

An Introduction to Prof. Chen Rudong

Chen Rudong is a professor of School of Journalism and Communication of Peking University of P.R. China. He is now the presidents of The Global Rhetoric Society and The Global Alliance of Media Ethics and Law, honored presidents of the Chinese Rhetoric Society of the World and The World Association of Language & Culture Education, Councilmember of Global Ethics Network of the Carnegie Council and etc.



Prof. Chen got his Ph. D in linguistics and applied linguistics from Shanghai International Studies University in 1995. He has been teaching at Peking University since 1995 up to now. He has taught and done researches at the universities in The United Kingdom, The United States, Korea, Japan, Bulgaria and etc. Prof. Chen founded The Global Rhetoric Society, The Chinese Rhetoric Society of the World, The Global Alliance of Media Ethics and Law, and other international academic organizations. He was invited to give keynote speeches at conferences of ISHR and other international academic organizations many times. He is well-known worldwide in the field of rhetoric studies.

His research interests cover studies on rhetoric, journalism, communication and language especially interdisciplinary subjects such as socio-psychological rhetoric; cognitive rhetoric; ethics of language; ethics of communication and rhetorical communication. He has published 8 books on rhetoric and communication studies, such as *An Introduction to Socio-psychological Rhetoric*, *Chinese Rhetoric for Foreigners*, *Cognitive Rhetoric*, *The Contemporary Rhetoric of Chinese*, *The Ethics of Language*, *Ethics of Communication*, *New Theories on Rhetorical Communication Studies* and etc. In addition, Prof. Chen has published more than 100 papers in the journals of China, Germany, Korea and France. He has chaired and undertook two national programs of China Government as a chief researcher. His story was reported by Xinhuanet, People's Daily Online, Journal of Peking University, The Journal of Jianghuai Tribune and etc.

陈汝东，博士，现任北大新闻与传播学院传播学系教授、博士生导师，1995年于上海外国语大学获文学博士学位后，一直在北京大学任教，曾任中文系讲师、副教授、新闻与传播学院副教授、教授；现兼任全球修辞学会会长、全球传媒伦理与法制联合会会长、世界汉语修辞学会与全球语言与文化教育学会名誉会长、美国卡耐基委员会全球伦理联盟委员会委员等。

主要学术兴趣为修辞学、新闻传播学、语言学等领域的新兴交叉学科，近年兴趣主要为传媒史、传媒制度与政策、传媒话语、国家修辞、比较修辞、修辞传播学教育等；著有《社会心理修辞学导论》、《对外汉语修辞学》、《认知修辞学》、《当代汉语修辞学》、《语言伦理学》、《传播伦理学》、《新兴修辞传播学理论》等；在国内外重要期刊发表论文百余篇，主持了“新兴修辞学交叉

学科前沿理论研究”、“受众伦理研究”等国家、教育部基金项目。

他先后创建了全球修辞学会、世界汉语修辞学会等多个国际学术组织，并多次应邀到英国牛津大学、日本早稻田大学以及美国、韩国、瑞士、保加利亚等国的大学讲学、研修，并多次应邀在国际修辞学史学会等国际学术组织的年会上做大会主旨演讲，其学术成就具有广泛的国际影响；兼任《国际修辞学研究》主编以及《当代中国话语研究》、《韩中语言文化研究》（韩）、《修辞学》（韩）、《非洲修辞学年鉴》（南非）、《新闻大众传播研究》（美）等多家期刊的编委，《北京大学学报》的《北京大学人》，《江淮论坛》的《学者风采》以及新华网、人民网等对其作过报道。