

Min Li

PhD Media, Culture and Heritage (FT)
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SUMMARY

A motivated and versatile media and cultural studies researcher with an interdisciplinary academic background in digital media, communication, cultural studies, and Chinese language and literature. Currently pursuing a PhD in Media, Culture and Heritage at Newcastle University, with research interests in digital media, fandom and anti-fandom, gender, online cultures, and generative AI. Experienced in qualitative research, academic literature review, academic writing, teaching support, media content creation, and event organisation. Interested in the critical study of media and communication-based cultural phenomena, particularly from social media, gender and popular cultural perspectives.

EDUCATION

Newcastle University

PhD in Media, Culture and Heritage, Research Project: *Gender Ideological Diversity: An Investigation of Women's Gendered Anti-fandom Practices Towards Idols on Social Media in China*, Research interests include digital media, fandom and anti-fandom, gender, online cultures, social media, and generative AI. 01/2026–Present

The University of Sheffield

MA in Digital Media and Society — Successful completion, with Distinction, Relevant modules: Perspectives on Digital Society, Digital Methods, Researching Society, Digital Health, Advanced Social Media Research, Sociology of Genders, Sexualities and the Bodies, Digital Practices, Visual Methods for Social Scientists, and Managing Climate Change. 09/2024–09/2025

Jiamusi University

MA in Chinese Language and Literature, Average Score: 91/100, Relevant modules: Linguistics Research Methodology, Chinese and Western Aesthetics and Literary Theory, Cultural Theory Research, Ancient Chinese Literature Thematic Research, Chinese Traditional Culture Thematic Research, and Pre-Qin and Han Dynasty Historical Literature Research., Thesis: *A Study of the Tunes of "Ding Feng Bo"* 09/2021–06/2024

Shanghai University of Political Science and Law

BA in Journalism Studies (Excellence in Journalism and Communication), GPA: 3.82/4.0, Relevant modules: Radio and Television Studies, History of Western Journalism and Communication, Introduction to Communication, Introduction to Journalism, News Criticism, Research Methods in Journalism and Communication, Multimedia Production and Communication, Introduction to Convergent Media, Creativity and Design of Advertising, Journalism and Communication Ethics and Laws, and In-Depth Reporting., Thesis: *Social Media Use and Community Construction of Fan Groups: A Case Study of TF Family Artists' Fan Groups* 09/2017–06/2021

EXPERIENCE

Research Assistant

05/2026–06/2026

Research Project on Disabled Young People's Experiences of Online Risks and Harms

- Conducted extensive searches for relevant academic research and research reports on disabled young people's experiences of online risks and harms.
- Organised and categorised a wide range of relevant academic literature and reports to support the research project.
- Synthesised relevant research and identified key themes across the existing literature.
- Developed practical experience in academic database searching, literature management, research synthesis, and research support.

Research on the Reform Strategies and Practices of Experiential Teaching in Ancient Literature Courses in Liberal Arts Universities 06/2022–06/2024

Mentor-led Students Project

- Utilised participatory observation to examine the current status, challenges, and potential solutions of experiential teaching reforms in Chinese university courses on ancient literature.
- Identified issues including weak classroom interactivity, monotonous teaching content, and rigid evaluation systems.
- Proposed strategies to enhance classroom interaction, enrich teaching content, strengthen experiential learning, and establish a more effective evaluation system.
- Conducted field research, documented findings, and authored the published paper *Research on the Reform Strategies and Practices of Experiential Teaching in Ancient Literature Courses in Liberal Arts Universities*.

Cultural Construction of Youth Psychology – Taking Participation in Contemporary Video Culture as an Example 05/2019–11/2019

The 8th Innovation and Entrepreneurship Project for Students, Shanghai University of Political Science and Law

- Conducted an in-depth analysis of representative works from three different cultural genres using textual interpretation.
- Developed research indicators concerning cultural depth, worldviews, life philosophies, values, and artistic independence.
- Led the formulation of research design, collection, and analysis of popular culture visual materials.
- Conducted descriptive and comparative qualitative research into young people's engagement with contemporary visual culture.

Chinese Teacher Assistant

06/2022–08/2022

Hefei Sunshine Middle School

- Participated in training programmes for language teachers, focusing on classroom instructional techniques.
- Assisted with teaching and research activities, including lesson planning, curriculum development, and assessment.
- Facilitated extracurricular activities organised by the language teaching and research group, including student reading programmes and homework assistance.
- Collaborated with colleagues to foster a dynamic learning environment and support students' language development.

Organiser, EDI Event

05/2026

School of Arts & Cultures (SACS), Newcastle University

- Assisted with the planning and organisation of an EDI event, including the preparation of a roundtable discussion.
- Contributed to planning the discussion topics and structure of the roundtable.
- Assisted with planning the event venue, schedule, and overall event arrangements.
- Designed promotional materials, including the event poster.
- Supported on-site event organisation and coordination to ensure the smooth running of the event.

Strategy Centre Staff

06/2019–07/2019

Anhui Jinjuan Media Technology Co., Ltd.

