

SHUJIE FENG

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EDUCATION

University of Bologna

PhD student in Political and Social Sciences

Bologna, Italy

Nov. 2025 - present

- Thesis Title: Cruel hope: Contextualizing digital feminist labour in Contemporary China

Zhejiang University of Technology

M.A., Journalism and Communication

Hangzhou, China

Sep. 2022 - Aug. 2025

- **Final Grades:** 91.2/100 **Rank:** 1/14
- Thesis Title: The practice of social media discourse in Chinese digital feminism: A research based on (rejecting) “beauty duty” on Rednote

Beijing Technology and Business University

B.A., English Language and Literature (Translation and Interpreting)

Beijing, China

Sep. 2017 - June 2021

- **Final Grades:** 85.6/100 **Rank:** top 15%
- Thesis Title: Translation of financial and economic news in the *Wall Street Journal*: Perspective from Systematic Function Linguistics

CONFERENCES PROCEEDINGS & PRESENTATION

- [1] *Does feminism matter to our life? An intersectional lens of gender consciousness and mediated emotional labor in Contemporary China*, The Australian Sociological Association (TASA) 2024 Conference, Curtin University, Australia, 25-29 November 2024.
- [2] *How to defy “beauty duty”? Self-representation, (anti-)feminist discourse and everyday politics on Chinese social media* The Australian Sociological Association (TASA) 2024 Conference, Curtin University, Australia, 25-29 November 2024.
- [3] *“Men are ‘strong’ yet so fragile”: When hegemonic masculinity meets feminist satire*, The 53rd Annual meeting of the Southwest Conference on Asian Studies (SWCAS), Stephen F. Austin State University, USA, 1-2 November 2024.
- [4] *A new “witch-hunt” from women? (Un)doing feminism and popular misogyny in Chinese feminist politics*, Political Studies Association of Ireland (PSAI) 2024 Annual Conference, Trinity College Dublin, Ireland, 18-20 October 2024. (International Inclusion Award)
- [5] *Exploring new rhetoric in digital feminist practices: podcasting as knowledge (re)production in Contemporary China*, The Northeast Popular Culture Association (NEPCA) 2024 Conference, Nichols College, USA, 3-5 October 2024.
- [6] *(Self-)representation of gendered aging on RED: a critical discourse analysis in social media*, Aging & Social Change: 14th Interdisciplinary Conference, NUI Galway, Ireland, 18-20 September 2024.
- [7] *Why beauty is a duty? (Lack of) intersectionality, paradox of solidarity and social media in Chinese digital feminism*, The European Consortium Political Research (ECPR) General Conference 2024, University College Dublin, Ireland, 12-15 August 2024.
- [8] *What does social acceleration bring to us? Digital amnesia under alienation in Time*, The 4th New Knowledge Forum “New Opportunities and New Models: Audiovisual Communication in the Age of Digital Intelligence”, Tianjing, China, 28 October 2023. (Third-class prize)
- [9] *Heroes who never die: the evolution of memory from the perspective of médiologie*, Yangtze River Delta Postgraduate Academic Forum “Digital Reconstruction: New Media Technology and Future Communication”, Zhejiang Sci-tech University, China, 14 October 2023.

- [10] *Heroes who never die: the preservation and activation of memory glimmer under media evolution*, The 5th China Public Communication Academic Forum “Public Communication in the Era of Digital Civilization: Globalization and Chineseness”, Kashi University, China, 14 July 2023.
- [11] *Who’s remembering and who’s singing: collective memory of heroes in the digital age*, Countering Uncertainty: “Cognition, Communication and Challenges in Global Communication” Forum and Zhejiang Annual Conference on Communication, Zhejiang University of Finance&Economics, China, 3 December 2022.

RESEARCH PROJECTS

Hangzhou Philosophy and Social Science Project

March 2024 - Oct. 2024

Project 1: Trend Analysis and Strategies of Governance over Online Public Opinion in Mega-cities

Researcher | PI: Prof. Peng Shao

- Designed research plan and assigned work for team members
- Conducted panel discussion and interviews with Cyberspace Affairs Commission (CAC) in Hangzhou and other mega-cities (i.e. Beijing, Shanghai) on governance measures and experience over online public sentiment and opinion

Project 2: Governance over Public Opinion Ecology on Live-streaming in e-Commerce Industries

Researcher | PI: Jie Sheng

- Conducted semi-structured interviews on multi-channel network (MCN) in Hangzhou about management on public opinion related to live-streaming of e-commerce industry
- Designed questionnaire to collect public opinion on city image, micro-celebrity industry and governance efficiency and effect of CAC in Hangzhou

The Contest on Academic Works of Science and Technology

May 2023 - Nov. 2023

Title: Activation, Continuation and Negotiation of Memory: A Computer-Assisted Discourse Analysis of Bullet Comment on Bilibili

Advisor: Peng Shao | Third-class prize (top 15%)

- Collected 13 thousand bullet comment from videos about “Resist-America-Aid-Korea Movement” on Bilibili
- Conducted topic modelling, semantic network analysis and critical discourse analysis to map out the landscape of memory on social media and illustrate how digital media activates memory and intensifies populist and nationalist sentiment

PROFESIONAL EXPERIENCE

Research assistant at School of Humanities, ZJUT

Sep. 2022 - Sep. 2023

Writer of reports for “*Hengdian Index for Film, Television and Cultural Industries*”

Oct. 2022 - Sep. 2023

Teaching assistant in English as a second language

March 2022 - Aug. 2023

Editor for “*youliang better*” magazine

Jan. 2021 - March 2021

HONORS & AWARDS

China National Scholarship (top 4%, 2500 euros)

2023-2024

Outstanding Graduate Student Award (top 3%)

2023-2024

Individual Scholarship - Academic Innovation Award (top 5%, 200 euros)

2023-2024

Political Studies Association of Ireland **International Inclusion Award** (1500 euros)

2024

First-class scholarships for postgraduate students (top 30%, 1500 euros)

2023-2024

First-class scholarships for postgraduate students (top 30%, 1500 euros)

2022-2023

Second-class prize for National English Competition for College Students (top 3%)

2023

SKILLS

Software: SPSS, Python (Jieba, LDA, BTM), Gephi, Antconc, Nvivo

Language:

- Chinese (native, Mandarin Proficiency Test- Level 2, Grade A)
- English (IELTS 7.5, C1)
- French (A2)