *Journal of Technical Writing and Communication.* 46.1 (2016): 105124.

*Zhu, Pinfan, "Against Cultural Influence on Structuring a Discourse for Cross-Cultural Communication." *International Journal of Liberal Arts & Social Science.* 3.3 (2015): 1-10. Print.

*Zhu, Pinfan. "On the Right Strategy for Translating Technical and Business Information" *International Journal of Education and Social Science.* Vol. 2. No.1 (2015): 60-71. Print.

*Zhu Pinfan. "How Translation Criteria May Affect International Business." *Journal of Technical Writing and Communication,* 45. 3 (2015): 299-322. Print.

*Zhu, Pinfan. "Translation Problems in International Business and Their Counter-measures." *Journal for Global Business Education.* 11 (2012):113-18. Print.

Zhu, Pinfan, and Junhua Wang. "Cultural Values Carried in International Business Homepages That Failed to Accommodate the Needs of Cultural Audiences" *Journal for Global Business Education*, 10 (2011): 35-39. Print.

Wang, Junhua, and Pinfan Zhu. "Linking Contextual Factors with Rhetorical Pattern Shift: Direct and Indirect Strategies Recommended in English Business Communication Textbooks in China." Print. *Journal of Technical Writing and Communication* 41.1(2011): 83-107. Print.

Zhu, Pinfan, & Kirk St. Amant. "An Application of Robert Gagne's Nine Events of Instruction to the Teaching of Website Localization." *Journal of Technical Writing and Communication* 40.3 (2010): 286-302. Print.

Zhu, Pinfan. "Problematic Graphics That Affect International Business." *Journal for Global Business Education* 10 (2010): 1-10. Print.

Zhu, Pinfan. "Cross-Cultural Blunders in Professional Communication from a Semantic Perspective." *Journal of Technical Writing and Communication* 40.2 (2010): 179-196. Print.

Zhu, Pinfan. "Semantic Problems That Affect International Business." *Journal for Global Business Education* 9 (2009): 11-20. Print.

Zhu, Pinfan. "Language Problems to Be Coped with in Web Localization." *Journal of Technical Writing& Communication* 39.1 (2009): 57-78. Print.

Zhu, Pinfan, and Kirk St. Amant. "Taking Traditional Chinese Medicine International and Online: An Examination of the Cultural Rhetorical Factors Affecting American Perceptions of Chinese Created Web Sites." *Technical Communication* 54.2 (2007): 171-186. Print.

Zhu, Pinfan. "Emphasis within English Sentences*" College English* (China) 7 (1999): 55-57. Print.

Zhu, Pinfan. "Study of Syntactical Emphasis." *College English* (China) 4 (1997): 23-25. Print.

Non-refereed Articles

Zhu, Pinfan. "Differences in the Use of Non-restrictive Verbs." *Graduates Daily of Kunming University of Technology* (China), September 20, 1987: F1+. Print.

Conference Proceedings

Zhu, Pinfan. "Problems of Traditional Chinese Medicine Translation from Semantic and Syntactic Perspectives." *Proceedings* (American Translators Association, 47th Annual Conference, 2006): 179-196.

Zhu, Pinfan. "Using 'Active Practice' Theory to Design an International Technical Communication Course." *Proceedings* (Society of Technical Communication, 53rd Annual Conference, 2006): 177- 181.

Translations

Books

Guilin Government. *Rough Outline of Guilin.* Trans. Pinfan Zhu. Guilin Daily Press, 1996. Print.

Foreign Economic Relations and Trade Committee of Guilin. *Guilin Foreign Trade in Brief.* Trans. Pinfan Zhu. Guilin, Guilin Daily Press, 1996. Print.

Guilin Planning Institute. *A Famous Tourist City of History and Culture—Guilin.* Trans. Pinfan Zhu. Hongkong: Asian Publishing House, 1990. Print.

Junks, Charles. "Non-linear Architecture." Trans. Pinfan Zhu. *The Planner* 52 (1997): 91-92.Print.

Rockwood, Charles. "Putting the Urb in the Suburbs." Trans. Pinfan Zhu. *The Planner* 51 (1997): 9. Print.

