

RINGO MA (馬成龍)

Professor, Department of Communication Studies; Associate Dean, School of Communication
Hong Kong Baptist University (HKBU)
(香港浸會大學傳播系教授兼傳理學院副院長)

EDUCATION (學歷)

BA Soochow University, Taipei, Taiwan (台灣台北東吳大學學士)
MA South Dakota State University, Brookings (美國南達科塔州立大學碩士)
PhD University of Florida, Gainesville (美國佛羅里達大學博士)

AWARDS & HONORS (榮譽成就)

2013

Scholar of “K.C. Wong Education Foundation Academic Lecture Sponsorship Scheme 2013” (Invited to lecture at Peking University, Tsinghua University, Renmin University of China & Communication University of China) (2013 年度王寬誠教育基金會學術講座計劃主講人，於北大，清華，人大，中傳四校各開一場講座)

2013

President’s Award for Outstanding Performance in Service, Hong Kong Baptist University (香港浸會大學校長獎--傑出服務)

2007, 2009, 2011 & 2012

School Performance Award for Excellent Performance in Teaching, Hong Kong Baptist University (香港浸會大學 2007, 2009, 2011, 2012 學院傑出教學獎)

2005

Excellent Service Award, Association for Chinese Communication Studies (ACCS) (美國中華傳播研究學會卓越服務獎)

1997

Annual award for distinguished scholarship (for the “Best Article” published in 1996), International and Intercultural Communication Division (IICD), National Communication Association (NCA) (美國國家傳播學會國際及跨文化傳播組 1996 年最佳出版論文獎)

ACADEMIC EXPERIENCES (學術經歷)

Full-time Positions (全職職稱)

| | |
|----------------|---|
| 2005-present | Professor, Department of Communication Studies, HKBU (香港浸會大學傳播系教授) |
| 2011-present | Associate Dean, School of Communication, HKBU (香港浸會大學傳理學院副院長) |
| 2012 (Feb-Aug) | Acting Dean, School of Communication, HKBU (香港浸會大學傳理學院署理院長) |

- 2006-2010 Head, Department of Communication Studies, HKBU
(香港浸會大學傳播系系主任)
- 2003-2007 Chair, Postgraduate Studies Committee, School of Communication, HKBU
(香港浸會大學傳理學院研究所事務主席)
- 2011 (Feb-Jul) Visiting Professor (full-time), College of Communication
National Chengchi University, Taiwan
(under the auspice of National Science Council, Taiwan)
(國立政治大學傳播學院全職客座教授; 台灣國科會資助)
- 2000-2002 Professor (紐約州立大學 Fredonia 分校傳播系教授)
1994-2000 Associate Professor (紐約州立大學 Fredonia 分校傳播系副教授)
1991-1994 Assistant Professor (紐約州立大學 Fredonia 分校傳播系助理教授)
Department of Communication
State University of New York at Fredonia
Fredonia, New York 14063
- 1987-1991 Assistant Professor (加拿大布萊敦角大學助理教授)
Cape Breton University
Sydney, Nova Scotia, Canada B1P 6L2

PUBLICATIONS (重要著作)

Books (書)

馬成龍 (編) (2009)。《健康傳播與公共衛生》。香港：香港教育圖書公司。

馬成龍 (編) (2009)。《醫病溝通知多少》。香港：靈蘭閣圖書國際公司。

Chen G.-M., & Ma, R. (Eds.) (2002). *Chinese conflict management and resolution*. Westport, CT: Ablex. (《華人衝突管理和解決》一書編者)

Journal Special Issue (期刊專集)

Ma, R. (Ed.) (2005). *Media, Crisis, and SARS*, a special issue of *Asian Journal of Communication* (Vol. 15, No. 3, November 2005) (《亞洲傳播學刊》2005年11月出刊“媒體、危機和非典”專集主編)

Journal Articles--English (期刊論文—英文)

Ma, R. (2011). Social relations (*guanxi*): A Chinese approach to interpersonal communication. *China Media Research*, 7(4): 25-33.

Ma, R. (2009). Communication experiences and adaption of Mainland Chinese in Hong Kong and Hong Kong Chinese in Mainland China. *Journal of Intercultural Communication Research*, 38, 115-132.

Ma, R. (2008). Spread of SARS and war-related rumors through new media in China. *Communication Quarterly*, 56, 376-391.

