

Profile



Dr. ZHOU Bing was born in Xinyu, Jiangxi Province of China. She is Assistant Professor in the School of International Development Cooperation at UIBE and Main Coordinator of Beijing Humboldt Forum.

Education Background

2015.11-2019.7 Dr. phil. Applied Linguistics

Martin Luther University in Halle Wittenberg

2013.9-2015.7 MA German Language and Literature

University of International Business and Economics

2009.9-2013.7 BA German Language and Literature

Communication University of China

Research Interests

- Discourse Analysis
- Mass Media
- Conceptual history

Language Skills

- German
- English
- Chinese

Representative Works

ZHOU Bing. Study on News Media Stance from the perspective of Proximization — A Corpus-based Analysis on Reports about “Huawei Threat” in German Digital Media[J].Journal of Foreign Languages, 2021(3):71-81.

ZHOU Bing. Multimodal Meaning Construction of Language Labels from the Perspective of Intelligent Media[J].Modern Communication,2021(12):153-156.

ZHOU Bing. „Republik“ auf Chinesisch Spiegelungsdiskurse eines zentralen Begriffs der Moderne im ausgehenden Kaiserreich[M]. Frank&Timme Verlag, 2021.

Research Projects

2014.1-2015.1 China's Way to Market Economy, funded by Alexander von Humboldt Foundation

2014.7-2014.12 Rare Earth Elements Market Analysis, funded by Fraunhofer Gesellschaft

2020.1-2021.12 The Image of Chinese Cooperates in digital Discourses in Germany, funded by Communication University of China

Work Experiences

2019.9-2022.7 Post doc. Median Research

Communication University of China

2022.8- Present Assistant Professor

School of International Development Cooperation, UIBE

Visiting Scholar

2013.5-2014.7 Market Analyst

AHK Beijing

2016.7- 2016.8 Assistant Editor

Institut für Deutsche Sprache Mannheim

2018.7- 2018.8 Guest Consultant

Rolls-Royce Groupe - MTU Friedrichshafen

Teaching and Supervision during Last 5 Years

at Martin Luther University Halle Wittenberg

WS.2018. History of relations between China and Japan (MA Course)

WS.2018 China and its role in the world economy (MA Course)

at Martin Luther University Halle Wittenberg

WS 2019. History of German Literature (BA Course)

SS 2020. Mass Median (BA Course)

2020-2021. German Language

at University of International Business and Economics

WS. 2022 Selected Topics on Sustainable Development

WS. 2022 Selected Topics on International and Regional Studies

SS. 2023 International Development Cooperation

SS. 2023 Theories and Methods in Social Sciences