

Curriculum Vitae

Julia (Wei) Cui

College of Media and Communication | Texas Tech University
Box 43082, 3003 15th Street, Lubbock, TX 79409
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EDUCATION

Doctor of Philosophy (Ph.D.) Expected 05/2025
Texas Tech University | Lubbock, TX
Major: Media and Communication

Dissertation Title: Navigating Cultural Currents: Communication Challenges and Resilience Among International Students in U.S. Higher Education

Master of Science (M.S.) 05/2018
San Jose State University | San Jose, CA
Major: Mass Communication

Bachelor of Arts (B.A.) 05/2015
University of Utah | Salt Lake City, UT
Major: Communication – Journalism
Minor: Music – Vocal Performance

INTEREST / SPECIALIZATIONS

Research: Interpersonal and Intercultural Communication: International Student, Family Communication, Interracial Romantic Couples, Asian American identities, Pop culture, K-pop influences, Social Media Effect – Cyber Bully

Methods: Survey, In-depth Interview, Focus Group, Field Observation, Experiment Design, Thematic Analysis

Teaching: Business Communication, Public Relations, Advertising, Public Speaking, International Communication

HIGHER EDUCATION EXPERIENCE

Assistant Professor of Teaching 8/2025 - Present
Professional Effectiveness Division
Leeds School of Business
University of Colorado Boulder

Instructor 8/2021 – 05/2025
Texas Tech University | Lubbock, TX
College of Media & Communication Program

COURSES TAUGHT – TEXAS TECH UNIVERSITY*(Overall Teaching Evaluation Score: 4.74/5.00)*

<u>Course Number</u>	<u>Role</u>	<u>Course Name</u>	<u>Semester / Year</u>	<u># Students</u>
COMS 4330	Instructor	Darkside of Interpersonal Communication	Summer 2024	5
MCOM 1301	Instructor	Interpersonal Communication	Spring 2024	60
COMS 3300	Instructor	Theories of Mass Communication	Fall 2023	60
COMS 3333	Instructor	Communication in Relationships	Spring 2023	60
COMS 3301	Instructor	Communication Theory	Spring 2022	45

COURSES TAUGHT – SAN JOSE STATE UNIVERSITY

<u>Course Number</u>	<u>Role</u>	<u>Course Name</u>	<u>Semester / Year</u>	<u># Students</u>
ADV 91	Teaching Assistant	Introduction to Advertising	Fall 2016 Spring 2017	90 100
MCOM 290	Teaching Assistant	Theory of Mass Communication	Fall 2017	15

FELLOWSHIPS, INTERNSHIPS, AND ASSISTANTSHIPS

Helen DeVitt Jones Graduate Fellowship (\$2,500)	2022 – 2024
Graduate Assistantship (\$2,500) Texas Tech Graduate School Lubbock, TX	2021 – 2023
C.R. Hutcheson Endowed Graduate Fellowship (\$2,500)	2021 – 2022
Digital Media Producer Intern Inergize Digital South Salt Lake City, UT	2014

AWARDS, HONORS, AND RECOGNITIONS

TEACH Fellow Texas Tech University Graduate School Lubbock, TX	2023 – 2024
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RESEARCH EXPERIENCE

Graduate Research Assistant

2021 – Present

Texas Tech University | Lubbock, TX

CONTRACTS & GRANT FUNDING

1. Graduate School Conference Travel Grant, Texas Tech University, Fall 2024 (\$1200)
2. Graduate School Conference Travel Grant, Texas Tech University, Spring 2023 (\$500)
3. Thomas Jay Harris Infinitude Travel Grant, Texas Tech University Summer 2023 (\$1200)

ACADEMIC PUBLICATIONS

Refereed Journals

- LaFreniere, J, R., **Cui, W.** (2024). Young Adults' Emotion Work in Families: Investigating Emotion Regulation, Emotion Labor, and Family Communication Patterns in Communication Studies Journal, 1–17. <https://doi.org/10.1080/10510974.2025.2454715>
- LaFreniere, J, R., **Cui, W.** (2023). Parent-Student Communication About Independence in College. *Southern Communication Journal*, 89(121), 1-10, <http://dx.doi.org/10.1080/1041794X.2023.2277448>

Books

- Wrench, J., Punyanunt-Carter, N., & **Cui, W.** (2023). Innovative Business Communication: Strategies for a Globalized World. The University of Arizona Global Campus Press.

