

BEI CAI, Ph.D.

Associate Professor
School of Communication Studies
Kent State University-Stark

Academic Address
Communication Studies
Kent State University-Stark
6000 Frank Ave. N.W.
North Canton, OH 44720
(330) 244-3416
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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

"Faculty Recognition Award" (2016), presented by University Teaching Council, Kent State University

"Faculty Recognition Award" (2015), presented by University Teaching Council, Kent State University

"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. (2015, Nov). “Chinese President Xi Jinping’s ‘Chinese Dream’: A preliminary exploration”. To be presented at the annual conference of the National Communication Association, Las Vegas, Nevada.

Cai, B. (2015, Nov). “Embracing opportunities of cultural diversity and overcoming barriers in Intercultural Communication.” To be presented

at the annual conference of the National Communication Association, Las Vegas, Nevada.

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/International Communication
Gender, Culture and Communication
Rhetoric and Chinese Political Communication

UNIVERSITY TEACHING & ADMINISTRATION

2002 (Assistant Professor)-Present (Associate Professor)
Department of Communication Studies
Kent State University-Stark, North Canton, OH

Introduction to Human Communication
Intercultural Communication

Intercultural/International Communication (graduate-level)
 International Communication
 Communication & Influence (Writing Intensive)
 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 to fulfill the objectives for KSUCC
- Assisted in developing MOUs with leading Chinese universities
- Spearheaded the branding and marketing campaign for KSU in China
- Strategized and executed a successful recruitment model
- Identified, contracted and trained 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 processes to advance joint-degree programs
- Arranged KSU administrators' China visits for partnerships development
- Assisted KSU faculty/students' study-abroad programs

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

PROFESSIONAL AND ORGANIZATIONAL SERVICES

At Kent State University

Member, Faculty Advisory Committee (FAC), AY 2021-2022
Member, College Advisory Committee (CAC), AY 2020-2021
Member, College Advisory Committee (CAC), AY 2019-2020
Member, Undergraduate Studies Committee, AY 2018-2019
Member, Undergraduate Studies Committee, AY 2017-2018
Member, Dean's Search Committee, AY 2015-2016
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 2013
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, Global Outreach Task Committee, AY 2021-2022

Member, Diversity, Equity, and Anti-Racism Committee, AY 2021-2022

Member, Global Outreach Task Committee, AY 2020-2021

Member, Diversity, Equity, and Anti-Racism Committee, AY 2020-2021

Member, Global Outreach Task Committee, AY 2019-2020

Member, Global Outreach Task Committee, AY 2018-2019

Member, Academic Planning Committee, AY 2018-2019

Chair, Academic Planning Committee, AY 2017-2018

Member, Global Outreach Task Committee, AY 2017-2018

Member, Faculty Council, AY 2017-2018

Member, Student Research Travel Committee, AY, 2015-2016

Member, Student Complaint Committee, AY, 2015-2016

Member, Communication Tenure-Track Search Committee, AY2015

Member, Marketing Tenure-Track Search Committee, AY 2015

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, Comm 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, Comm Studies non tenure-track Search Committee, AY 2004-2005

Chair, Comm 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, Comm Studies non Tenure-Track Search Committee, AY2002-2003

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