



University of
Nottingham
UK | CHINA | MALAYSIA

Faculty of Humanities and Social Sciences **Annual Report**



2023-24

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Dean's Message

This report illustrates the significant work and achievements of the Faculty in the period 2023-24. FHSS is making visible strides in teaching, research and public engagement, and this work is reflected in our Report. We are proud of the awards for our staff and students that reflect the very high standard of research and practice in FHSS.

We pride ourselves on being the 'most international' Faculty at UNNC and this is evinced by our staff profiles and our programme portfolio. Our graduates go onto further study worldwide, with more than a fifth securing further study in the Top 10 universities. Our students are encouraged to participate in extra-curricular activities such as the 21st Century Cup, and their successes highlight their proficiency, skills and knowledge. We are focused on working on aspects of employability to ensure that our graduates have the best advantage in a competitive job market.

We are continuing to develop first-class laboratory facilities, most recently the Apple Mac lab, which will support the teaching for a newly-approved MA in Digital Screen Production. Our research resources help showcase the quality of research being undertaken in FHSS. There is a strong output of publications garnering good citations. Faculty colleagues are also active in organising a broad range of activities, including conferences and workshops, which showcase the diverse portfolio of subject specialisms within FHSS.

We are an outward-facing Faculty, with a strong commitment to knowledge exchange and to the community, including the Ningbo Library. I am privileged to be leading such a talented and ambitious team.

Professor Catriona Morrison
Dean, Faculty of Humanities and
Social Sciences

10 Research Centres and Base

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Laboratories

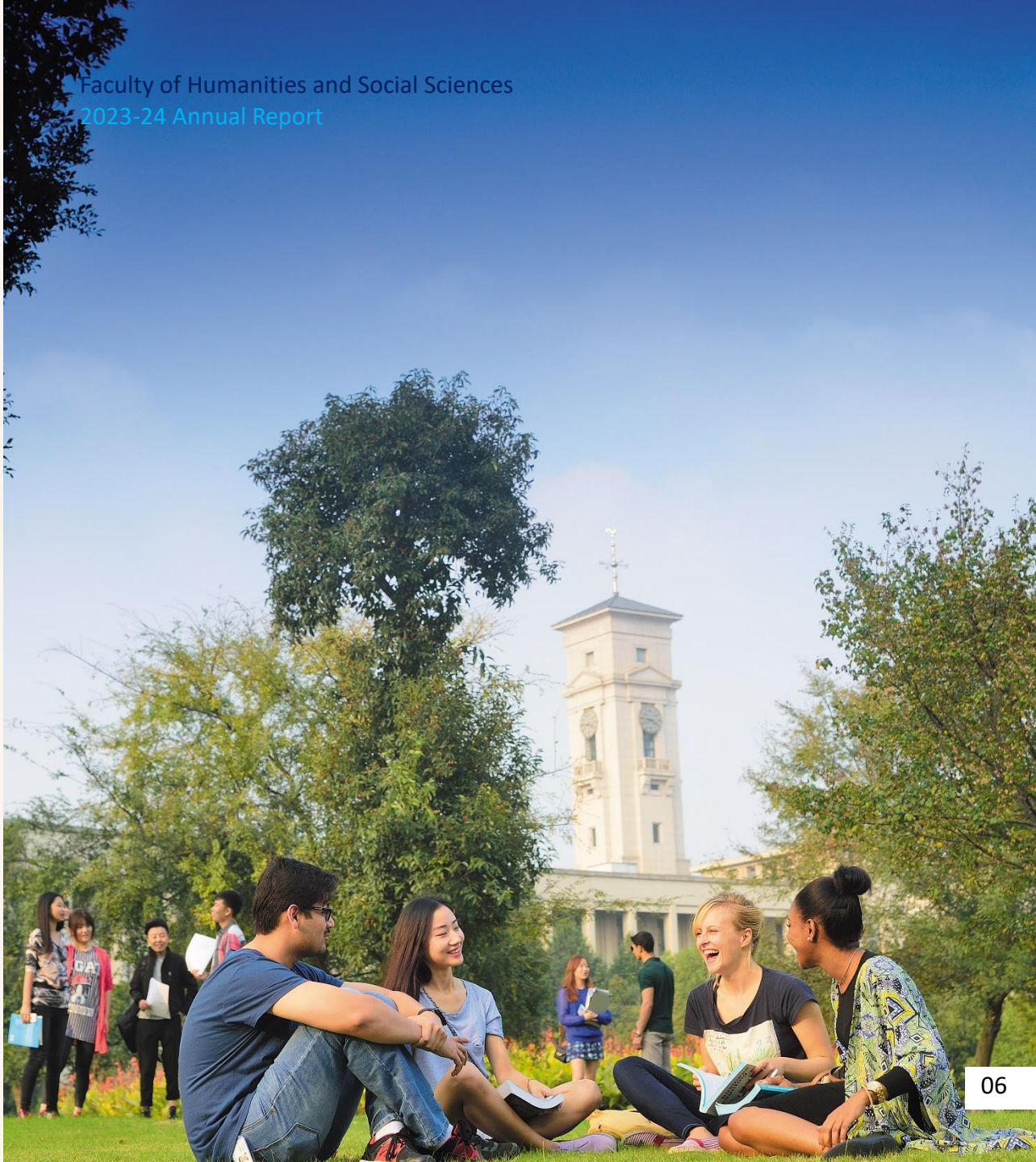
2946
Students
2360 undergraduate students
426 master students
160 doctoral students

112
Staff
14 Professors
25 Associate Professors
40 Assistant Professors
9 Teaching Fellows
24 Language Tutors



Selected Student Awards

Student(s)	Competition	Award	Level
Jiawei Yao	International Film Festival of India, Cinema for Inclusion	CIFFI School Students Film Category Winners	International
Hengchang Xu	2023 FLTRP ETIC Cup English Debate Autumn Camp, China Speaking and Debating Championship (CSDC)	The Best Debater	National
Dekai Liu Yifei Shao	2023 Tsinghua International Case Analysis Competition of Public Policy on Sustainable Development Goals (SDGs)	Second Prize (Undergraduate Track)	National
Dekai Liu	2023 FLTRP Guocai Cup “Understanding Contemporary China” National Foreign Language Proficiency Competition (Reading)	Gold Prize (National Top 20); Gold Prize (Provincial)	National/ Provincial
Yishan Jiang		Bronze Prize (National); Gold Prize (Provincial)	National/ Provincial
Chihan Zhang		Bronze Prize (National); Gold Prize (Provincial)	National/ Provincial
Xintong Li		Silver Prize (Provincial)	Provincial
Hengchang Xu		Group Second Prize	National
Sichen Wang	The 29th China Daily “21 Century Cup” National English Speaking Competition (Zhejiang Province Final)	Third Prize	Provincial