Hopkins, Micheal. "Research into Sustainable Architecture." Trans. Pinfan Zhu. *The Planner* 50 (1997): 78-79. Print.

Mart, Jacque. "Let's Go Round and Round." Trans. Pinfan Zhu. *The Planner* 48 (1996): 67- 68. Print.

.

Richard, Ivan D. "Made to Measure" Trans. Pinfan Zhu. *The Planner* 47 (1996): 67- 68. Print.

Motrin, Cliff. "Colors in the City." Trans. Pinfan Zhu. *The Planner* 46 (1996): 62-66**.** Print.

Papers Presented at Professional Conferences

Zhu, Pinfan, "Blunders Caused by Weak Awareness of Business Etiquette Across Cultures in International Business" International Conference of International Organization of Social Science and Behavioral Research, Oct. 14, Las Vegas, 2019.

Zhu, Pinfan, "Well-Received Chinese Rhetorical Strategies Identified in the Speeches and Reports by Chinese Leaders" International Conference of International Organization of Social Science and Behavioral Research, Oct. 14, Las Vegas, 2018.

Zhu, Pinfan, "How Translation Criteria May Affect International Business." International Conference of International Organization of Social Science and Behavioral Research, Oct. 21, Las Vegas, 2014.

Zhu, Pinfan. "Effective Information Design as an Effective Means to Ensure the Success of International Business." International Conference of International Organization of Social Science and Behavioral Research, New Orleans, LA. 2013.

Zhu, Pinfan, "The Impact of Translation Problems on International Technical Communication." International Organization of Social Sciences and Behavioral Research, Biloxi MS. Sept. 24. 2012.

Zhu, Pinfan. "Impact of Cultural Values on the Usability of International Websites" International Organization of Science and Social Behavior Research Conference, Las Vegas, Nov. 17, 2011.

Zhu, Pinfan. "Bad Design Treatment: How the Reality of Poor Document Design Hinders Health Care Communication." Conference on College Composition and Communication, New Orleans, LA, 2008.

Zhu, Pinfan. "Technological Readiness: How to Make It." Council on Programs in Technical and Scientific Communication, San Francisco, CA, 2007.

Zhu, Pinfan. "Cultural Influence on ESL Students' Writing from a Multi-perspective." Conference of College Teachers of English, Corps Christi, TX, 2006.

Zhu, Pinfan. "Using Active Practice Theory to Design an International Technical Communication Course. 53rd Annual Conference of Society of Technical Communication, Las Vegas, NV, 2006.

Zhu, Pinfan. "Problems of Traditional Chinese Medicine Translation from Semantic and Syntactic Perspectives." 47th Annual Conference of American Translators Association, New Orleans, LA, 2006.

Invited Talks, Lectures, and Presentations

Invited by St. Edwards University, Austin to lecture on Translation, April 20, 2013.

Invited by St. Edwards University, Austin to lecture on Translation, June, 2012.

Participated in and gave advice to National Instrument's Technical Writers' Presentation.2006.
"Writing Problems with Asian Students." Writing Center, Texas State University, 2005.

Journal Articles Reviewed for the Profession

Reviewer/Referee reviewed "Narratives of Marginalization: The Dalit Experience in Bama's Karukku" *for Journal of Foreign Languages, Cultures & Civilizations, August.15, 2025.*

Reviewer/Referee reviewed "Managing Anxiety and Uncertainty Through Nonverbal Communication in Intercultural Communication" *for Journal of Foreign Languages, Cultures & Civilizations, Jun. 13, 2025.*

Reviewer/Referee reviewed “Linguistic Landscape of Salon and Barbershop Signage in Nyamagana District: Language Choice on Signage” for *International Journal of Language and Linguistics.* May 23, 2025.

Reviewer/Referee reviewed "A Cross-Cultural Journey of Moral Metaphors in Chinese and English” for *International Journal of Language and Linguistics*. April 26, 2025.

Reviewer/Referee reviewed “A Descriptive Study on Indonesian-to-English Translations by University Student” for *Business and Professional Communication Quarterly.* Sep. 7, 2024.
"

Reviewer/Referee reviewed “Postcolonialism in Amitav Ghosh's The Glass Palace ” for *International Journal of English and Literature*. July 26, 2024.

