

## **VITA**

### **Shu-Ling Chen Berggreen, Ph.D.**

College of Media, Communication and Information  
Campus Box 478  
University of Colorado  
Boulder, CO 80309-0478  
Phone: 303-492-8696  
Fax: 303-492-0969  
E Mail: Shu-Ling.Chen.Berggreen@colorado.edu  
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## ***ACADEMIC EXPERIENCE***

### **Positions**

- 1998-Present Associate Professor, Journalism and Mass  
Communication/College of Media, Communication and  
Information, University of Colorado, Boulder.
- 1990-1997 Assistant Professor, Journalism and Mass Communication,  
University of Colorado, Boulder.

### **Courses Taught**

- Undergraduate: Mass Media and Culture  
Advertising Research  
Contemporary Mass Media  
Television Production I  
International Communications  
Media, Culture and Globalization  
Children and Television  
Asian Media  
Media and Ethnicity  
Media Institutions and Economics  
Media Research
- Graduate: Communications Research Methods (MA)  
Qualitative Research Methods (Ph.D.)  
Quantitative Research Methods (Ph.D.)  
Global Media and Culture (MA & Ph.D.)  
International Communications (MA & Ph.D.)  
Global Media and Culture (MA & Ph.D.)  
Children and the Media (MA & Ph.D.)  
Proseminar (Ph.D.)

### **Research**

### **Interests**

Children and media, media and identity politics, global media and culture, media institutions and economics, Asian Media, and methodological issues in media research.

### **Sample Publications**

Bamford, Art, and Berggreen, Shu-Ling Chen (2017). God, Robin Hood, and the Uber Woman: Fair Trade Narratives in Christian Publications. *Journal of Journalism and Mass Communication*, 7(1), 1-16.

Berggreen, Shu-Ling Chen, Giulia Evolvi, and Nicolene Durham (2016). Media Narratives and the Conceptualization of Tea: A Case Study of Teavana's Oprah Chai Tea. *Journal of Journalism and Mass Communication*, 6(1), 1-11.

Berggreen, Shu-Ling Chen (2014). Deep Drink: Notes on Mediating Tea in Public Imagination. *International Journal of Humanities and Social Science*, 4(2), 24-34.

Peaslee, Robert M. and Berggreen, Shu-Ling Chen (2012). The expediency of hybridity: Beijing 2008, *Mass Communication and Society*, 15:4, 525-545.

Casteline, Kimberly Eberhardt and Berggreen, Shu-Ling Chen (2012). A Class Act: Cast(e)ing in *Kid Nation*. In Booker, M.K. (Ed.), *Blue-Collar Pop Culture: From NASCAR to Jersey Shore, Volume 2: Television and the Culture of Everyday Life*. Santa Barbara, CA: Praeger, pp. 224-240.

Peaslee, Robert M. and Berggreen, Shu-Ling Chen and Kwak, Sunyoung (2010). Idol-izing the past, present and future: *Super Girl*, democracy and the expediency of hybridity in Contemporary China. *Mass Communicator: A Journal of Communication Studies*, 4(4), 14-22.

Berggreen, Shu-Ling Chen, Crapanzano, Theresa R. and Eastman, Cari L. S. (2009). Framing the Voiceless: News Conventions and the Undocumented Children in the United States. *Asia Pacific Media Educator*, 19, 127-141.

Berggreen, Shu-Ling Chen and Casteline, Kimberly Eberhardt (2008). Disneyfying Education, Information and the Incan Culture: How Disney's Emperor's New School Defines Values. *Mass Communicator: A Journal of Communication Studies*, 2(3), 4-13.

Eastman, Cari L.S. and Berggreen, Shu-Ling Chen (2008). Children without a Country: Media Coverage of Undocumented Children in the United States. *The Global Journal*, 1(3), 11-20.

Berggreen, Shu-Ling Chen and Peaslee, Robert M. (2007). Trans-Chinese Imagination: Film and Cross-Strait Perception as a Historical Case Study for Contextual Journalism Education. *Asia Pacific Media*

*Educator*, 18, 155-170.

**SERVICE (recent examples)**

**National/International:**

Member, Editorial Board, *Journal of Film, Media and Communication* (2015- )  
Judge, 2014 Veni Grants in the Innovational Research Incentives Scheme, The Netherlands Organisation for Scientific Research (NWO).  
Member, Program Committee, 2012, 2013, 2014, 2015, 2016 & 2017 Annual International Conference on Journalism and Mass Communication (Sponsored by Global Service & Technological Forum, headquartered in Singapore).  
Member, The Organizing Committee-Science Review Panel for the 2015 Annual International Conference on Media and Mass Communication, Beijing. (Sponsored by The International Institute of Knowledge Management, Sri Lanka).  
Judge, AAAS Fellowships for Science Reporting. American Association for the Advancement of Science (2011, 2013).  
*Media as moral technologies in the age of multiculturalism*. A research presentation to Education and Cultural Affairs Office at the U.S. Department of State, the "Outreach and Integration of Marginalized Populations in Denmark" program, May, 2009.  
Associate Editor, *The Global Studies Journal*, 1(3), 2008.  
Referee for *Global Studies Journal*, *Mass Communication and Society*, and *Social Sciences Journal*.

**Campus:** Member, Study Abroad Committee (2012 - 2016).  
Member, Executive Board, Center for Asian Studies (2009-2010, 2011 - 2014)  
Member, Student Affairs Committee, Center for Asian Studies (2009 - 2013 )  
Chair, Faculty Affairs Committee, Center for Asian Studies (2013 - 2014)  
Member, Alvin G. Flannagan Memorial Scholarship Committee, Presidents Leadership Class, 2009.  
Member, Walker Family Scholarship Committee, Presidents Leadership Class, 2009.

**Program:** Director of Graduate Studies, Media Research and Practice, College of Media, Communication and Information (2016-)  
Director of Graduate Studies, Media Studies Department (2015-2016)  
Sequence Head, Media Studies Sequence (2008-2014)  
Chair, Diversity Committee (2005-2011)  
JMC Library Liaison (2005 - 2015 )  
Member, First Scholar Nomination Review Committee, 2009.  
Member, PEUC for tenure and promotion (2008, 2011-2013).

Doctoral Admissions Committee (1991-2001, 2004, 2005, 2008-2010, 2012 -2015)  
Doctoral Progress and Evaluation Committee (2001- 2004, 2010-2012, 2014, 2015)  
Master's Admissions Committee (1990-1992, 1995-1998, 2001-2015)  
Service on thesis committees  
Service on dissertation committees