Selected Staff Awards

Winner(s)	Award	Level
Vladimir Brusic Anwei Feng	Elsevier Highly Cited Chinese Researcher (2023)	International
Filippo Gilardi Thomas Whyke	2 nd Place Top Faculty Paper Award in ICC Division- International Communication Association	International
Shravan Luckraz	West Lake Friendship Award	Provincial
Filippo Gilardi Dan Shi	18 th Outstanding Output in Philosophy and Social Sciences	Municipal
Tracey Fallon Filippo Gilardi Sadia Jamil Xiaoyu Lu Corey Schultz Dan Shi	7 th Excellent Achievements in Philosophy and Social Sciences	District
Yifei Cao Jingong Huang Kyung Min Nam Yi Qie Thomas Whyke	Lord Dearing Award	University

Royal Society of Arts	Fellow	Douglas Bell Rosaria Franco Filippo Gilardi	Thomas Whyke Corey Schultz
Royal Historical Society	Fellow	Matteo Salonia	
	Associate Fellow	Rosaria Franco	
Chartered Institute of Linguists	Member	Antonio Muñoz Barragán Kyung Min Nam Jose Pellon	Bingxu Tang Vivian Yan Yilong Yang
Higher Education Academy	Principal Fellow	Filippo Gilardi	
	Senior Fellow	Godwin Ioratim-Uba Jan Jozwik	Ping Du Rosaria Franco
	Fellow	Chew Lian Chua Corey Schultz Dan Shi Derek Irwin Jenyu Chou Lei Hao Long Wen	Qie Yi Sadia Jamil Shravan Luckraz Smile Ye Stephen Goulding Thomas Whyke Yifei Cao
	Associate Fellow	Antonio Muñoz Barragán Bjarke Liboriusen Chen Qu Lily Yu Kyung Min Nam	Shixin Zhang Stewart Gray Xuyan Lou Zhaoyu Zhu

Membership

Highlights of the Year

The Sino-European Humanities and Social Sciences Exchange and Cooperation Key Laboratory

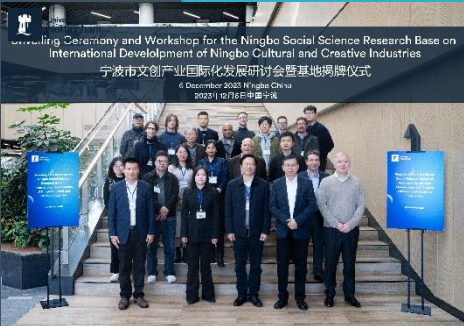
was established in December 2023. This marks the first time that UNNC has established a municipal key laboratory in the field of humanities and social sciences.

The Ningbo Social Science Research Base on International Development of Ningbo Cultural and Creative Industries

was unveiled on 6 December 2023. Six projects will be developed jointly by academic experts and industry professionals.

The Apple Mac Lab

was unveiled in March 2024. Alongside the Audio-Visual Lab, this lab is nurturing the next generation of filmmakers and supporting academic staff in pioneering research.



Social Sciences (General)

is ranked in the top 1% of the global rankings of ESI (Essential Science Indicators), and has advanced to 0.44% in 2024.

Prof Henry Jenkins

a leading media studies scholar, delivered a public talk *Imagining Better (and More Sustainable) Futures: The Work of the Civic Imagination Project* to over 300 attendees, and taught to UNNC students a series of lectures *Western Fandom Studies: An Overview* in June 2024. He was appointed as Honorary Professor at the School of International Communications earlier in January.

MA Digital Screen Production

has been approved by the Chinese Ministry of Education. It will commence in the academic year 2025-26, with an initial intake of 20 postgraduate students, and the intake is expected to increase over time.

UNNC 20th Anniversary Gala Celebration

was held successfully on 13 April 2024. The Faculty invited alumni and guests from partner institutions and industry to celebrate this auspicious occasion.



Education and Student Experience

2023-24 saw the continuation of the strong faculty focus in ESE, as well as some excellent new ESE initiatives, which have been highlighted in the ESE section of the FHSS newsletter and some of which are listed below. These were capped by a faculty ESE Away Day in which we have prepared a path to engage with educational technologies (including AI), examined and prepared plans in accordance to the National Student Engagement Survey, and discussed the principles of curriculum evolution and design in the upcoming year.

FHSS students

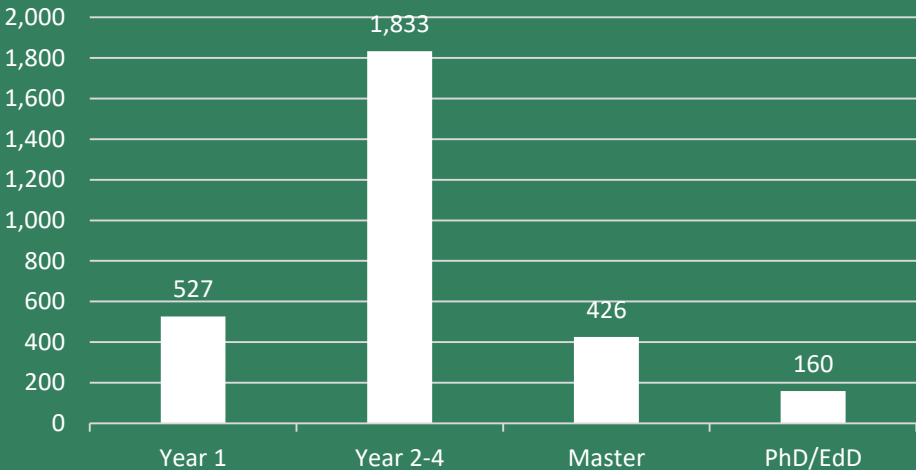
The total number reaches

2,946

The Faculty offers 14 undergraduate programmes and 14 postgraduate programmes, including 8 taught courses and 6 doctoral programmes, in the academic year 2023-24.

There are 2,946 students in total, including 2,360 undergraduate students, 426 master students and 160 doctoral students, covering over 30 countries and regions.

FHSS Student Number



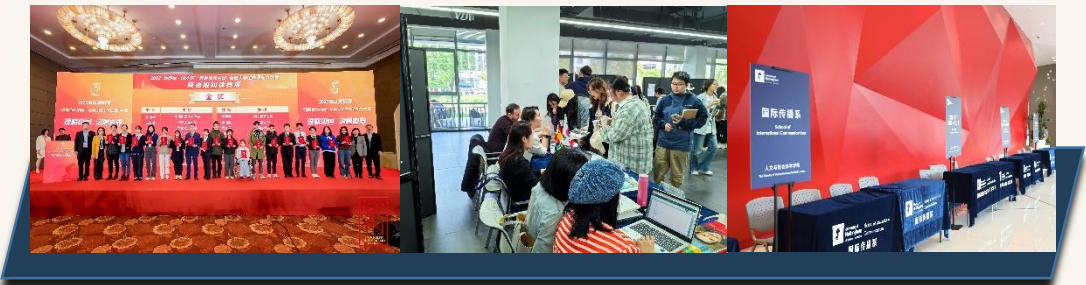
90.6% of the 2023 undergraduates in FHSS went on to further study, with 22.1% of them being admitted by the top 10 universities.