- Ma, R. (2005). Media, crisis, and SARS: An introduction. *Asian Journal of Communication*, 15, 241-246.
- Ma, R. (2005). Communication between Hong Kong and Mainland Chinese: Rethinking Cross-cultural Adaptation. In W. J. Starosta & G.-M. Chen (Eds.), *Taking Stock in Intercultural Communication: Where To Now?* [Volume 28 of the *International and Intercultural Communication Annual*] (pp. 197-213). Washington, DC: National Communication Association.
- Ma, R. (2001). Taoist philosophy and *The art of war*: A response to Combs' rhetoric of parsimony. *Quarterly Journal of Speech*, 87, 436-438.
- Ma, R., & Chuang, R. (2001). Persuasion strategies of Chinese college students in interpersonal contexts. *Southern Communication Journal*, 66, 267-278.
(One of the five finalists for 2002 Rose B. Johnson Southern Communication Journal Article Award)
- Ma, R. (2000). Water-related figurative language in the rhetoric of Mencius. In A. González & D. V. Tanno (Eds.), *Rhetoric in intercultural contexts* [Volume 22 of the *International and Intercultural Communication Annual*] (pp. 119-129). Thousand Oaks, CA: Sage.
- Ma, R. (2000). Donald E. Williams: The professor as scholar. *American Communication Journal* [On-line serial], 3(2). Retrieved March 10, 2000 from the World Wide Web:
<http://www.americancomm.org/%7Eaca/acj/acj.html>
- Ma, R. (1999). The relationship between intercultural communication and nonverbal communication revisited: From facial expression to discrimination. *New Jersey Journal of Communication*, 7, 180-189.
- Ma, R. (1996). Computer-mediated conversations as a new dimension of intercultural communication between East Asian and North American college students. In S. C. Herring (Ed.), *Computer-mediated communication: Linguistic, social, and cross-cultural perspectives* [Volume 39 of the series *Pragmatics and Beyond New Series*] (pp. 173-185). Amsterdam, Netherlands: John Benjamins.
(The winner of 1997 Distinguished Scholarship Award from the International and Intercultural Communication Division of the National Communication Association—"Best Article" published in 1996)
- Ma, R. (1996). Saying "yes" for "no" and "no" for "yes": A Chinese rule. *Journal of Pragmatics*, 25, 257-266.
- Ma, R. (1994). [Review of the book *Leadership speech making: Modeling after election campaign speeches*]. *Journal of Communication and Culture*, 3, 209-211.
- Ma, R. (1992). Contexts of discontented responses in Canadian and Chinese cultures. *Journal of Asian and African Studies*, 27, 263-270.
- Ma, R. (1992). The role of unofficial intermediaries in interpersonal conflicts in the Chinese culture. *Communication Quarterly*, 40, 269-278.
- Ma, R. (1990). Types of responses to conflicts in Chinese and North American cultures. *World Communication*, 19(2), 139-151.
- Ma, R. (1990). An exploratory study of discontented responses in American and Chinese relationships. *The Southern Communication Journal* [A special issue on "Patterns of Intracultural Communication"], 55, 305-318.

Journal Articles--Chinese (期刊論文—中文)

- Ma, R. (2014). Chuanboxue de zhongguohua [Sinicization of Communication Studies]. *Zhonghua wenhua yu chuanbo yanjiu* [Chinese Culture and Communication Studies], 2, 21-26.
馬成龍 (2014)。〈傳播學的中國化〉，《中華文化與傳播研究》，2：21-26。
- Ma, R. (2011). The omnipresence of intercultural communication: From study to practice. *Intercultural and International Communication Research*, 1, 11-24.
馬成龍 (2011)。〈跨文化交流的無所不在〉，《跨文化交流與國際傳播研究》，1：11-24。
- Ma, R. (co-authored with eight others) (2007). Jiaoshou meiyou kai de ke: shui lai gaosu yanjiusheng gai ruhe zuo yanjiu [Lessons not taught by professors: Who is going to teach graduate students how to do research]? *Communication & Society*, 4, 1-26.
- Ma, R. (2006). "Meiti, weiji he feidianxing feiyuan" zhuanlan qianyan [Introduction to the special section on media, crisis, and SARS]. *Chinese Media Report*, 17, 4-8.
- Ma, R. (2004). The culture and communication associated with Taiwan election. *Chinese Journal of Communication Research*, 5, 3-10.
- Ma, R. (2002). From heteroglossia to triangulation. *Chinese Journal of Communication Research*, 1, 93-99.
- Ma, R. (1999). "Chuan" zi zhe tiao lu: Ru he zou chu bei qing. [The role of technology in communication studies: A critical view]. *Mass Communication Research*, 59, 175-178.
- Ma, R. (1999). The development of communication studies in the United States: Implications of the name change from SCA to NCA. *Mass Communication Research*, 58, 245-256.

Book Chapters/Articles (書本章節)

- Ma, R. (2010). Cong meiguo dao zhongguo: Wo de chuanboxue xinlu licheng [From USA to China: My journey of communication studies]. In Y. Wang & Y. Hu (Eds.), *Zhongguo chuanboxue 30nian* [Thirty years of communication studies in China] (pp. 537-540). Beijing: Encyclopedia of China Publishing House.
馬成龍 (2010)。〈從美國到中國:我的傳播學心路歷程〉。王怡紅、胡翼青 (主編)，《中國傳播學30年》(頁537-540)。北京: 中國大百科全書出版社。
- Ma, R. (2009). Media environment and crisis communication. In Y. Pasadeos (Ed.), *Variety in mass communication research* (pp. 227-234). Athens: Athens Institute for Education and Research.
- Ma, R. (2008). Shuzihua de shehui chongji yu wangluo guanli [The social impact of digitization and Internet management]. In Chinese Academy of Sciences (Ed.), *2008 High technology development report* (pp. 236-243). Beijing: Science Press.
馬成龍 (2008)。〈數字化的社會衝擊與網絡管理〉。中國科學院 (主編)，《2008 高技術發展報告》(頁236-243)。北京: 科學出版社。
- Ma, R. (2007). Quanqiu hua xianxiang dui kua wenhua chuanbo de qishi [Implications of globalization to intercultural communication]. In S. Guan (Ed.), *Shijie wenhua de dongya shijiao: Quanqiu hua jin cheng zhong de dongfang wenming* [East Asia's view on world culture: East civilizations in the process of

