

# Meng Yu

3410 Taft Blvd. Wichita Falls, TX 76308  
[meng.yu@msutexas.edu](mailto:meng.yu@msutexas.edu), 940-397-4086

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## Summary of Credentials

Ph.D. in rhetoric and composition (English Department)  
Extensive experience in quantitative as well as qualitative research studies  
Experience in teaching diverse student groups  
Expertise in Technical and Professional Communication teaching and research

## Education

Ph.D., Rhetoric and Composition, English Department, Georgia State University, 2019  
Dissertation: *Through the Funnel of Audiences: How Chinese Audiences Shape Media in the Context of Hegemony*  
Committee: Baotong Gu (Chair), Ashley J. Holmes, George Pullman

M.A., Language Testing, Linguistics and Applied Linguistics, Beijing Language and Culture University, 2011  
Thesis: *An Automated Test Assembly Design for Chinese Character Usage Ability Assessment Based on Weighted Deviation Model*

B.A., Teaching Chinese as a Foreign Language,  
Beijing Language and Culture University, 2008

## Publications

### Peer-Reviewed Journal Articles:

Gu, Baotong, and Yu, Meng. (2016). East Meets West on Flat Design: Convergence and Divergence in Chinese and American User Interface Design. *Technical Communication*, 63(3), 231–247.

M. Yu. (2023) “The Rise of Super Apps: Insights and Opportunities from a UX Perspective.” Proceeding of ProComm, IEEE.

Bibliometric Analysis of the International Automated Scoring Research Development and Trends: 2001-2022. *Journal of China Examinations* (Submission accepted)

### Entries in Reference Works

“Language Transfer.” *Constructing the Threshold: An Encyclopedia of Concepts at the Intersection of Cognition and Writing*. (Submission accepted)

### Books:

Co-author. (2018). *Analysis of Classic Cases for Teachers of Chinese to Speakers of Other Languages*. Beijing: People’s Education Press.

Co-author. (2017). *Handbook for TCSOL Certificate Examinations*. Beijing: Beijing Language Culture University/ Chicago: Phoenix Tree Publishing.

Co-author. (2016). *A Guide to the Interview Portion of the Certificate Examination for Teachers of Chinese to Speakers of Other Languages*. Beijing: People's Education Press.

## Teaching

**Assistant Professor**, Technical and Professional Communication, Midwestern State University, starting from Fall, 2023

English 2032: Intro to Professional Writing

English 3203: Technical Writing

English 2113: Intermediate Composition & Grammar

**Instructor**, Professional and Technical Writing Program, Virginia Tech, 2019- present

English 1105: English Composition I

English 1106: English Composition II

English 3764: Technical Writing

English 3844: Writing & Digital Media

English 3814: Creating User Documentation

**Graduate Teaching Assistant**, Georgia State University, 2017- 2019

English 3130: Business Writing

English 1101: Success Academy: An extended course for students that need academic support

English 1101: English Composition I: Engaging in Multi-language and Culture

English 1102: English Composition II: Writing for Research

**Writing Tutor**, Writing Studio, Georgia State University, 2018-present

Tutored GSU undergraduate and graduate students in all parts of writing process. Helped tutees in various genres of writing.

**Adjunct Instructor**, Department of Foreign Languages, Kennesaw State University, 2013

**Adjunct Instructor**, Australia Geelong Grammar School, Winter Study Abroad Program in Beijing, 2010

Taught 6-week intensive courses about Chinese culture to Australian high school students.

**Graduate Instructor**, Intensive Chinese Institute, Beijing Language and Culture University, 2009

Taught 8 weeks Intensive Intermediate Chinese course.

Created and led cultural activities for students from 10 countries. Facilitated students to work with other instructors in the program.

**Chinese/English Tutor** for international students, 2006-2013

## Professional Experience

**Graduate Research Assistant**, Office of International Initiatives, GSU, 2015-2017  
Research Coordinator, Researcher, and Editor

Coordinated a 10-person research group to work on research projects, edited research reports and communicated with publishers. Conducted the annual evaluation on the Chinese program of a local charter school, coordinated and promoted multicultural activities.