Universities	No. of graduates	% of graduates
TOP10	99	22.1%
TOP50	317	70.8%
TOP100	413	92.2%

Student Experience and Activities

Selected Activities

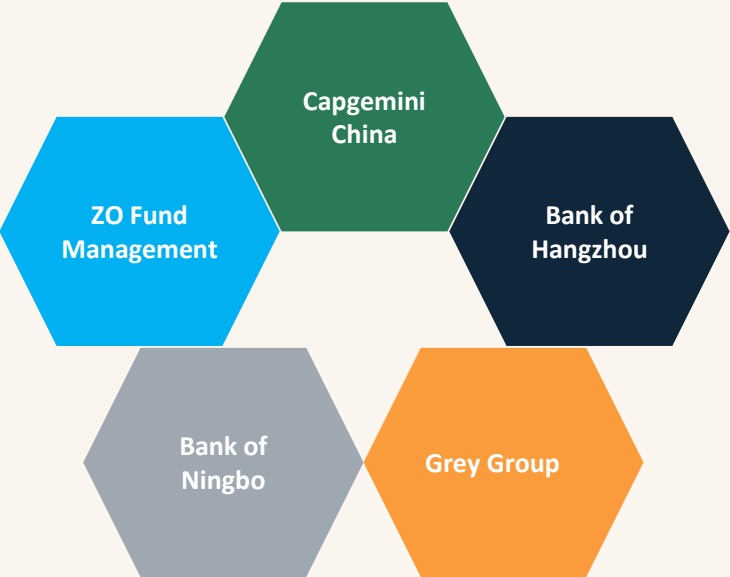
Title	Date	Summary
New Students Welcome	2023.9.9-13	The Faculty hosted a week-long series of events welcoming new students, with 20 international and HMT students invited to experience the local culture of Ningbo.
FLTRP Guocai Cup National Foreign Language Proficiency Competition (Reading)	2023.9.23	The university-level competition took place on September 23, 2023, and selected 9 candidates for the provincial competition, 3 of whom progressed to the national level competition.
FHSS Head's Forum	2023.11.6-10	FHSS students, including UG, PGT and PGR, were invited to engage in discussions with the Heads of Schools in an informal setting, which provided a platform for expressing their apprehensions, inquiries and/or innovative concepts.



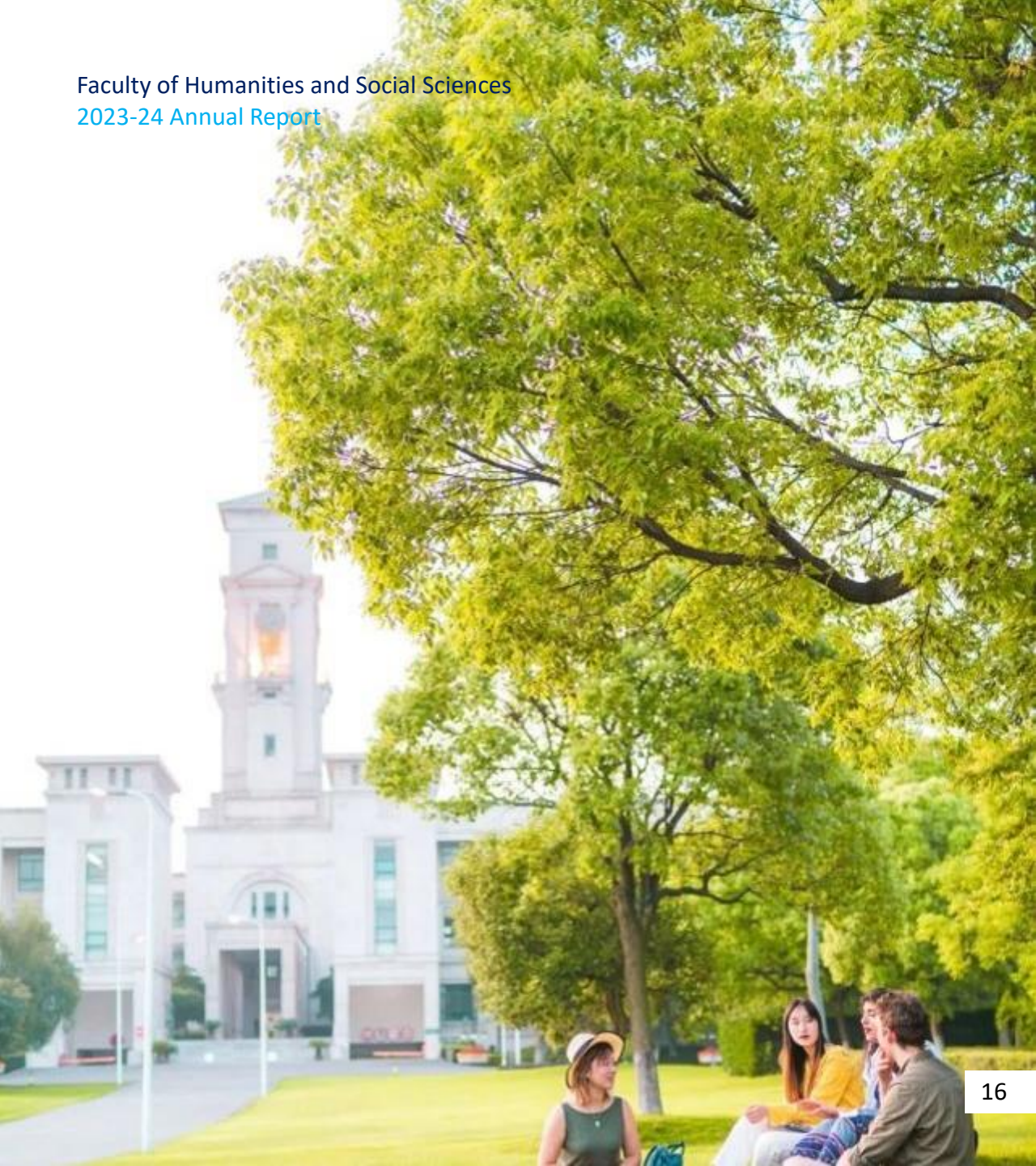
Title	Date	Summary
FHSS Module Fair	2024.4.10	This event assisted undergraduate students in gaining a comprehensive understanding of the modules offered for the next academic year. It empowered them to make informed decisions in their academic journey.
FHSS Undergraduate Research Conference	2024.4.13	This conference aimed to strengthen students' experience in research activities, inspire students at junior levels, celebrate our teaching excellence, and encourage interdisciplinary conversations. Over 50 FHSS students presented their research projects, with verbal presentations of 26 projects and 14 poster exhibitions. 18 academic staff and 7 PhD students observed and provided reflective feedback.
"21st Century Cup" National English Speaking Competition (Zhejiang Provincial Final)	2024.5.25	The Faculty hosted the provincial final on May 25, 2024, with one FHSS student participating in and winning the Third Prize.

Employability Development

The Faculty organised a series of field trips and career talks to all undergraduate students. It aimed to familiarise them with the industry and provide tailored knowledge and skills of employability.