Reviewer/Referee reviewed “The Dissolution of Binary Opposites in Erewhon” for *International Journal of English and Literature*. June 10, 2024.

Reviewer/Referee reviewed “Visualizing heat risk: Infographics, eye tracking, and memorability” for *Technical Communication,* March 30th, 2024.

Reviewer/Referee reviewed “Nigerian Arabic and Islamic Drama and the Promotion of Peace and Conflict Resolution among the Muslims: Finding Meaning in Alabi's Al-A'qidatul-haditha (The Modern Creed)” for *International Journal of English and Literature*. June 21, 2023.

Reviewer/Referee reviewed “Motivation Role for Learning English as Foreign Language.” for *International Journal of English and Literature*. March 27, 2023.

Reviewer/Referee reviewed “Translation Style: A Systemic Functional Perspective.” for *International Journal of English and Literature*. February 23, 2023.

Reviewer/Referee reviewed “Comrades in Crises: Comparing the Environmental Catastrophes in Habila’s *Oil on Water* and Ghosh’s *Gun Island.”* for *International Journal of English and Literature*. February 17, 2023.

Reviewer/Referee reviewed “Colonial Discourse Reflection of Ecological Landscape Images in Burmese Days.” for *International Journal of English and Literature*. January 25, 2023.

Reviewer/Referee reviewed **“**Media’s framing of Pandemics: A Case of the COVID-19 coverage in the Pakistani Press” for *the Journal of Media and Communication Study.* September 18, 2022.

Reviewer/Referee reviewed “The Role of persuasive Strategies Used in King Abdullah Speech During COVID-19” for *International Journal of English and Literature*. September 11, 2022.

Reviewer/Referee reviewed "The challenges of learning English as a Foreign Language in Higher Education" for *International Journal of English and Literature.* August 12, 2022.

Reviewer/Referee reviewed "A Corpus-based Cross-Cultural Study on the Multimodality of Chinese and US Corporate Homepages" for *Technical Communication.* July 29, 2022.

Reviewer/Referee reviewed "Rhetorical Devices in Animal Farm and Real World (Case Study of Donald Trump, Imran Khan and Abraham Lincoln) for *International Journal of English and Literature.* June, 28, 2022.

Reviewer/Referee reviewed "Grounded Theory Method and Media Research" for the *Journal of Media and Communication Study.* May 13, 2022.

Reviewer/Referee reviewed "Social Support and Positivity: Analyzing User-Generated Comments on the Instagram Pages of Two Brazilian Cancer Hospitals" for the *Journal of Media and Communication Study.* April 14, 2022.

Reviewer/Referee reviewed "Voicing Participation in Large-Scale Infrastructural Projects: A Contextualization of Participatory Communication in Lamu Port, Kenya" for *the Journal of Media and Communication Study.* March 10, 2022.

Reviewer/Referee reviewed "Mediatization of Indian Politics: An Analysis of Indian News Channels Primetime Shows in Creating Political Awareness among First Time Voters" for *the Journal of Media and Communication Study.* February 16, 2022.

Reviewer/Referee reviewed "Student Satisfaction To Online Learning On Islamic Higher Education In Indonesia During Second Wave Covid-19" for the Journal of *Educational Research and Reviews.* February 15, 2022.

Reviewer/Referee reviewed "Millennials and Public Service Broadcasting in India" for the *Journal of Media and Communication Studies"* July 15, 2021.

Reviewer/Referee reviewed "The Aesthetics of Climate Change" for the *Journal of Media and Communication Studies.* April 5, 2021.

Reviewer/Reference reviewed "Critical Discourse of Nigeria Political Criminalities' and God Fatherism: a Case Study of a Film by Kemi Adetiba 'The King of Boys'" for the *Journal of Media and Communication Studies.* March 27. 2021.

Reviewer/Referee reviewed "Influence of Political Migrants on Emergence of Nigeria's Online Journalism" for the *Journal of Media and Communication Studies.* February 21, 2021.

Reviewer/Referee reviewed "A Lot of Good-will but Little Know-How: Design Requirements for CAD/ CAM Instructional Videos from the Trainer's Point of View" for the Journal of *Technical Communication,* August 10, 2021.

