Profile of visiting scholar: 訪問學者簡介

Lifen Cheng (Ph.D.) 鄭荔芬博士

UNESCO Knowledge Field Code Number:
聯合國科學教育文化組織之知識領域代號：
630607, 630899, 630105

Associate Professor
Department of Sociology and Communication
School of Social Sciences
University of Salamanca大學社會科學院副教授
Spain

lfcheng@usal.es

Research Member of The Audiovisual Content Observatory
大學視聽媒體內容觀察研究中心成員
University of Salamanca, Spain

Publications in the last six years (2016-21) 近五年期刊發表作品

Lin, J.& **Cheng, L.** (2019). Study of the use of subtitling of media fictions in language learning related to character identification. Easy Chair, No. 1036

Lin, J.& **Cheng, L.** (2018). The relation between cinema/subtitled series and Spanish learning for Chinese students of the Spanish language. Proceedings of the 6th International Conference on Technological Ecosystems for Enhancing Multiculturality. Salamanca, Spain

Cheng, L. (20017). Do I mean what I say and say what I mean? A cross-cultural approach to the use of emoticons & emojis in CMC messages. Fonseca Journal of Communication, 207-26. Salamanca Spain

Cheng, L. (20017). Direct online political communication effects on civil participation in Spain: an experimental study. In J. L. Dader y E. Campos, *Digital Searching for Vote,* pp. 393-434. Valencia: Tirant Lo Blanch

Cheng, L. & López I. A. (2016) Attitudes & effect of vocational school students' classroom smartphone use in the Spanish Castilla-Leon region. ACM, N.Y. USA. doi>10.1145/3012430.3012649

Participation in Research Projects with Public Institution Financings: 曾參與公家經費研究方案

Project Title: *Social cognitive effects of news framing of immigration. The moderating role of immigrant population density.*
Financing institution: Ministry of Education, Science & Research, Spain.西班牙教育部
Duration: Oct 1st, 2007 - December 31st, 2009
Number of participants in the interuniversity team: 7

Project Title: *Social situations and media exposures of female immigrants: Analysis of social perception and health conditions of Asian women in Spain.*
Financing institution: The Women Institute, Ministry of Social Welfare, Spain. 西班牙社會福利部
Duration: January 1st, 2008 – October 31st, 2010
Number of interdisciplinary participants in the team: 5

Project Title: *Cyber democracy in the 2008 general elections campaign in Spain. The usage of new ICTs for perception, deliberation, and electoral movements.*
Financing institution: National program for "*R+D*", Ministry of Education, Science & Research, Spain. 西班牙教育部
Duration: Oct 1st, 2008 - December 31st, 2010.
Number of participants in the interuniversity team: 9

Project Title: *Analysis of the image of immigration on prime-time TV fiction*
Financing institution: Regional Government of Castilla & León, Spain. 西班牙卡斯底亞自治區政府
Duration: January 1st, 2010 - December 31st, 2012
Number of participants in the interuniversity team: 7

Project Title: *Cyber campaign, cyber journalism, and electoral cyber activity in the 2012 general elections in Spain.*
Financing institution: National program for "*R+D*", Ministry of Innovation & Competitiveness, Spain. 西班牙競爭力與創新部
Duration: January 1st, 2011 - December 31st, 2013.
Number of participants in the interuniversity team: 12

Project Title: The online campaign strategies of the Spanish political parties in 2014-2016
Financing institution: Ministry of Economy 西班牙經經濟部
Duration: October 1ST 2015 – September 30th 2017
Number of participants in the interuniversity team: 16

Period of visit: 訪問時程

March 24-25, 2022

Talk topic: Do I mean what I say and say what I mean? A cross-cultural approach to the use of emoticons & emojis in CMC messages.
演講主題：表情符號的跨文化觀察：西班牙文與中文使用者的差異

Taipei, Taiwan on February 21st, 2022