Publication under Review

- **Cui, W.** (2023). A systematic Review on Expectancy Violations in interracial couples' dating experience

Papers in submission or in progress

- **Cui, W.** (2024). Finding my home of eternity outside of China, understanding how ethical overseas media portrayed Chinese Muslim Amidst Cultural and Religion Diaspora
- **Cui, W.** (2024). Exploring Ethical Media Representation: A case study on Chinese Muslims in the cultural and Religious Diaspora
- **Cui, W.** (2023). Culturally Responsive Pedagogy in Media and Communication: Strategies for Engaging Diverse Classrooms

NON-ACADEMIC PUBLICATIONS

Blog Posts

1. **Cui, W.** (2016, December 1). Listen to the public speech at SJSU-get to know Iran. <https://juliajuliacui.wordpress.com/2016/12/01/listen-to-the-public-speech-at-sjsu-get-to-know-iran/>
2. **Cui, W** (2022, November 18) Taipei-Ultimate food journey. *Julia Wei Cui*, <https://juliacuittu.blogspot.com/>
3. **Cui, W** (2022, October 7) Covid solutions in Taiwan. *Julia Wei Cui*, <https://juliacuittu.blogspot.com/2022/10/covid-19-solutions-in-taiwan-now.html>

PRESENTATIONS

1. **Cui, W.** (2024). Exploring Ethical Media Representation: A case study on Chinese Muslims in the cultural and Religious Diaspora. [Oral Presentation] *2025 Southern States Communication Association Annual Conference*, Norfolk, VA
2. LaFreniere, R, J., **Cui, W.** (2024). Young Adults' Emotion Work in Families: Investigating Emotion Regulation, Emotion Labor, and Family Communication Patterns [Oral Presentation]. *2024 National Communication Association Annual Conference*, New Orleans, LA.
3. **Cui, W.** (2024). Let's eat & drink and learn a new culture from the dining table-Discuss how Korean restaurants function as a communicative space. [Oral Presentation]. *2024 Southern State Communication Annual Conference*, Frisco, TX.
4. **Cui, W.** (2023). Women's Faculty Moving Forward. 2023 AEJMC pre-convention workshop [Roundtable Discussion]. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Washington, DC
5. **Cui, W.** (2023). Lying is fun, but the truth hurts – Discuss how people react when their partners expose untruthful information on their dating profiles [Oral Presentation]. *2023 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC)*, Oklahoma University, Norman, OK.
6. **Cui, W.** (2023). What can one expect from the first date? Examine the expectancy violation theory and its application in interracial couples dating [Poster Presentation]. *2023 International Association for Relationship Research Mini-Conference*. Tuscaloosa, AL
7. **Cui, W.** (2023). Diamonds, Lashes, and Tattoos make me feel powerful: Testing identity shift effects on Asian Baby Girls [Oral Presentation]. *2023 Communicating Diversity Virtual Conference*, Texas A&M University, College Station, TX.
8. **Cui, W.** (2023). Let's meet and find lunch buddies in the Lubbock area- Introduce a new social media platform [Oral Presentation]. *The Diffusion of Innovation Symposium at College of Media and Communication*, Lubbock, TX
9. **Cui, W.** (2022). Lying is fun but the truth hurts-Discuss how people react when their partner tells untruthful information on their dating profile gets exposed [Oral Presentation] *2023 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC)*, Oklahoma University. Norman, OK
10. **Cui, W.** (2021). Instagram makes me purchase motivations for shopping on Instagram after viewing different types of Ads [Oral Presentation], *2022 Arts & Humanities Conference*, Texas Tech University. Lubbock, TX.

Invited Presentations

1. **Cui, W.** (2025) The Groundwork Program- Teaching Training for Graduate Student, Program Facilitor. Graduate School, Texas Tech
2. **Cui, W.** (2024). Mastering Constructive & Compassionate Feedback Workshop, Guest Speaker. Graduate School, Texas Tech
3. **Cui, W.** (2022). Expectancy Violation Theory application. MCOM 3301- Mass Media Theories, Texas Tech University
4. **Cui, W.** (2021). Asian American Stereotype in Mass Media. CMI 3308 – Visual Communication, Texas Tech University

PROFESSIONAL & ACADEMIC AFFILIATIONS

- **Affiliate**, Thomas Jay Harris Institute for Hispanic and International Communication Center 2021 – Present
- **Member**, Association for Education in Journalism and Mass Communication 2023 – 2024
- **Member**, Asian American Journalist Association 2023

SERVICE TO UNIVERSITY – TEXAS TECH UNIVERSITY

- **Member**, Innovation Diffusion Lab 2021 – Present
- **Graduate Ambassador**, Graduate School, Texas Tech University 2024 – 2025
- **Mentor**, Mentor Tech- Division of Diversity, Equity & Inclusion 2022 – 2024
- **University Singer**, Texas Tech Choral Department 2023 –2025

