

## ***Dr. Miranda Ma Lai Yee***

(BSSc HKBU, MSc, MPhil, PhD CUHK)

Dr. Miranda Lai-yee Ma is a lecturer of communication at Hong Kong Baptist University. She teaches communication theory, advertising copywriting, public relation writing, advertising and society, mass and interpersonal communication. Her research interests include advertising, political communication, social movements and media activism.

### **Past Positions Held**

- Lecturer , College of International Education, HKBU
- Teaching Assistant, School of Journalism and Communication, CUHK
- Copywriter, Creative Department,  
Hong Kong Commercial Broadcasting Company Limited
- Content Editor, Content Department, PCC Skyhorse Limited
- Marketing Officer, Ming Pao Newspapers Limited
- Marketing Officer, Eugene Group.

### **Teaching & Research Areas**

Advertising and Society; Communication Theory, Advertising Copywriting, Public Relations and Media writing, Interpersonal and Mass Communication, , Political Communication; Social Change

### **Publications and Conference Presentation**

Ma, Miranda Lai-yee (2017). Affective Framing and Dramaturgical Actions in Social Movements. *Journal of Communication Inquiry*.

Ma, Miranda Lai-yee (2016). "Framing, social cleavages and social media in social movement: A frame analysis of the Tsoi Yuen Resistance Movement in Hong Kong". Paper to be presented at IAMCR 2016, Leicester, July 27-31, 2016.

Ma, Miranda Lai-yee (2016). "Affective Framing and Dramaturgical Actions in Social Movements." Paper to be presented at the Annual Conference of Cultural Typhoon 2016, Tokyo, July 1-2, 2016.

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