

許弘諺 Hung-Yen Hsu

Ph.D. Candidate, College of Communication, National Chengchi University
(NCCU), Taiwan

Email: s880453@gmail.com • **ORCID:** [0000-0002-7057-0338](https://orcid.org/0000-0002-7057-0338) • **Affiliation:** College of
Communication, NCCU

Address: No. 64, Sec. 2, ZhiNan Rd., Wenshan District, Taipei 11605, Taiwan (R.O.C.)

EDUCATION

Ph.D. Candidate — College of Communication, National Chengchi University (2020–present)

- Dissertation: *Mediatization of Political Rituals in Contemporary China: Power, Symbols, and Ideology in Xinwen Lianbo (2007–2023)*
- Advisor: Distinguished Prof. Mei-Ling Hsu (Department of Journalism, NCCU)

M.A. — Graduate Institute of National Development, National Taiwan University (2017–2020)

- Thesis: *Discourse Analysis of the Chinese Communist Party's United Front Propaganda toward Taiwan (1949–2019)*
- Advisor: Assistant Prof. Hsiu-Ling Wu (Graduate Institute of National Development, NTU)

B.A. — Political Science and Law (double major), Soochow University (2011–2016)

Research Interests: Media control and propaganda in China • Political communication • Media and political rituals • AI and big-data analysis

PUBLICATIONS

1. Lin, Y.-Y., and Hsu, H.-Y. (2024). **Co-optation behind the screen: United Front work on Chinese private TV drama enterprises in the Xi era** [螢光幕後的籠絡工程：習近平時代對中國電視劇民營企業的大統戰分析]. *Mainland China Studies*, 67(3), 33–64. [https://doi.org/10.30389/MCS.202409_67\(3\).0002](https://doi.org/10.30389/MCS.202409_67(3).0002) [In Chinese]

2. Hsu, H.-Y. (2021). **Reviewing *Red Infiltration*: China's media layout for external propaganda** [中國大外宣的媒體布局：評介《紅色滲透》]. *Mass Communication Research*, **149**, 197–203.
<https://doi.org/10.30386/MCR.202109.0021> [In Chinese]

CONFERENCE PAPER

International

1. Hsu, Hung-Yen (December 2025). *Beyond Translation Barriers: Exploring the Performance Breakthrough and Potential of Generative AI in Fine-Grained Emotion Analysis of Chinese Risk News*. Society for Risk Analysis 2025 Annual Meeting, Washington, DC, USA. [First author; presenter]
2. Hsu, Mei-Ling; Hsu, Hung-Yen; and Heng, Esther Hiu Tiap (August 2025). *Fact-checking COVID-19 Vaccine Disinformation as an Emerging Health Risk Communication Approach in Taiwan*. 108th AEJMC Annual Conference, San Francisco, USA. [NSTC 110-2410-H-004-136-MY2] [Outstanding Paper Award]
3. Hsu, Hung-Yen and Lin, Ya-Yin (July 2025). *Relational Power Behind the Screen: Analyzing United Front Networks in China's Television Drama Industry*. 29th IPSA World Congress of Political Science, Seoul, South Korea. [First author; presenter]
4. Hsu, Hung-Yen (October 2024). *Mediatized Rituals Construction under Ideotainment: The Case of State-owned Chinese Television Dramas*. Asian Congress for Media and Communication (ACMC) International Conference, Ho Chi Minh City, Vietnam. [First author; presenter]
5. Hsu, Hung-Yen (September 2024). *The Next Wave of Cultural Imperialism? An Initial Exploration of the Framework for China's Soft Power Dissemination*. 30th AMIC Annual Conference, Beijing, China. [First author; presenter]
6. Hsu, Hung-Yen and Hsu, Mei-Ling (June 2024). *Xinwen Lianbo as a Mediatized Ritual: Construction of Party-State Identity in China*. IAMCR 2024, Christchurch, New Zealand. [First author; presenter]
7. Hsu, Mei-Ling and Hsu, Hung-Yen (June 2024). *Mediatized Rituals: Exploring the Vaccine Rumor Discourse amid the COVID-19 Pandemic in Taiwan*. IAMCR 2024, Christchurch, New Zealand. [NSTC 110-2410-H-004-136-MY2]

Domestic (Taiwan)