Topic (of Career Talk)	Date
Economics of Financial Advise	2023.11.22
Career path in Health Economics and Biomedical Informatics	2024.3.4

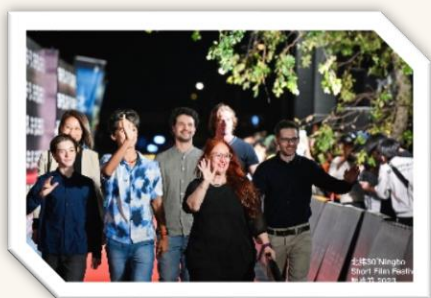


Research and Knowledge Exchange

The past year was characterised by a return to 'normality'; of the resumption of in person conference participation, field work, and visiting fellowships. The Faculty welcomed several leading scholars whose discussions with staff and students led to inspiring ongoing collaborations. At the same time, our staff ventured to the corners of the globe as visiting scholars. From the Americas and Europe to Africa, Australia, and countries in the Asia Pacific region, our colleagues took the opportunity to exchange ideas, develop collaborations and strengthen our research networks.



This year was also a pioneering year; with the awarding of the first municipal key laboratory in humanities and social sciences, the development of the first ARRI certified virtual production and motion capture academy in Asia, the establishment of FHSS research units improving healthcare management and decision making, and the development of language learning technology with marketable potential. The Faculty is proud of the research achievements of all staff. Through the below exemplars, we highlight the outcomes of our thriving research culture which aims to solve problems and improve lives through a focus on the humanities and social sciences.

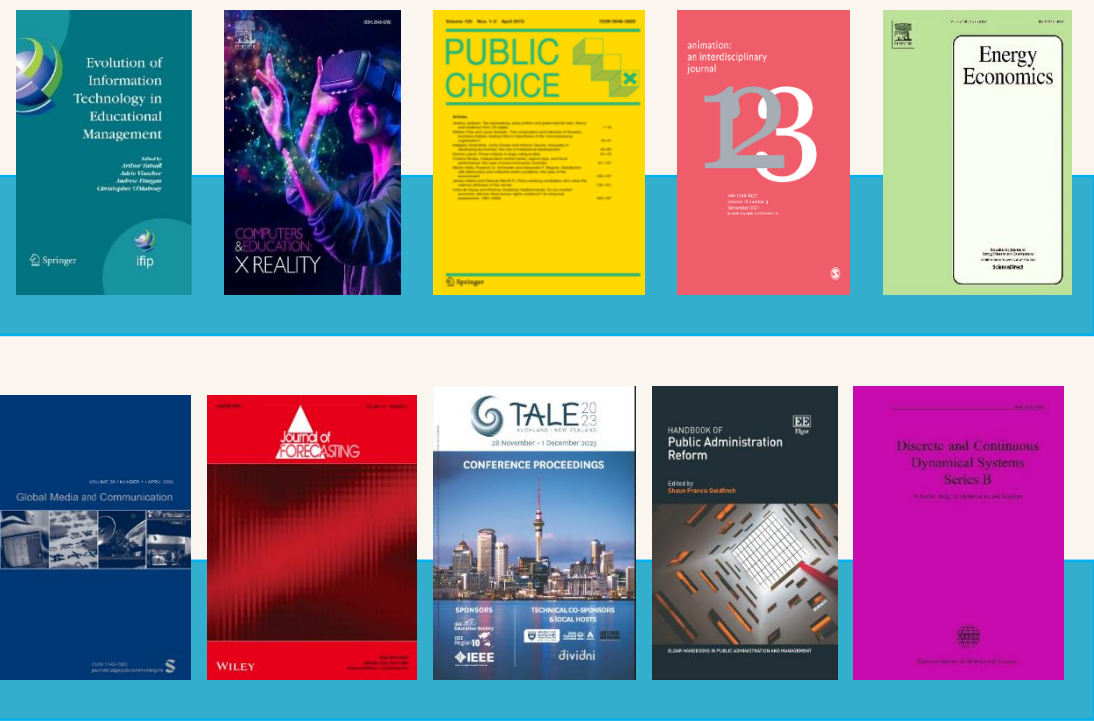


The Faculty has 9 research centres, 7 laboratories and 1 research base as follows.

- Centre for Advanced International Studies
- Centre for Decision Research and Experimental Economics
- Centre for Grading of Recommendations Assessment, Development and Evaluation
- Centre for Health Economics
- Centre for Research Education and Language
- Global Institute of Silk Road Studies
- Institute of Asia Pacific Studies
- Nottingham Centre for Research on Globalisation and Economic Policy
- Yinzhou Community Renewal and Development Research Centre
- Apple Mac Lab
- Audio-Visual Lab
- Cognitive Neuroscience of Language Laboratory
- Lab on Mixed Reality
- Language and Pedagogy Lab
- Smart Medicine Lab
- Sino-European Humanities and Social Sciences Exchange and Cooperation Key Laboratory
- Ningbo Social Science Research Base on International Development of Ningbo Cultural and Creative Industries

Publications

The number of publications from FHSS staff in the years from January 2023 till now reaches 165, including journal papers, books and book chapters, among which 93 is captured by Scopus with a Field-Weighted Citation Impact of 1.06.