Reviewer/Referee reviewed a book proposal "The infrastructures of writing and design " for journal of *Communication Design Quarterly.* December 15 to 20, 2020.

Reviewer/Referee reviewed ""*Teaching the Holocaust Through Student-Based Documentary: Finding Matilda-by Students, About a Student, for Students*." for the *Journal of Media and Communication Studies. May. 1 to 15, 2020.*

Reviewer/Referee reviewed *" Delegitimacy of 'Single Mux Operator' Policy in the Discussion Process of Revision of Broadcasting Bill in Framing of News Media in Indonesia." for the Journal Media and Communication Studies,* June 23, 2020.

Reviewer/Referee reviewed *"ASSESSING THE COMPLIANCE OF TARABA RADIO WITH NBC CODE FOR DEVELOPMENT PURPOSES" for the Journal of Media and Communication Studies.* March 30 to April 2nd, 2020.

Reviewer/Referee reviewed "Rethinking Some Issues in International Communication in This Era of Fast-Growing Social Media Platforms" for *The Journal of Mass Communication Studies,* Kenya, February 10-25, 2019.

Reviewer/Referee reviewed "The Agenda Setting Role of Mainstream Hindi Cinema: The Study of Aamir Khan's Selected Movies" for the Journal of Mass Communication Studies, Kenya, December 10-15, 2019.

Reviewer/Referee, reviewed "Can Using a Discussion-Board Enhance Writing Practice for EAP/ESL Students?" for *Theory and Practice in Language Studies*, USA, December 12 – 26) 2017.

Reviewer/Referee, reviewed "Ethical Dilemmas in Journalism Practise in Nigeria: The Way Forward" for *Journal of Media and Communication Studies,* UK, June 14 – 17th 2017.

Reviewer/Referee, reviewed "Exploring Arab Media Group's Motivations for Using Facebook" for *Journal of Media and Communication Studies,* UK, December 30 - January 10, 2017.

Reviewer / Referee, reviewed "Role of Mobile Communications in Promoting Political Participation and Engagement among University Students" for *Journal of Media and Communication Studies*. Johannesburg, South Africa. (December 23, 2016 - December 30, 2016).

Reviewer / Referee, reviewed "Exploring Arab Media Group's Motivations for Using Facebook" for *Journal of Media and Communication Studies*. Johannesburg, South Africa. (December 15, 2016 - December 30, 2016).

Reviewer / Referee, reviewed *Engineer's English Textbook*, Bülent Karakaya. Ankara, Turkey. (October 4, 2016 – November 12, 2016).

Reviewer / Referee, reviewed "The Impact of a Cultural Research Course Project on Foreign Language Students' Intercultural Competence and Language Learning" for *Journal of Language*

Teaching and Research. United Kingdom. (September 22, 2016 - September 27, 2016).

Reviewer / Referee, reviewed "Assessment of the Role of Media in the 2015 Nigerian General Election " for *Journal of Media and Communication Studies*. South Africa. (September 16, 2016 - September 21, 2016).

Reviewer / Referee reviewed "Influences of Code Compositions in Webpage Photos by Affordable Fashion Brands on Enhanced Purchase Intention" for *Journal Of Media and Communication Studies*. Johannesburg, South Africa. (August 29, 2016 - September 2, 2016).

Translator, translated Marilene 's 150 PPT presentation slides for Academic Exchange in China. San Marcos, TX, United States. (May 2, 2016 - May 10, 2016).

Reviewer/Editor, edit a speedy English textbook Engineerers' English for a Turkish instructor, 2015.

Reviewer/Referee reviewed the textbook *Writing That Works*, Eleventh Edition for Bedford/St. Martin's by Walter E. Oliu, Charles T. Brusaw, and Gerald J. Alred, Aug. 11, 2014.

Reviewer/Referee, reviewed the textbook *Professional Writing for Today's Workplace* by Gerson & Gerson, for Pearson Publisher April 11. 2014.

Reviewer/Referee reviewed "Multi- competence at the discourse level: A Comparison of Persuasive Essays by Chinese College and High School EFL Students" for *The Journal of Language Teaching and Research, March,* 2011.

Served on the advisory board of reviewers for *Technical Communication: Excelling in a Technological World,* invited by Flat World Knowledge Publisher, 2011-2012.