7. Hsu, Mei-Ling; Hsu, Hung-Yen; and Heng, Esther Hiu Tiap (June 2025). *Discourse Construction of Taiwan's Domestic COVID-19 Vaccine Controversy: From National Pride to Public Crisis* [台灣國產新冠肺炎疫苗爭議的論述建構：從國族之光到公共危機]. Taiwan Communication Association Annual Conference (台灣傳播學年會), Taipei. [NSTC 110-2410-H-004-136-MY2] [Outstanding Paper Award]
8. Hsu, Hung-Yen and Lin, Ya-Yin (December 2023). *Analysis of United Front Work toward "New Social Strata Personnel" in Xi Jinping Era: A Case Study of Private Enterprises in Chinese Television Drama Industry* [習時期「新的社會階層人士」大統戰工作分析：以中國電視劇之民營企業為例]. 3rd Workshop on Understanding China's United Front Work (「理解中國統戰」研究與寫作工作坊), Taipei. [First author; presenter]
9. Hsu, Hung-Yen (June 2023). *Institutional Reform and Party Character Changes in the Television Drama Market during the Xi Jinping Era* [習時期的機構改革與電視劇市場之黨性變化]. Chinese Communication Society Annual Conference (中華傳播學年會), Tainan. [First author; presenter]
10. Hsu, Hung-Yen (June 2023). *Analysis of "China" Discourse in Public Opinion: Cases of Taiwan's 2020 and 2022 Elections* [輿情中的「中國」言說分析：以台灣2020與2022年選舉為例]. Chinese Communication Society Annual Conference (中華傳播學年會), Tainan. [First author; presenter]
11. Hsu, Hung-Yen; Chen, Zi-Ying; Sun, Jiang-Jun; Peng, Jing-Jun; and Liu, Mei-Hui (June 2023). *Big Data Analysis of the 2022 Taipei Mayoral Election Based on the Coattail Effect: How Small Chickens Achieve Mother Hens?* [基於衣擺效應的2022年台北市長選舉大數據分析——小雞如何成就母雞?]. Chinese Communication Society Annual Conference (中華傳播學年會), Tainan. [First author; presenter]
12. Hsu, Hung-Yen (November 2022). *Party Media Comparison under the Shanghai Lockdown: News Analysis Based on Big Data* [上海封控下的黨媒比較——基於大數據的新聞分析]. 16th Military Journalism and Computational Communication Academic Conference (軍事新聞暨計算傳播學術研討會), Taipei. [First author; presenter]
13. Hsu, Hung-Yen (October 2022). *Leaders' "China" Discourse as a Floating Signifier: Hegemony and Counter-hegemony across the Taiwan Strait* [兩岸領導人的「中國」言說作為一種浮動能指：霸權與反霸權]. Chinese Association of Political Science Annual Conference (中國政治學會年會), Hualien. [First author; presenter]
14. Hsu, Hung-Yen (June 2022). *Does Party Media Serve the Party? Framing Analysis of People's Daily during the Pandemic* [黨媒姓黨？疫情下《人民日報》的框架化分析]. Chinese Communication Society Annual Conference (中華傳播學年會), Online. [First author; presenter]

15. Hsu, Hung-Yen (March 2022). *Are Different Systems an Obstacle to Unification? Democratic Discourse Framework Analysis of Tsai Ing-wen and Xi Jinping* [制度不同是不是統一的障礙？蔡英文與習近平的「民主」論述框架分析]. Strategic Community Joint Research Conference (戰略社群聯合論文成果發表會), Taipei. [First author; presenter]

RESEARCH ASSISTANT EXPERIENCE

- Feb 2025–Jul 2025 ***Rising Cultural Hegemony and Its Limits: The Impact of China's Digital Authoritarianism on Transnational Diffusion of Internet Norms***
 PI: Assoc. Prof. Jaw-Nian Huang, Graduate Institute of National Development, NCCU • Funding: NSTC
- Jan 2024–Jul 2025 ***Impact of Renewable Energy Discourse Frameworks on Public Perception and Policy Support under Net-Zero Transition***
 PI: Distinguished Prof. Mei-Ling Hsu, Department of Journalism, NCCU • Funding: NSTC
- Aug 2024–Jan 2025 ***Analysis of the ROC Government's Strengthening Cross-Strait Policy Communication with the Domestic Public under the PRC's Cyber Cognitive Warfare***
 PI: Assoc. Prof. Jaw-Nian Huang, Graduate Institute of National Development, NCCU • Funding: Mainland Affairs Council
- Jul 2023–Jul 2024 ***Mediatized Rituals of Taiwan's COVID-19 Pandemic: From Moral Panic and Public Crisis Response to National Glory***
 PI: Distinguished Prof. Mei-Ling Hsu, Department of Journalism, NCCU • Funding: NSTC
- Aug 2021–Jan 2022 ***China's Authoritarian Diffusion and Southeast Asian Media Politics: An Integrated Study of Structure and Agency***
 PI: Assoc. Prof. Jaw-Nian Huang, Graduate Institute of National Development, NCCU • Funding: NSTC
- Sep 2020–Jul 2021 ***The Impact of AI Social Media Bots Development on Online Political Discourse and Media Representation***
 PI: Distinguished Prof. Trisha Tsui-Chuan Lin, Department of Radio and Television, NCCU • Funding: NSTC

HONORS AND AWARDS

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| 2025 | Academia Sinica Fellowship for Doctoral Candidates in the Humanities and Social Sciences |
| 2025 | NSTC Subsidy for Graduate Student Conference Attendance; NCCU College of Communication Lee Zhan International Exchange Fellowship (29th IPSA, Seoul) |
| 2024 | NSTC Award for Humanities and Social Sciences Doctoral Candidates (Dissertation Writing) |
| 2024 | NCCU 2025 - Academia Sinica Fellowships for Doctoral Candidates in the Humanities & Social Sciences Subsidy for Graduate Student International Conference Paper Presentation (ACMC 2024, Ho Chi Minh City) |
| 2024 | NCCU College of Communication Student International Activity Award (30th AMIC Annual Conference, Beijing) |
| 2024 | NSTC Subsidy for Graduate Student Conference Attendance; NCCU College of Communication Lee Zhan International Exchange Fellowship (IAMCR 2024, Christchurch) |
| 2022-2024 | NCCU College of Communication Graduate Student Scholarship (3 years) |