Selected Publications in Top Journals

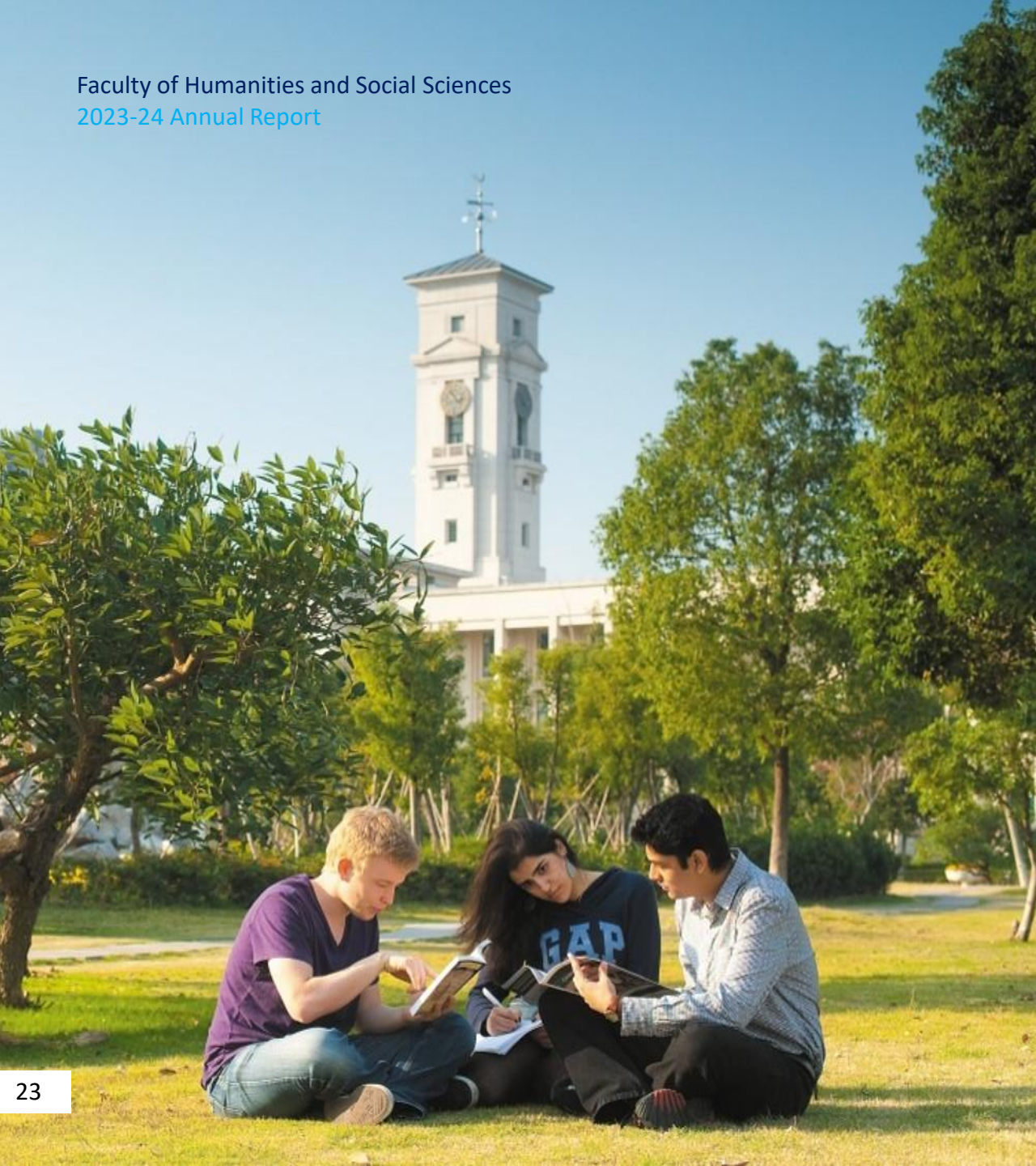
Title	FHSS Authors	Journal Title
Air pollution and education investment	Cook, S.	Energy Economics
Biblical kingship, catholic theology, and the rights of Indians in the opening of Las Casas's short account	Salonia, M.	Religions
Creating the 'virtual' witness	Schultz, C.	Museum Management and Curatorship
Languaging dynamics in interactive lecturing: exploring an embodied approach to deep learning in L2 higher education contexts	Du, P. Irwin, D. Shi, D.	Classroom Discourse
Public trust of physicians in China improved since the COVID-19 pandemic Began	Chen, Z.	Social Science and Medicine
Quantile regression with censoring and sample selection	Qian, W.	Journal of Econometrics
Second and foreign language vocabulary learning through digital reading	Irwin, D. Zhang, Y.	Education and Information Technologies
Stylistic and linguistic variations in compliments: an empirical analysis of children's gender schema development with machine learning algorithms	Zhang, Y.	Humanities and Social Sciences Communications
The changing ethnic news media landscapes	Jamil, S.	Journal of Multicultural Discourses
The effect of clean energy investment on CO2 emissions: insights from a spatial Durbin model	Huang, J. Weng, C.	Energy Economics
The interplay between digital platforms and user-generated content in reinterpreting and recreating mythological narratives with traditional Chinese cultural elements: the animated series Yao-Chinese Folktales	Dean, L. Whyke, T.	Creative Industries Journal

Selected Most-Cited Publications

Title	FHSS Authors	Journal Title
Content and discourse analysis of cruelty towards stray dogs as presented in Chinese social media	Whyke, T.	Society and Animals
Corporate tax-shields and capital structure: leveling the playing field in debt vs equity finance	Cao, Y.	European Journal of Finance
Does inattentiveness matter for DSGE modeling? an empirical investigation	Chou, J.-Y.	Economic Modelling
Global attributed burden of death for air pollution	Chen, Z.	Science of the Total Environment
Guidelines for the diagnosis, treatment, prevention and control of infections caused by carbapenem-resistant gram-negative bacilli	Xia, J.	J Microbiol Immunol Infect
Media Discourses and Representation of Marginalized Communities in Multicultural Societies	Jamil, S.	Journalism Practice
Repositioning of city branding through promotional videos	Liu, Z.	Place Branding and Public Diplomacy
Teacher agency and ICT affordances in classroom-based language assessment	Lee, S.	System
The role of novelty stimuli in second language acquisition	Zhang, Y.	Smart Learning Environments

Funding Schemes	Purpose
Seed Funding	The grant aims to fund projects that will lead to grant applications, larger research projects, or high impact research output/publications. Networking with external collaborators is particularly encouraged. Interdisciplinary and inter/intra institutional collaboration will be prioritized.
Interdisciplinary Research Funding	The grant aims to fund interdisciplinary projects that will lead to grant applications, larger research projects, or high impact research output/publications. The grant proposal must be designed in an interdisciplinary manner and convince through collaboration across at least two schools in FHSS. While networking with collaborators external to FHSS and/or to UNNC is encouraged, the lead applicant must be based within FHSS.
Ad Hoc Funding	The grant aims to support ongoing research activities and small requests for funding that fall outside the scope of available University or Faculty funding.
Open Access Award	The grant aims to grow the research profile of individual academics, research teams, Schools and Faculty.

Faculty Funding Schemes



Selected Research Projects

PI	Project Title	Programme	Funding Agency	Amount (RMB)
Shixin Zhang	A study on improving the dissemination of science in Ningbo	Ningbo Municipal Government Funded Project	Ningbo Science and Technology Bureau	50,000
Zhuo Chen	Global Health Cooperation and China’s Participation	Commercial Project	Shanghai Microsky Consulting management Co., Ltd.	100,000
Jun Xia	Guideline projects, e.g. for diagnosis and treatment of infection for CRPA, and on influenza prevention and treatment in children in China	Commercial Project	China Medical Education Association	293,120
Chaoyan Wang	Research on the influence of the change of EU ESG Policy to Ningbo and Ningbo's countermeasure	Ningbo Municipal Contract Project	Development Research Centre of Ningbo Municipal Government	30,000

External Research Funding

Knowledge Exchange

Selected Conferences and Workshops

Title	Date	Summary
The Jesuits in China: Encounter, Friendship, and Inculturation	2023.11.10-11	<p>The Global Institute for Silk Road Studies at the School of International Studies hosted a conference “The Jesuits in China: Encounter, Friendship, and Inculturation” on Friday November 10 and Saturday November 11, 2023.</p> <p>The aim of this conference is to move beyond narratives that focus merely on political power in order to study the genuine human relationships that were occasioned by this East-West encounter.</p> <p>5 panel sessions were held including various topics. Participates involved scholars for top universities and research centres such as Fudan University, Sun Yat-sen University, Renmin University, Universidad Nacional de San Martín, National Chengchi University, and Shanghai Academy of Social Sciences.</p>
Gender Month	2024.3	<p>From March 6-27, 2024, the IAPS Gender Studies Group (GSG) hosted Gender Month, a series of events including talks, workshops, an exhibition and documentary screening. Gender Month aimed to strengthen the understanding of gender and enhance comprehension of inclusion, diversity and equity at UNNC.</p>