Reviewer/ Referee, reviewed "Of and Phantasms: Severe Acute Respiratory Syndrome (SARS) and the Rhetorical Construction of 'Bad' Scientific Work," for *Public Understanding of Science* (UK). October, 2010.

Reviewer/Referee, reviewed "Teaching Technical Communication in China," for *Technical Communication*, July 14, 2009.

Translated the biography of Ryan Pollack, a technical writer of National Instruments in China for the Society of Technical Communication, Austin Branch and participated the Branch's academic meeting and contributed knowledge there on April 7. 2009. Received an email of thanks from President Colleen Reilly.

Participated in and gave comments to National Instrument's Technical Writers' Presentation, 2007.

Invited by the Editor-in-chief of Technical Communication, I served on external review panel and peer reviewed and edited the article "Planning a Taiwanese Technical Communication Program" written for the journal of Technical Communication, 2007.

Fellowships, Awards, Honors

"Linking Contextual Factors with Rhetorical Pattern Shift" was nominated by *Journal of Technical Writing and Communication* for the Best Article for Reporting Quantitative or Qualitative Research for 2011.

"Application of Robert Gagne's Nine Principle Instructions to the Teaching of Web Localization" was nominated the NCTE/CCCC Best Article in *Technical and Scientific Communication* Awards for 2010.

Third Prize, Guangxi Grand English Competition, Nanning, Guangxi, China 1992

Excellence Award in All-China Han Suying's Translation Competition, December, 1989.

V. SERVICE Department

Member, served on the Library Committee since 2006. Participated at meetings and contributed ideas.

Member, served on the Creative Writing Committee from 2013- 2014. Participated at meetings and contributed ideas.

Member, served on the Online-Teaching Committee since 2006. Participated at meetings and contributed ideas.

Member, served on Technical Communication Committee since 2006. Participated at meetings and contributed ideas.

Member, served on the Exit Committee since 2020 at the departmental level.

Presenter, "Accommodating Asian Students in a Compositional Class" presentation to TAs of the English Department. Sept. 4. 2013.

Presenter, "Accommodating Asian Students' Writing needs," presented to TAs, 2012.

Presenter, "How to Accommodate Student Diversity" presented to the TAs of the department, invited by Sue Beebe on Sept.4.2011.

Presenter, "Teaching a Student-Centered Writing Class: Diverse Students, Diverse Needs, and Diverse Strategies," presented at the TA Training Workshop, 2010.

Presenter, "Using Gagne's Nine Principles in Teaching a Course of International Technical Communication," a round table presentation for members of Instructional Technologies Support, Texas State University, 2009.

Participant, Moonlight Breakfast, Texas State University, 2007.

Participant, University recycling program, “Pack It Up and Pass It On 2007."

Presenter. “Accommodating Student Diversity from Multicultural Dimensions.” Presentation for Teaching Assistants of the Department. Fall, 2006.

Presenter, “How to Accommodate Student Diversity.” Presentation for Teaching Assistants of the English Department, fall, 2005.

Presenter, “ESL Writing Problems.” Presentation for Teaching Assistants of the Writing Center of the Department of English. Fall, 2005.

Presenter. "How to Work with Asian Students in Class." oral presentation to TAs of the English Department on Sept. 7, 2009.

.

Service to Profession

Member of Editorial Board of *International Journal of Language and Linguistics*, UK, 2024.

Member of Editorial Board of *International Journal of Language & Literature,* Britain, 2024.

Member of Editorial Board of *Chinese Traditional Medicine***.** Hunan University, China, 2016 -2018.

Member of Editorial Board of *Journal of Media and Communication Studies*. Nairobi, Kenya. 2018.

Referee for the University’s Composition Competition, March 2017.

Supervised a Chinese visiting scholar in field of translation as a mentor 2015.

VI. ORGANIZATIONS

Current member:

National Business Education Association, National Council of Teachers of English of USA National Arbor Association, USA.

Past member:

American Translators Association,

Society for Technical Communication

VII. SERVICES HONORS AND AWARDS

English Department Nominee, Presidential Award for Excellence in Service, 2005.

Excellent Young Teacher of Guilin Education Bureau, China, 1985.