

HONG TIEN VU

William Allen White School of Journalism & Mass Communications

Room 207D, Stauffer-Flint Hall

University of Kansas

1435 Jayhawk Blvd, Lawrence, KS 66045

Phone: +1-785-864-2598

Email: hongvu@ku.edu

Website: www.hongtienvu.com

1. EDUCATION

The University of Texas at Austin

School of Journalism, Moody College of Communications

Aug. 2011 -
December 2015
(Expected)

Bess Heflin Fellow

Doctoral Candidate - ABD status approved in summer 2014

Research interests: international communication, new media,
science communication, development of theories in the new
media environment

Co-chairs: Maxwell McCombs and Renita Coleman

Members: Thomas Johnson, Natalie Jomini Stroud, & H. Iris Chyi

The University of Kansas

William Allen White School of Journalism and Mass Communications

Aug. 2009 -
May 2011

Master of Science

Awarded **Honors** for Thesis Defense

Attended on a **Fulbright Scholarship**

Thesis: "Soap operas as a matchmaker: A cultivation analysis of
the effects of South Korean TV dramas on Vietnamese
women's marital intention"

Chair: Tien-Tsung Lee

Members: Barbara Barnett & Susan Novak

Hanoi National University, Hanoi, Vietnam

Bachelor Degree, Linguistics

Aug. 1991 -
May 1995

2. JOURNALISM EXPERIENCE

The Associated Press, Hanoi Bureau

2006 – 2009

- Reporting daily news
- Covering events (i.e. APEC; ASEAN meetings)

Various Newspapers (online & print), Hanoi, Vietnam

1995 – 2003

- Reporting, writing and editing for several online news sites and newspapers in Hanoi including *VietNamNet, Business and Law, Vietnam Industrial Times*

3. PUBLIC RELATIONS EXPERIENCE

Oxfam in Vietnam, Hanoi, Vietnam – Information & Communications Manager

2013 – 2014

- Managing organization's brand
- Managing internal and external communications
- Managing digital communications
- Leading communications team

**Vinh Phat Construction and Trading Company, Dien Bien Phu, Vietnam
– Business Development Manager**

2005

- Drafting & implementing marketing strategies
- Managing public relations and client services

4. OTHER INDUSTRY EXPERIENCE

Australian Embassy in Hanoi

2004

- Conducting research on political issues including human rights, gender equality, freedom of expression, corruption, and human trafficking among others

INGOs - Consultant (Freelance)

1995 – 2007, Save the Children Sweden, UNODC, World Bank

5. TEACHING EXPERIENCE

Royal Melbourne Institute of Technology, Department of Professional Communications, Hanoi, Vietnam – Lecturer

Fall 2013 - Course taught:

- Comms2492 – Communications, Debates & Approaches: Research method course

The University of Texas at Austin, School of Journalism – Teaching Assistant

Fall 2011, Spring 2012, Fall 2012, and Spring 2013 - Courses assisted:

- J320D – Intermediate Reporting
- J301F – Fundamental Issues in Journalism

United Nations International School in Hanoi – Teacher

1999 -2004 - Courses taught:

- Vietnamese language, culture, religion, and politics for foreigners

6. RESEARCH

Refereed Journal Publications

2014

- **Vu, H.T.**, Guo, L. & McCombs, M. “The world outside and the pictures in our heads”: A network agenda setting study. *Journalism & Mass Communication Quarterly*. Online First. DOI: 10.1177/1077699014550090
- Stephens, M., Yoo, J., Mourao, R., **Vu, H.T.**, Baresch, B., Lee, E.J., Gutierrez, F.M. & Johnson T.J. How app are people to use smartphones, search engines and social media to gather news?: Examining alternative means to gather news and their influence on political attitudes & behaviors. *Journal of Information Technology & Politics*. Online First. DOI: 10.1080/19331681.2014.951137
- Guo, L., Chen, K.Y., **Vu. H.T.**, Wang, Q., Aksamit, R., Guzek, D., Jachimowski, M., and McCombs, M. Coverage of the Iraq War in the United States, Mainland China, Taiwan, and Poland: A Transnational Network Agenda-Setting Study. *Journalism Studies*. Online First. DOI: 10.1080/1461670X.2014.885198

2013

- **Vu, H.T.** The online audience as gatekeeper: The influence of reader metrics on news editorial selection. *Journalism: Theory, Practice & Criticism*. Online First. DOI: 10.1177/1464884913504259
- **Vu, H.T.** and Lee, T.T. Soap operas as a matchmaker: A cultivation analysis of the effects of South Korean TV dramas on Vietnamese women’s marital intention. *Journalism & Mass Communication Quarterly*, 90(2), 308-330. DOI: 10.1177/1077699013482912

2012

- **Vu, H.T.**, and Lee, T.T. State-Press relations revisited: A case study of how U.S. media portray postwar Vietnam. *Asian Journal of Communication*, 22(6) 549-565. *****Lead Article***** DOI: 10.1080/01292986.2012.717093
- Guo, L., **Vu, H.T.**, and McCombs, M. An expanded perspective on agenda-setting effects exploring the third level of agenda setting. *Revista de Comunicación* 11, 51-68.