Title	Date	Summary
Book Launch: Politics of Regionalism in Central Asia. Multilateralism, Institutions and Local Perception	2024.4.3	<p>The School of International Studies organised a Book Launch of Dr JeongWon Bourdais-Park's "Politics of Regionalism in Central Asia. Multilateralism, Institutions and Local Perception" on 3 April 2024.</p> <p>This book was written together with Dr Adibayeva and Dr Saari (KIMEP and Almaty Management University respectively, Kazakhstan).</p> <p>It also involves an individual consulting session about publishing with Dr Jacob Dreyer, the Commissioning Editor Economics, Business & Political Science in Palgrave Shanghai before the informal Launch.</p>
3 rd CeDEx China Workshop on Behavioural and Experimental Economics	2024.6.8-9	<p>The CeDEx China research centre hosted a workshop on behavioural and experimental economics. The event included 14 talks by scholars in the field from universities around China. The talks were connected to various different fields of economics, including game theory, financial, public and development</p>
2 nd Symposium on Local Cultural Studies in and for Education in China	2024.6.8-9	<p>This symposium is organised by the School of Education and English, focusing on the current situation, challenges and perspectives of integrating local cultures into education.</p>

Title	Date	Summary
Chinese News Discourse in the Digital Era Conference	2024.6.13-14	This conference is organised by the School of Education and English. The aim is to emphasise the significance of interdisciplinary investigations into news dissemination in the context.
2024 CHE Conference: Applications of Novel Data Analytics in Economics, Healthcare, and Public Health	2024.6.20-21	<p>The School of Economics organised its 2024 Health Economics Conference in June. This conference aims to convene health economics and allied health researchers at UNNC and elsewhere for an in-depth discussion of topics at the forefront of data analytics and health economics, including big data analytics; telehealth and digital health; and interdisciplinary research in economics and public health sciences.</p> <p>The conference is co-organised with the Editorial Office of China CDC Weekly, a prestigious international journal published by the Chinese Centre for Disease Prevention and Control (China CDC).</p>



FHSS ‘Glocal’ Public Lecture Series

FHSS has collaborated with the Ningbo Library to co-host the ‘Glocal’ Public Lecture Series since 2020. This series delivers 4-6 lectures every year featuring speakers and topics from each FHSS unit.

Date	Topic	Speaker
Jun 24	人类记忆的历程：我们如何记忆？又为何会遗忘？ Human memory across the lifespan: How do we remember and why do we forget?	Prof Catriona M. Morrison
Mar 24	AI赋能高等教育的机遇与挑战 AI in Higher Education: Opportunities and Challenges	Ms Roser Cervera
Dec 23	可持续传播：宁波时尚城市发展之路 Sustainable Fashion Communication: A Way Forward to the Development of Ningbo as a Fashion City	Dr Sadia Jamil
Sep 23	菲利普·拉金的诗意人生 独特英格兰视角下的普适性 The Poetry of Philip Larkin Universal Themes Viewed Through a Peculiarly English Lens	Prof Douglas Bell

School/Department Highlights and Facts

Following a period of expansion, the School of Economics continues to attract talent, strengthen its teaching programmes and consolidate its research centres. The School currently boasts 28 academic staff from over 10 countries; 33 PhD students and nearly 1200 undergraduate and masters students. The School is recognised for providing a rigorous training in economics and econometrics with our UGs recruited from the top 5-6% of *gaokao* students nationwide. In 2023, 89% of our graduating students entered masters courses, predominantly overseas, with 73.9% going to top 50 universities such as the University of Oxford, the University of Chicago and the London School of Economics and Political Science.

The quality of our teaching has been recognised by UNNC in awards for teaching excellence: following the success of Dr Jingong Huang in receiving a Lord Dearing Award in 2022/23, we congratulate Dr Yifei Cao as the recipient of this award in 2023/24. Dr Cao has also contributed to enhancing student engagement and raising the quality of student experience through his outstanding leadership of the **Rising Star** programme.

Under the dedicated leadership of Dr Chew Chua, our PhD programme is expanding and gaining in strength. The School continues to attract students graduating from top international universities such as the University of Oxford, the London School of Economics and Political Science, the University of Warwick, the University of Edinburgh, the University of Southampton, and the University of Manchester. In the last academic year, three PhD students successfully defended their viva.

Our staff have also received accolades in recognition of both research and teaching excellence. In 2023, Prof Shravan Luckraz received the Provincial West Lake Friendship Award, having recently returned to UNNC to lead the Centre for Decision and Experimental Economics (CeDEX), one of the region's leading centres for behavioural and experimental economic research. The centre has been significantly strengthened with two new assistant professors, Dr Marcus Roel and Dr Shuo Yang, and PhD graduate Dr Chen Ying. Together they have set up a new laboratory, organised CeDEX China's annual conference and run the first CeDEX summer school in experimental and behavioural economics for

advanced undergraduates. This joins our popular summer school in mathematical economics for Year 2 students.

Our work in health economics, health informatics and public health continues to grow with: we have been joined by Dr Jun Xia, a long-term collaborator of the School, who formally took up her appointment in April as Director of the GRADE Centre, for evidence-based medicine. Both Dr Jun Xia and Prof Vladimir Brusic, who leads the Smart Health Laboratory, are in the Stanford University World's Top 2% Scientist list based on citations in their field. In June, the annual conference of the Centre for Health Economics, led by Prof Zhuo Chen, was hosted in collaboration with China's CDC and attracted excellent participants from across China. We are confident that all these activities

will help to deepen our future research collaborations and impacts on health systems policy and practice.

The School continues to place great emphasis on the quality of our incoming students, with dedicated efforts in undergraduate recruitment led by Prof Chang Liu and Dr Chaoyan Wang, and on the student experience. At the same time, we are committed to raising our research capacity, adding to existing strengths in areas including theoretical, health and experimental economics and econometrics, while attracting talent in additional applied areas including financial economics, labour, environment and development.

School of Economics





This year has witnessed smooth development of the School of Education and English (EDEN) in a friendly, vibrant, and loving environment that has greatly facilitated the learning and growth of students as well as the healthy development of staff. In 2023-2024, there has been an upsurge of student number, especially in MA Interpreting and Translation programme (MAIT) and PhD programme, bringing much vitality to

the school. Throughout the year, EDEN students have been very active, shining in different occasions and events, internal and external. At the beginning of the academic year, the Education and English Language Student Association of EDEN held a lively Welcome Party for freshmen to get familiar with each other and with their tutors, and later in December, another party for students to celebrate with their tutors Christmas and the coming New Year. Two PhD students (Qiyao Zhang and Xinyi Fan) participated in the English Studies Session of the 2023 Ningbo PGR students' Academic Paper Competition held in October 2023, and won the first prize '学术之星' [Academic Star] and the Bronze Award respectively. Five PhD students (Jiajun Li, Qiyao Zhang, Wenwen Zhang, Qingjing Zhao and Xiaozue Zhu) presented their research in the PGR conference held by Nottingham UK in May 2024. In early June, the annual EDEN students conference 'Life-long learning: Advancing Knowledge and Research for Sustainable Future' took place, during which PGR students not only shared their on-going research, but also chaired the peer presentations; and two recently graduated EdDs shared their research experiences, whose career developments show good examples for the present PGR students.