**Research Assistant**, Confucius Institute, Beijing Language and Culture University, 2011  
Coordinated the research project on a comparative of language policy in the U.S. and China, reviewed literature and collected data

**Graduate Research Assistant**, Institute of Educational Measurement  
Beijing Language and Culture University, 2009 - 2011  
Organized and coordinated a research team on several national examinations, including National Examination for Admissions to the Local Civil Service Employee (2011), Minority Chinese Exam (2009-2011), Chinese Character Proficiency Test (2010-2011). Wrote test items, graded and reported test score to examinees, programmed to analyze test results and the quality of tests; mentored fresh graduate students in the team to work individually. The data amount (numbers of examinees) varied from 5,000 to 70,000.

## Conference Presentations

“The Rise of Super Apps: Insights and Opportunities from a UX Perspective.” ProComm, IEEE, Ithaca, NY, 2023

“Information Density Across Cultures: Is Chinese Interface Design Really Busy?” ATTW, Virtual conference, 2023

“Enhancing Chinese Learners’ Reading Competence through Collaborative Reading with ESL Learners.” Chinese Language Teachers Association Annual Conference, Washington, 2023

“Assessing ELL Students’ Writing in A Traditional Composition Classroom.” Corridors: The Blue Ridge Writing and Rhetoric Conference, Blacksburg, VA, 2020

“Building Boundaries of Writing Assessment through Validation.” The Conference on College Composition and Communication, Portland, 2017.

“Market-Driven Technical Communication Curriculum Design in China.” Poster presentation, The Conference of Association of Teachers of Technical Writing, Portland, 2017.

“The Past, Present and Future of Automated Essay Scoring.” Co-presenter, The 12<sup>th</sup> Symposium on Psychological and Educational Testing in Chinese Communities, Guiyang, China, 2016.

“The Entertaining Public Debate on the Internet: New Features in the Age of Amusement.” The Conference of South Atlantic Modern Language Association, Jacksonville, 2016

“What Accounts for Competent Chinese Language Teachers: Challenges and Indicators.”  
National Chinese Language Conference, Chicago, 2016.

“East Meets West on Flat Design: The Convergence and Divergence of Chinese and  
American Rhetorical Principles.” The Conference on College Composition and  
Communication, Houston, 2016.

“Digital Talkback: The Resisted Code from China.” The Conference on College  
Composition and Communication, Tampa, 2015.

“Oriental Aesthetic Meets Western Designing Trend: Chinese Peoples’ Acceptance of Flat  
Design.” Research Network Forum, Tampa, 2015.

“Unveiling the Myth of Directness vs. Indirectness: A Comparative Study of Chinese and  
American Advertisements.” Co-presenter, The Conference on College  
Composition and Communication, Indianapolis, 2014.

## Invited Lectures

“Preparing a Professional Job Packet: From a Technical Communication Perspective.”  
Department of East Asian Languages, Literatures and Cultures, University of Virginia,  
May 2021, May 2023

“Writing an Effective Resume: Tips and Suggestions for Graduate Students.” Department of  
East Asian Languages, Literatures and Cultures, University of Virginia, November 2020

“An Introduction of Chinese: Language, Culture and History.” Languages of The World,  
Department of Applied Linguistics, Georgia State University. October 2017.

“Media and Public Discourse in Contemporary China.” Topics in Chinese Studies, World  
Languages and Cultures, Georgia State University. April 2017.

“Chinese Cyberspace: Resistance Code as Tactics.” Brown Bag Series, Asian Studies Center,  
Georgia State University. March 2015.

## Awards and Scholarships

Summer Research Fund, English Department, Virginia Tech, 2021.

Confucius Institute Overseas Volunteering Scholarship (\$12000), 2016-2017.

Graduate Travel Grant (\$300), Asian Study Center, Georgia State University, 2015

China Study Abroad Scholarship (\$15000/year), China Scholarship Council, 2012-2014.

## Academic Service

Search Committee Member, Professional and Technical Writing Program, Virginia Tech,  
2022

Undergraduate Committee Member, English Department, Virginia Tech, 2021

Conference Volunteer, The Conference of South Atlantic Modern Language Association,  
2016.

Assistant, Writing Studio, Georgia State University. 2015.

## Language

Mandarin Chinese (native)

English (fluent)

Japanese (ability to understand basic Japanese)

## Language Pedagogy Training

Teachers of Chinese as a Foreign Language Training Program. The Chinese Language Council International, 2014

American Local Professional Training for Chinese Language Teaching & Teaching Materials. The Chinese Language Council International, 2012