Refereed Conference Presentations

2014

- **Vu, H.T.** *Nationalizing a global phenomenon: A study of how the press portrays climate change in four different countries.* Association for Education in Journalism and Mass Communication annual conference, Montreal, Canada.

2013

- **Vu, H.T.**, Yoo, J., Stephens, M., Baresch, B., Mourao, R., & Johnson, T.J. *Communication's Next Top Model: Comparing the Differential Gains and Communication Mediation Models as predictors of political participation and knowledge*. Association for Education in Journalism and Mass Communication annual conference, Washington DC. *****Top Faculty Paper Award*****: Political Communication Interest Group.

2012

- Stephens, M., Yoo, J., Mourao, R., **Vu, H.T.**, Baresch, B., Lee, E.J., Gutierrez, F.M. & Johnson T.J. *How app are people to use smartphones, search engines and social media to gather news?: Examining alternative means to gather news and their influence on political attitudes & behaviors*. Midwest Association for Public Opinion Research annual conference, Chicago, IL.
- **Vu, H.T.**, Guo, L. & McCombs, M. *"The world outside and the picture in our head": A network agenda setting study*. Association for Education in Journalism and Mass Communication annual conference, Chicago, IL.
- **Vu, H.T.**, and Gupta, A. *A study of how online social networking influences people's involvement in humanitarian work*. Corporate Communication International conference, New York, NY.

2011

- **Vu, H.T.** *State-Press relations revisited: A case study of how American media portray postwar Vietnam*. International Communication Association annual conference, Boston, MA.
- **Vu, H.T.** *Soap operas as a matchmaker: A cultivation analysis of the effects of South Korean TV dramas on Vietnamese women's marital intention*. Association for Education in Journalism and Mass Communication annual conference, Saint Louis, MO.

Papers in Preparation

- **Vu, H.T.** (In preparation): The tabloidization of the press in Vietnam: A study of audience influence in a state-controlled media industry.
- **Vu, H.T.** & Wang, Q. (In preparation): Social media in the news: A comparative study of how mainstream press in the U.S. and China embraces social media as sources.
- **Vu, H.T.** (In preparation): Racial stereotypes in TV advertisements in Asia: The case of infant formula advertising.

Book Chapters (in Vietnamese)

2013

- **Vu, H.T.** "Factors influencing journalists' gatekeeping role" in *Journalism: Theories and Practice*, by the Department of Journalism and Communications, Hanoi National University.

2012

- **Vu, H.T.** “Multimedia: the media trend,” in Thuy – Long – Huong – Thu’s eds. *Handbook for Journalism: Skills in Collecting Information and Writing for the Media*, Hanoi: Thong Tan Publishing House.
- **Vu, H.T.** “International reporting,” in Thuy – Long – Huong – Thu’s eds. *Handbook for Journalism: Skills in Collecting Information and Writing for the Media*, Hanoi: Thong Tan Publishing House

7. AWARDS

2014

Bess Heflin Fellowship

Highly competitive and prestigious fellowship awarded by Graduate School, University of Texas at Austin for scholarship, research rigor, and scholarly potential. Tuition, medical insurance, and \$26,000 stipend for 12 months. Award of \$47,000 in total

Maxwell McCombs Graduate Student Award for Research Publishing

Travel Award (\$750)

School of Journalism, University of Texas at Austin

2013

Continuing Scholarship

Competitive fellowship awarded by School of Journalism, University of Texas for academic scholarship, research rigor, and scholarly potential. Tuition and \$10,000 stipend for 10 months. Award of \$20,000 in total

Top Faculty Paper Award

Political Communication Interest Group, Association for Education in Journalism and Mass Communication annual conference, Washington DC

2012

Travel Award (\$1,200)

School of Journalism, University of Texas at Austin

Nettie Doscher More Fellowship in Journalism

University of Texas at Austin

2011

Honors for Thesis Defense

University of Kansas

Calder Pickett Award

University of Kansas

2009

Fulbright Scholarship

Tuition, medical insurance, books, airfare, and monthly stipend for
two years
U.S. Department of State

1991

Full-tuition & monthly stipend scholarship
Hanoi National University

8. JOURNAL REVIEWER

2014 - present

New Media & Society

Journalism Studies

Journal of Communication