SERVICE TO THE FIELD

- **Peer Reviewer**, National Communication Association 2023 – 2024
- **Conference Chair, Media** technology and influence panel, National Communication Association, National Harbor, MD. 2023
- **Conference chair**, Use of technology and dating panel, National Communication Association, National Harbor, MD. 2023
- **Conference chair**, Online apps, and disclosure, National Communication Association, National Harbor, MD. 2023
- **Peer Reviewer**, International Communication Association 2022

SERVICE TO THE COMMUNITY

- **Member/Lead Singer**, Lubbock Choral 2024-2025
- **Volunteer DJ**, KUER Radio Station 2014

PROFESSIONAL DEVELOPMENT

- **Participant**, Women’s Faculty Moving Forward: Taking the Lead Pre-Convention Workshop 2023
- **Participant**, Groundwork Program, Teaching Learning & Professional Development Center 2022
- **Participant**, 2015 Adobe Summit, The Digital Marketing Conference 2015

CERTIFICATIONS AND LICENSES

Adult Mental Health First Aid USA 2024-2027

CONSULTING & FREELANCE EXPERIENCE

- TEACH Program Consultant 2024 – 2025
- Wedding Planner – Freelance 2019 – 2021

PROFESSIONAL EXPERIENCE

Executive Assistant 2018 –2019

Bay Systems Consulting Inc (NASA) | Palo Alto, CA

- Maintained calendars and coordinated travel arrangements, meetings, and expense reports.

- Transcribed minutes; composed correspondence; performed data entry; assisted with contracts and accounts payable transactions.
- Managed office, ordered office supplies, and maintained office equipment.
- Interacted with all levels of office and field staff with integrity and professionalism.

Event Coordinator

2016 –2018

R&DE Stanford Conferences | Palo Alto, CA

- Managed and oversaw events on the day of, including problem-solving, welcoming guests, directing event set-up, communicating with staff, organizing vendors, and managing take-down. Communicated with the marketing team to create effective advertisements for each event.
- Anticipated and planned for possible different scenarios.
- Created sales opportunities for future events during client liaisons and events.
- Strong communication skills and the ability to present event ideas and plans to clients and vendors

Hospitality Manager

2017 –2018

OnePiece Work | San Jose, CA

- Oversaw all staff and day-to-day operations, including supervision and the budget.
- Inspected grounds, food, and rooms to ensure the quality of service.
- Prepared for and troubleshoot operational and customer service problems.
- Planned conference meetings and social events.

Digital Marketing Specialist

2017

Milagro Marketing, LLC | San Jose, CA

- Collaborated with marketing agencies and regional marketing teams to coordinate all digital aspects of the regional, neighborhood, and master-planned community marketing plans.
- Administration and coordination of regional website through Sitecore, including Quick Move-in listings. Maintenance of other regional websites and platforms as needed, ensuring that all information is accurate and updated.
- Coordinated all digital reports and syndicated listings, including New Home Feed, Weekly Trending report, etc.
- Supported maintenance of digital marketing budget with regional marketing leads. Coordinated and attended weekly digital meetings; kept detailed notes and assumed follow-up to meet business objectives.

Reporter / Newsroom Assistant

2014 –2015

ABC Television | Salt Lake City, UT

- Attended morning meetings every Monday, Wednesday, and Friday, assisted the Assignment Desk with newsgathering, and forwarded producers' proposals for the chief editor's approval.
- Conducted outside reporting with senior journalists at least two times a week, drafted news scripts, and received revisions from journalists (scripts were occasionally adopted to make the broadcasting).
- Assisted producers in interviews, including setting up cameras and microphones, warming up with interviewees, and writing down an interview record.

Newsroom Assistant

2014

Good 4 Utah, ABC4 TV Station | Anchor Salt Lake City, UT

- Assisted the Assignment Desk with gathering news and forwarding producers' proposals for chief editor to approve.
- Conducted outside reporting with senior journalists at least twice a week; drafted news scripts and submitted them to journalists for revision (scripts were occasionally adopted for broadcasting)
- Assisted producers in interviews; aided in setting up cameras and microphones, warm-up sessions with interviewees, and transcribing the interview.

SKILLS

- **Languages:** English (Advanced), Mandarin (Native Speaker), Cantonese (Intermediate Proficiency), Spanish (Novice), Italian (Novice), Latin (Novice).
- **Adobe:** Photoshop, Illustrator, Sparks, InDesign
- **Microsoft Office:** Word, PowerPoint, Excel
- **Other:** Final Cut Pro, Web Design, Creative Writing, Web Design, Audacity