Overall, 2023-2024 is a boom year for Teaching & Learning (T&L) and RKE activities. EDEN's SET and SEM scores are overwhelmingly good. Of the 45 UG and MA modules, 24 won scores of 90%+; 21, 80%+, and 3, near 80% (78.6%+); with similar SET scores. That demonstrates general satisfaction of students with their learning in

EDEN. And, EDEN has been the home of four research and T&L centres and laboratories, namely, Centre for Researching Education and Language (CREL), Cognitive Neuroscience of Language Laboratory, Language and Pedagogy Laboratory, and Translation and Interpreting Laboratory. This year, a new research unit, the UNESCO Chair Ningbo Office was set up as part of Nottingham UNESCO Chair in International Education and Development. It was launched through the event 'Women Transcending the Challenges of Gender', one of the Gender Month events organized in March by Gender Studies Group (GSG, led by EDEN staff) of UNNC's Asia and Pacific Institute. As in previous years, GSG played an important role in the 2024 UNNC EDI (Equity, Diversity, and Inclusive) Week Events (4-10 March 2024), not only delivering a talk on Gender Equality and Language in Society, but also inviting external artists to run Women and Art workshop.

2023-2024 is also a year of strengthened tri-campus communication and enhanced external collaborations. Cross-campus mutual visits have increased, leading to better connections and more collaborations. Regularly tri-campus meetings with the School of Education at Nottingham UK have been agreed and started in 2024 Spring, while the regularly tri-campus meetings with the School of English at Nottingham UK have being maintained. Tri-campus MA presentation in Education successfully took place in early May. There have also been a series of events organised in collaboration with other international and domestic universities and organisations. EDEN

sponsored "The 21st Century Cup" National English-Speaking Competition ('Let the World Hear You') Zhejiang Division Finals, which took place at UNNC on 25 May 2024. Three EDEN staff-Dr Dan Shi, Dr Candace Veacock, and Dr Robert Weekly worked as judge and twelve MA IT students provided all-round services for it. EDEN student Yuyang Du was one of the two emcees of the Competition. EDEN also sponsored the 2024 China TESOL Assembly on 25-28 July in Zhuhai. The panel 'Fostering Global Talents through Internationalisation at Home' EDEN organised played in important part in the 2024 International Forum on Student Affairs held on 9-11 June at UNNC. The conference 'Chinese News Discourse in the Digital Era' was held in collaboration with Xi'an Jiaotong-Liverpool University in mid-June 2024. A big team from Santou University (STU) attended the 2nd Symposium on Local Cultural Studies in and for Education in China organized by CREL in early June. And, at the invitation of Shantou University, EDEN is organising a student team to participate in the STU Intercollegiate English Festival to be held on 6-8 Dec 2024.

In 2023-2024, EDEN staff team has been growing with more colleagues joining. Dr Seongyong Lee (Applied Linguistics) joined EDEN in February. Dr. Jiaye Wu (Applied Linguistics) and Dr Ken Chen (Interpreting) have been turned from part-time into full time. EDEN is welcoming a new Head of School Dr David Hogsette in September, and is in the process of recruiting more staff in Applied Linguistics and Education.



School of International Communications

This has been an outstanding year for the School of International Communications that has excelled in teaching, research, student experience, and global engagement.

In 2023-2024, IC innovated in its teaching delivery by introducing music production and sound design education at UNNC in collaboration with the world leading music technology company ARTURIA. A newly launched NAA course attracted more than 300

applications from students across all university faculties. This partnership strives to offer students a holistic educational framework that goes beyond theoretical knowledge to include hands-on experience and industry insights.

Research in IC has also been very vibrant this year. IC staff have attended more than 40 events including conferences, symposiums and public lectures and published more than 60 research outputs including monographs, journal

articles, special issues, edited books, and book chapters in world leading presses and high impact journals.

Student experience has been enhanced by establishing partnership with ARRI to build a state-of-the-art Virtual Production and Motion Capture Studio to support IC recently approved new MA in Digital Screen Production. In addition to advanced film production technology, this collaboration will premiere top-tier film education resources to UNNC students.

The School has also renewed its strategic partnership with the 30° Ningbo Short Film Festival (30° NSFF) to supporting the growth of aspiring filmmakers in China and the region. In collaboration with the 30° NSFF, IC created "In Ningbo" student work category and establishes the prestigious "Best Student Work Award" for 2024 and 2025. This initiative is designed to showcase and honour the creativity of Ningbo's student community, so fostering local talent, recognising outstanding original works, and promoting creative development throughout the city.

IC commitment to develop the local and national film industry has already given outstanding results in 2024 with Year 4 student from BA in International Communications Studies Jiawei YAO being awarded Best Film for

his short film "Lost but Found" at the prestigious 2024 Cineaste International Film Festival of India (CIFFI) and IC being awarded the 'Outstanding Collaborative College for Industry-Academia Integration Award' from the Ningbo Film and Television Industry Association. This honour recognises the School efforts in advancing the film and television cultural industry through teaching, research and industry integration.

Finally, we engaged globally by hosting two visiting Scholars and three of our Honorary Professors including the newly appointed Professor Henry Jenkins who visited UNNC in June 2024. During his stay, Professor Jenkins delivered a public lecture titled "Imagining Better (and More Sustainable) Futures: The Work of the Civic Imagination Project", a module on Global Fandom and a research seminar to PhD students. Professor Jenkins also attended the Transmedia Narratives and Digital Literacy Student Project Exhibition organised in collaboration with Tianyige and showcasing Year 4 students' creative works, highlighting the School's innovative, theoretical and practical teaching excellence.

School of International Studies



The school of International Studies has continued to grow from strength to strength excelling in all areas of its competence-teaching, research excellence and students' experience.

Teaching Excellence: The school has been judged by students through the students' satisfaction survey as having one of the best scores in teaching and learning excellence which is testament to the phenomenal dedication of the school in ensuring memorable and transformative students' experience in the classroom. Our fully international team of professors take every student's learning needs as their priority through our "no students left behind" scheme where every student potential is identified, challenged and supported. We have continued to strongly support our students' profession competence and intellectual excellence as evidenced by two of our students winning prestigious national and provincial awards. Post UNNC, our students have gone on to many world leading universities around the world for graduate studies. Dr Rosaria Franco as part of the PGCHE team won the Lord Dearing Award again, pointing to the great contribution colleagues bring to enhancing professional development at the university.

Leading from the front: Teaching innovation and uniqueness has come to characterise what we do. We continue to offer the flagship

module "Silk Road: cultural interactions and perceptions", the only Tri-campus module offered by the University of Nottingham, enrolling students from all three campuses through the Global Classroom experience. Our brand new modules like Public Policy are testament to the school strategic responsiveness to changing educational, social and professional needs of our learners.

