



YUWEN GU

Ph.D. Candidate
Communication Department
Vrije Universiteit Brussel
Leagal working permit in Belgium

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Department)
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ABOUT ME

A passionate communication researcher, and an experienced conference&events organizer. Excellent inter-cultural communication skills, graphic design and team spirit. Strong interest in political communication, international relations and diplomacy studies; Expertise in EU-China relations, discourse analysis, and social network analysis.

EDUCATION

Ph.D. of COMMUNICATION STUDIES
EU-China Relations, Media Discourse Analysis
2016 - 2020 | Vrije Universiteit Brussel
Four-year Full Scholarship

MASTER OF COMMUNICATION STUDIES,
New Media and Society in Europe
2015 - 2016 | Vrije Universiteit Brussel
Graduate with Distinction

MASTER OF LAW,
INTERNATIONAL RELATIONS
2014-2016 | Renmin University of China ("211", "985" project,
one of the Top Universities in China)
GPA 3.84

EXPERIENCE

- 2020.01-2018.12 **Communication Trainee**
Academic Cooperation Association
- Managing all ACA' communcation channels including ACA's official and events websites and social media platforms(Twitter, Facebook, LinkedIn, Instagram, Youtube etc.)
 - Analysing and Monitoring the quality and efficiency
 - Defining and implenting strategies to improve the performance of all channels (successfully increased platforms' followers by 40%, expanding its market reach and enhancing its inter-platform connectivity)
 - Designing events' communication materials such as posters, flyers, hand-outs and roll-ups
- 2018.06-2017.09 **Course Teaching Assistant - Brussels Talking Lecture Series**
VUB Communication Department - Master Programme "New Media and Society"
- Supporting course preparation with the professor
 - Making Students Guidebook and responding questions from the students
 - Co-Designing the course websites and managing its social media platforms
 - Coaching students' social media campaigns and Grading MA Thesis
- 2019.06-2016.09 **Job Student - VUB Iternational Relations&Mobility Office**
- Project assistant for VUB-China Network, co-designed the network websites
 - Assisting Chinese scholarship students with their enrollment procedures
 - Managing VUB China Alumni Network correspondence, organized several Alumni events in Belgium and in China (1000 people+, from end-to-end)
- 2018.10-2016.11 **Student Journalist - Brussels Academy for China and European Studies**
- Interviewing experts, Writing News reports & Editing newsletters
 - Organizing academic conferences and cultural events
- 2015.10 **Student Journalist**
EuroPCom 2015 6th European Conference on Public Communication
- Interviewing experts, Writing News reports & Editing newsletters

PUBLICATIONS & RESEARCH ACTIVITIES

Ph.D Topic:

China's National Image in the EU Representations of China in Pan-European Media Outlets after Xi Jinping Took Office: A Constructivism Approach

Yuwen Gu and Luciano Morganti., "China's National Image in Euronews: A Case Study on China-Related News from 2015 to 2017"

Submitted for Peer-review

Communication and the Public, 2019

Yuwen Gu and Luciano Morganti., "The Friend, the Enemy, the Unknown: China's National Image in Europe: - A Content Analysis on Euronews China-related News from 2015 to 2017"

Proceedings of ECREA Preconference - The "New Silk Road" - Flow and Counterflow of Information between Europe and China?, Nov. 1, 2018.

OTHER FUNCTIONS

President 2017-2018

Chinese Students & Scholars Association of Brussels (CSAB)

Promoted and organized several cultural and academic activities in VUB and in Brussels

Job Student

Book Author 2020 April

Covid Diary from the Outside

AWARDS

CSC Scholarship

National English-Speaking Contest

Top 10

China-EU Youth Debate Contest

Second Prize

TOOLS & SKILLS

MS Office: Excel, PowerPoint & Word

Graphic tools:

Canva, Indesign, Photoshop, idloom

Writing & Press:

WordPress, Scrivener, SuveyMonkey

Qualitative Research: Nvivo12, Maxqda

Quantative Research:

R studio, Basic Data scraping

LANGUAGE

Chinese Native

English Professional Proficiencies

TOFEL 110

French Elementary Proficiency(B1)

Dutch Elementary Proficiency(B1)

TRAININGS & CERTIFICATE

Media Economics Postgraduate Programme

Mergers and acquisitions in media, telecommunications

and ICT markets;

Media Economics and Policy in a Digital Age;

2018-19 SMIT Research Center

Methodology & Research Tools

Introduction to Regression analysis;

Introduction to R Language;

Using NVIVO for qualitative research;

Critical Discourse Analysis: Philosophical

Assumptions & Practical Applications;

2017-2019 VUB Doctoral School

Advanced Writing Skills and Publications:

Europe-China Dialogue: Media and Communication Studies Summer School 2018

Academic English for PhD Students;

Writing Articles for International Publication in

Peer-Reviewed Journals in the Humanities;

2016-2017 VUB Doctoral School

Intercultural Communication & Science Communication:

Optimizing cooperation in international research groups;

Knowledge Visualisation;

How to Handle the Media as a Researcher;

Presentation Skills & Efficient Networking Skills;

2016-2018 VUB Doctoral School