

Hongcheng LU (Chris LU)

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Fields: Economic News, Media Economics, Digital Culture Industry, Political Communication
Language: Korean (TOPIK-5), English (TEM-8), French (TFU-4)



EDUCATION

Tsinghua University Journalism and Communication Doctor	2023.09 - 2027.07
• GPA:3.95 / 4.0	
Communication University of China Media Economics Master	2020.09 - 2023.07
• GPA:3.99 / 4.0 (average: 93.1)	
Beijing Foreign Studies University International Economics and Trade (French literature) Bachelor	2016.08 - 2020.06
• GPA:3.63 / 4.0 (average: 88.02)	

WORK PUBLISHED

Hang, M., & Lu, H. (2024). Exploration of the paths and mechanisms for data elements empowering the development of the publishing industry. <i>Chinese Editorials</i> , (07), 18-23. CSSCI	2024.07
Lu, H., & Zheng, S. (2024). Causes and countermeasures of public opinion risks faced by multinational digital platforms in information geopolitics: A case study of multiple international sanctions against TikTok. <i>Modern Communication</i> , (07), 59-66. CSSCI	2024.07
Huang, P., & Lu, H. (2024). Exploring the gender attraction perceptions of the fourth queer heterosexual group in China [Oral presentation]. 74th ICA, LGBTQ+ Panel, Gold Coast, Australia. ICA	2024.06
Lu, H. (2024). Research on the institutional logic of short video micro-dramas industry. <i>Contemporary Television</i> , (02), 60-66. CSSCI+	2024.02
Zheng, S., Lu, H., & Yin, W. (2022). An exploration of the driving forces behind the shortening trend of window periods from institutional logic perspective. <i>Film Art</i> , (03), 155-160. CSSCI	2022.06
Zheng, S., Xi, Z., & Lu, H. (2022). Branding strategies of cultural variety shows: A case study of The Reader. <i>Television Research</i> , (05), 80-82. CSSCI	2022.05

WORK IN PROGRESS

Lu, H. (2024). The Role of News on the Confidence-Boosting Effect of Economic Policy Announcements: Empirical Quasi-Natural Experiment Evidence from China. Submitted to the 75th ICA. (Single-authored).	2024.10
Lu, H. (n.d.). Empowerment or Exploitation: A Network Ethnography of a Community of Tuwei Culture Content Creators in Douyin. Under second revision. <i>Contemporary Youth Research</i> .	2024.07
Lu, H. (n.d.). Can AI Match the Expertise of Financial Journalists in Writing News Commentary? An Online Experimental Analysis Based on the Heuristic-Systematic Model. Accepted. <i>Chinese Journal of Journalism & Communication</i> (CSSCI TOP).	2024.04

RESEARCH PROJECTS

Industry-Funded Projects "Research on the Social Incentives and Mechanisms of Intimate Relationships among Chinese College Students"	2023.10 - Present
• Led research design, forum organization, and campus outreach; delivered a comprehensive report.	
University-Level Project: "Video Empowerment in Innovative International Communication of Traditional Culture"	2022.07 - Present
• Led video content analysis and strategy design for global cultural communication; published findings in <i>Modern Communication</i> .	
Major Social Science Project "Emotional Public Opinion and Financial Crises Response Mechanisms"	2021.09 - 2022.10
• Directed social media analysis and industry data research; authored a paper under review.	
University-Level Project "Short-Form Video Consumption Among Gen Z"	2020.12 - 2022.05
• Managed digital trend analysis and industry research; published findings in <i>Film Art</i> .	

PROFESSIONAL EXPERIENCE

Tsinghua University Education Foundation Public relations Public Relations Department	2023.09 - 2024.07
• Maintained donor relationships, produced brand promotional films, and managed the foundation's media matrix.	
Beijing Kuaishou Technology Co., Ltd Content Operations Specialist Operations	2021.05 - 2021.08
• Managed high-quality author communities, optimized content, and led celebrity author introductions and live broadcast projects.	
Guilin TV Station Video Journalist and Editor The Department of Political Affairs	2019.12 - 2020.02
• Reviewed and edited news for <i>Guilin News</i> in <i>Guilin TV</i> .	

HONORS & AWARDS

Bachelor's: Social Work Award (2018), Outstanding Student Leader (2017/2019), Third-Class Scholarship (2019), Outstanding Graduate (2020)
Master's: National Scholarship (2022), Second-Class Scholarship (2021), University-Level Merit Student (2021/2023), Outstanding Graduate (2023)
PhD's: Second-Class scholarship (2024)