- Managed the official WeChat public account for “Golden Oriole Advertising”, including content creation and copywriting for promotional articles.
- Contributed to the planning and execution of a viral content strategy.
- Authored four promotional articles.
- Conducted data collection, analysis, and visualisation of college entrance examination admission data for Anhui Province from 2017 to 2019.

Editorial Experience in Campus Journalism and Publication

2017–2024

- Served as an editor of the Political and Legal Outlook campus newspaper, contributing news articles and commentary and participating in news interviews.
- Produced promotional articles for the Jiamusi University Graduate WeChat account.

- Conducted research, fact-checking, and interviews to gather reliable information for news articles.
- Worked collaboratively with journalists, editors, and photographers to produce professional media content while working to deadlines.

TECHNICAL SKILLS

Research: Qualitative research, literature review, academic database searching, textual analysis, participatory observation, interview analysis, research synthesis, academic writing

Teaching: Lesson planning, curriculum support, assessment support, student learning activities, classroom support

Media & Digital: Social media research, media content creation, copywriting, digital culture research, visual communication

Software: Microsoft Office, Adobe XD, Adobe Premiere, Photoshop

Languages: Mandarin Chinese (Native), English (Proficient)

CERTIFICATIONS

National Scholarship for Master's Degree Students, Jiamusi University | 2023

Bronze Prize, Third China University Student Journalism Review Competition | 2019

PUBLICATIONS

Min, L., Lejin, Z., Teng Teng, Y. et al. (2025). Reconstruction and Renaissance of Northeast China: A Multimodal Metaphor Analysis of New Media on Harbin. *Asia-Pac. Humanit.*, 5, 004. Available at Asia-Pacific Humanities: <https://asiapacifichumanities.org/articles/aphj-2025-01-0004>

Guenier, A., Wang, B., Li, M. and Xing, M. (2025). How metaphors facilitate intercultural health communication: insights from traditional Chinese medicine doctors in UK clinics. *Journal of World Languages*, 11(2), 319–342. <https://doi.org/10.1515/jwl-2025-0025>

Li, M., & Guenier, A. W. (2024). ChatGPT and Health Communication: A Systematic Literature Review. *International Journal of E-Health and Medical Communication*, 15(1), 1–26.

Li, M. (2024). Gendered Manifestations of Para-social Interactions between Female Fans and Male Idols in China. *International Journal of Education and Humanities*, 14(2), 35–49.

Li, M., & Guenier, A. W. (2024). ChatGPT and Health Communication: A Systematic Literature Review. In *Fourth Interdisciplinary Conference on Belt and Road Initiative: New Trends in Belt and Road Initiative Research*, Lancaster, UK.

Li, M., & Shu, Y. H. (2023). Research on the Reform Strategies and Practices of Experiential Teaching in Ancient Literature Courses in Liberal Arts Universities. *Journal of Jiamusi Vocational College*, 39(9), 112–114.

Li, M., & Shu, Y. H. (2023). A Study on the Use of Rhymes in Single-Verse Tones from Ten to One Hundred in the Song Dynasty. *Chinese Character Culture*, (17), 6–13.

Li, M., & Shu, Y. H. (2023). Exploring the Origins of the Tang-Song "Qingping Yue" Ci. *Literary Education (Part 1)*, (9), 162–165.

Li, M., & Shu, Y. H. (2023). The Metaphorical Meaning of the "Rain" Imagery in Su Shi's Huangzhou Ci. *Literary Education (Part 1)*, (8), 50–53.

Li, M., & Shu, Y. H. (2023). The Use of "Xing" in Love Poems of "The Book of Songs (Shijing): Guofeng". *Popular Literature and Art*, (12), 7–9.

Li, M., & Shu, Y. H. (2023). A Study on the Melody and Sentiment of Song's "Tang Duo Ling". *Home Drama*, (21), 190–195.

Li, M., & Shu, Y. H. (2023). The Jingchu Landscape Imagery in Su Shi's Huangzhou Ci. *Modern and Ancient Literary Creation*, (29), 39–43.

Li, M., & Shu, Y. H. (2023). A Study on the Poetic Style of "Wenxin Diaolong: Ming Poetry". *Language and Culture Research*, 28(3), 164–168.

Li, M., & Shu, Y. H. (2022). A Review of Liu Guo and His "Longzhou Ci". *Master Pieces Review*, (27), 67–70.

ACADEMIC CONTRIBUTIONS

ChatGPT and Health Communication: A Systematic Literature Review - Conducted a systematic review of 14 articles examining the potential applications and risks of ChatGPT in health communication. - Used five English-language and two Chinese-language academic databases to identify relevant literature published between November 2022 and January 2024. - Identified key benefits and potential risks associated with the use of generative AI in health communication. - Recommended directions for future research, including diverse methodological approaches and research in non-English contexts.

Metaphor and Medicine: A Multi-case Study of Intercultural Health Communication of TCM Doctors in UK Clinics - Investigated the use of metaphors in Traditional Chinese Medicine health communication in the UK. - Analysed interview data from eleven TCM doctors practising in UK clinics. - Examined the use of metaphors to communicate experiences of pain, emotion, infertility, cancer, and obesity across Chinese and English contexts. - Considered the implications of cross-cultural medical metaphors for improving communication and comprehension.