Celebrating History: The School at the celebration of the university 20 years anniversary was unique in hosting and celebrating the achievements of its alumni in the last 20 years and toasting to its own place as one of the three founding schools of UNNC. It was nostalgic to see so many of our alumni back after many years sharing stories of their own success.

Programme Growth: Our two graduate programmes: International Relations and World History and International Relations and International Business are now very highly sought after, quickly becoming one of the biggest programmes in the faculty with over 120 students. The postgraduate programme has grown 3-fold in the last 3 years which is testament to our teaching excellence and students' experience. We continue to strength our competitiveness in the graduate market through proposing a new programme in International Public Policy which is now in the penultimate stage of review at the

Ministry of Education. We are very excited about the potential this holds.

Research Excellence: This continues to be our signifier with staff engaging in impactful and internationally reputed research, partly aligned to the wide variety of UN Sustainable Development Goals for the benefit of future generations. Colleagues have published monographs and research papers with highly reputable presses, high impact journals and in edited volumes. They have continued to develop international networks through the organisations of international conferences and by gaining visiting positions in some of the best universities in the world. Dr Matteo Salonia and Dr James Fujitani have organised a conference on "The Jesuits in China", with scholars from Argentina, France, mainland China, Taiwan and Japan. Dr Tracey Fallon won a Merit Prize of 7th Yinzhou District Excellent Achievements in Philosophy and Social Science for her paper on Friendships. The School's international and national standing has been further boosted by the establishment of a Sino-European Humanities and Social Science Exchange and Cooperation Key Lab supported by the Chinese Academy of Social Science, a very unique and prestigious opportunity in the social sciences in the region. This evidences the confidence the regional education authority has in the school to be a leader in Sino-European research field.

The Language Centre plays a pivotal role in supporting language education across various faculties at UNNC. Our mission is to foster linguistic competence, cultural understanding, and global communication skills.

This year, the Language Centre has welcomed 3 new members and a new Director, Ms Roser Cervera. She brings a wealth of experience in the Humanities, Digital Pedagogy, and Leadership. Her vision aligns with the Language Centre's commitment to excellence.

Team Highlights

Our dedicated team members are the heart of the centre. They tirelessly support our students, ensuring high-quality language instruction. Noteworthy achievements include:

Certifications, Awards and Continuous Professional Development

- Several team members hold a Higher Education Academy (HEA) and/or a Chartered Institute of Linguists status, demonstrating their commitment to teaching excellence. These recognitions validate our teaching practices and our students benefit from the expertise of our accredited educators.
- Dr Kyung Min Nam received the Lord Dearing Award in 2023.

- Numerous team members engaged in diverse continuous professional development and some in research ensuring that our team members stay at the forefront of language education.
- We organised and participated in workshops on educational technology (EdTech) and artificial intelligence (AI) to equip our team members with innovative teaching tools, enhance our pedagogical approaches and position us as leaders in language education technology.

Highlighted Activities

Enhancing the Student Experience is always at the core of the Language Centre. Therefore, we have organised new activities this academic year:

Language and Culture Week

Our inaugural Language and Culture Week was a resounding success. Its' highlights include:

- Diverse cultural events, workshops and language immersion activities.
- Increased student engagement and participation.
- Strengthened ties between students, alumni, and faculty.

Multilingual Reading of "The Little Prince"

As part of our EDI (Equality, Diversity, and Inclusion) strategy, we co-hosted a multilingual reading of Antoine de Saint-Exupéry's "The Little Prince" with the Library. With this event we:

- Celebrated the linguistic diversity.
- Encouraged cross-cultural dialogue.
- Reinforced our commitment to inclusivity.

Student Satisfaction

SEM and SET Scores

Our commitment to student satisfaction is reflected in the high SEM and SET scores

achieved at the Language Centre.

Positive Feedback

Students have shared positive comments about their language learning at UNNC in the language Community Forum, Language Learning Forum, and Social Media.

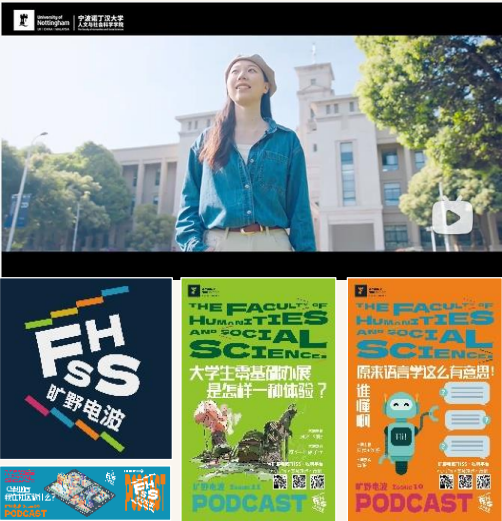


Marketing and Communications

The Faculty continues to prioritise content as the cornerstone of marketing strategy this year. By working closely with more staff and students, we generate a wide range of marketing content in the forms of text, pictures, video and audio, to showcase the Faculty's excellence in terms of teaching and learning, research and knowledge exchange.

Social media performance:

The performance of FHSS's official social media platforms achieved sustained growth. FHSS WeChat, Bilibili, LinkedIn, Ximalaya, Xiaoyuzhou



accounts achieved a notable increase of 5,500+ followers, which is 43% growth compared with last year, producing 99 WeChat posts, 102 LinkedIn posts, 34 videos, and 16 audios with total impressions of 385,000+. The total impressions increased by 88% compared with last year.

New LinkedIn account and podcast projects:

The successful establishment of the FHSS LinkedIn channel has expanded our international marketing reach. With **102** posts generating **76,000+** impressions and acquiring



550+ new followers, it effectively engaged the target audiences. Additionally, this year we have adopted innovative marketing approaches to showcase our unique strengths and offerings. This includes the launch of two podcast projects **FHSS Radio** and **Beyond the Books: FHSS Research Uncovered**, providing distinctive insights from FHSS academics and students. These initiatives foster deeper engagement with our audience in a more intimate and long-term way. **16** episodes attracted **400+** followers, achieving **11,400+** impressions and **130+mins** listening duration.

Video marketing initiatives:

Recognising the growing influence of video content on social media, we have intensified the investment in video marketing to connect with our audiences, particularly the youth demographic. We refreshed the Faculty brand video with captivating visuals and strong brand messages to reinforce FHSS's brand identity.



More than **80** staff and students participated in the production of this video. The video attracted more than **16,000** views and **2,200** engagements within one week. We also launched several video series to showcase different aspects of FHSS. For example, the **FHSS Daily Life** series offers a glimpse into the authentic student experience.

Student recruitment enablement:

FHSS plays a crucial role in supporting University-wide student recruitment efforts. **100+** staff and students participated in more than **30+** recruitment events both on-campus and off-campus, including consultation booths and outreach sessions. Particularly noteworthy is our active involvement during the Gaokao recruitment peak season, where they provided professional consultations to prospective students and parents.





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