- globalization] (pp. 329-339). Beijing: Peking University Press.
馬成龍 (2007)。〈全球化現象對跨文化傳播的啟示〉。關世傑 (主編)，《世界文化的東亞視角: 全球化進程中的東方文明》(頁329-339)。北京: 北京大學出版社。
- Ma, R. (2004). Chuanbo, keji yu zhongguo wenhua [Communication, technology and Chinese culture]. In S. Guan (Ed.), *Shijie wenhua de dongya shijiao* [East Asia's view on world culture] (pp. 207-218). Beijing: Peking University Press.
- Ma, R. (2004). Guanxi yu huaren goutong xingwei [*Guanxi* and Chinese communication behavior]. In G.-M. Chen (Ed.), *Zhonghua chuanbo lilun yu yuanze* [Theories and principles of Chinese communication] (pp. 363-377). Taipei, Taiwan: Wunan.
- Ma, R. (2003). Status of media in Taiwan. In *Encyclopedia of international media and communications* (Vol. 4, pp. 329-339). San Diego, CA: Academic Press.
- Ma, R. (2002). The interface between culture and technology in Chinese Communication. In W. Jia, X. Lu, & D. R. Heisey (Eds.), *Chinese communication theory and research: Reflections, new frontiers, and new Directions* (pp. 209-221). Westport, CT: Ablex.
- Ma, R., & Chuang, R. (2002). Karaoke as a form of communication in the public and interpersonal contexts of Taiwan. In L. Lu, W. Jia, & D. R. Heisey (Eds.), *Chinese communication studies: Contexts and comparisons* (pp. 147-163). Westport, CT: Ablex.
- Ma, R. (2002). Negotiation within Chinese culture: The PRC versus Taiwan. In G. -M. Chen & R. Ma (Eds.), *Chinese conflict management and resolution* (pp. 277-287). Westport, CT: Ablex.
- Ma, R. (2000). Internet as a town square in global society. In G. M. Chen & W. J. Starosta (Eds.), *Communication and global society* (pp. 93-106). Boston: Peter Lang.
- Ma, R. (2000). "Both-and" and "neither-nor": My intercultural experience. In M. W. Lustig & J. Koester (Eds.), *AmongUS: Essays on identity, belonging, and intercultural competence* (pp. 100-106). New York: Longman.
- Chuang, R., & Ma, R. (1999). (Re)Locating our voices in the public sphere: Call-in talk shows as a channel for civil discourse in Taiwan. In R. Kluver & J. H. Powers (Eds.), *Civic discourse, civil society, and Chinese communities* (pp. 167-180). Stamford, CT: Ablex.
- Ma, R. (1999). Meiguoren he zhongguoren dui buman fanying de diaocha yanjiu [Responses to discontent by Americans and Chinese] (S. Guan, Trans.). In S. Mortenson (Ed.), *Kua wenhua chuanbo xue: Dongfang de shijiao* [Cross-cultural communication: An Eastern perspective] (pp. 176-189). Beijing: China Social Sciences Press. (Original work published 1990)
馬成龍 (1999)。〈美國人和中國人對不滿反應的調查研究〉(關世傑譯)。史蒂夫·莫滕森 (主編)，《跨文化傳播學：東方的視角》(頁176-189)。北京: 中國社會科學出版社。

Conference Proceedings (會議論文集)

- Ma, R. (2012). Yi guanxi wei zhuzhou de zuzhi chongtu guanli moshi [Guanxi-oriented conflict management in organizational context]. Zhimou, Guanxi, yu Huaren Guanli Siwei [Supraplanning, Guanxi, and Chinese Thoughts of Management]. Taipei, Taiwan: Shih Hsin University.

- Ma, R. (2007). Culture and crisis communication. *New perspectives of media studies in the digital era* (pp. 23-29). Seoul, Korea: Seoul National University.
- Ma, R. (2000). Rethinking the development of qualitative methodologies in media and communication studies. *Conference on Rethinking the Development of Qualitative Methodologies in Media and Communication Studies*. Taipei, Taiwan: Shih Hsin University.
- Ma, R. (1993). Computer-mediated conversations as a new dimension of intercultural communication between college students in Taiwan and USA [Abstract]. *International conference of Chinese communication research and education program*. Taipei, Taiwan: National Chengchi University.
- Ma, R. (1988). Cultural impacts on discontented responses [Abstract]. *Chinese-American academic and professional society 1988 annual convention program*. New York: Chinese-American Academic and Professional Society.

Conference Papers: 52 (另有 52 篇學術會議論文)