

Hongcheng LU (Chris LU)

18877480909 | chrislu2016@163.com
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 (double degree in 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. Chinese Editorials, (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. Modern Communication, (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. Contemporary Television, (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. Film Art, (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. Television Research, (05), 80-82. - CSSCI	2022.05

WORK IN PROGRESS

Lu, H. (2024). Can National Financial Literacy Better Explain the Differences in Financial Media Systems Among Countries? A Comparative Study of Media Systems in 19 European Countries. Paper presented at the 2024 Annual Conference of the China Association for the History of Journalism and Mass Communication, Media Economics and Management Division, Hangzhou, China. Manuscript under submission.	2024.10
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. Contemporary Youth Research.	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. Under third revision. Chinese Journal of Journalism & Communication.	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)