

Bruno Lovric

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BIO

Bruno Lovric is an Associate Professor at De La Salle's Department of Communications in Manila. He has previously taught at the Ohio State University (USA), City University of Hong Kong (SAR China), and Chinese University of Hong Kong (SAR China). His research interests include Film Studies, Popular Entertainment, and Mediatisation of Cultural Identity. He has (co)authored / peer-reviewed articles involving the issues of soft power, transnational pop culture and entertainment.

WEB LINKS

Personal Website,

<http://www.brunolovric.com>

Google Scholar Page,

<https://scholar.google.com.hk/citations?user=KQKI-vMAAAAJ&hl=en>

EDUCATION

PhD Media and Communication, City University of Hong Kong, Thesis: *Constructing a Nation: Remembering the Homeland War and Shaping of Croatian National Identity 1995-2015*, Hong Kong (SAR China), 2019

MFA Acting, Ohio State University, USA, 2009

BA (Hons) Theatre, Graceland University, USA, 2006

ACADEMIC APPOINTMENTS

De La Salle University Manila (2021 – current)

Associate Professor (FT), Media and Society (undergraduate), One Semester

Associate Professor (FT), Popular Culture (graduate), One Semester

Associate Professor (FT), Popular Culture (undergraduate), One Semester

Associate Professor (FT), Theory and History: Film (undergraduate), Two Semesters

Associate Professor (FT), Creative Nonfiction Writing (undergraduate), One Semester

Associate Professor (FT), Media and Ethics (undergraduate), One Semester

City University of Hong Kong [in English] (2013 - 2020)

Visiting Assistant Professor (FT), Visual Communication (undergraduate), One Semester

Visiting Assistant Professor (FT), Media and Society (undergraduate), One Semester

Lecturer (PT), Fundamentals of Advertising (undergraduate), Three Semesters

Lecturer (PT), International Communication (undergraduate), Four Semesters
Lecturer (PT), Communication Fundamentals (graduate), Two Semesters
Teaching Assistant (PT), Graffiti as Graphic and Global Communication, Two Semesters
Teaching Assistant (PT), Global Communication, One Semester
Teaching Assistant (PT), Fundamentals of Media & Communication, One Semester

Chinese University of Hong Kong (2020-current)

Lecturer (PT), PR Writing for Creative Industries (graduate), One Semester
Lecturer (PT), Internet, Multimedia and Information Society (undergraduate), Two Semesters

Ohio State University [in English] (2006-2009)

Instructor (PT), Introduction to Theatre (undergraduate), Three Semesters
Instructor (PT), Fundamentals of Acting (undergraduate), Two Semesters

INVITED GUEST LECTURES

- 2020 “Presentation and Construction of Identity in Popular Communication,” at City University of Hong Kong (Research Seminar Series), Hong Kong (HK)
2018 “Public Speaking and Theatre,” at The Hong Kong Polytechnic University, Hong Kong (HK)
2017 “Public Speaking Essentials,” at The Hong Kong Polytechnic University, Hong Kong (HK)
2016 “ICA Conference Presentations: Tips and Practices,” at City University of Hong Kong (HK)
2016 “The impact of clients' oral ‘pitch’ presentation skills on business angels' initial Screening decisions,” at The Hong Kong Polytechnic University (HK)
2015 “Selling Your Idea: Drama Skills and Storytelling in the Public Presentation,” at The Hong Kong Polytechnic University (HK)
2015 “Acting Techniques for Public Speaking,” at Savannah Coll. of Art and Design (HK)

ACADEMIC PUBLICATIONS

Refereed Journal Articles

Lovric, B., & Hernandez, M. (2019). The House of Black and White: Identities of Color and Power Relations in the Game of Thrones. *Revista Nós*, 4(2), 161–182.

Lovric, B., Liu, B., & Scialpi, V. (2018). The Bitter Side of Sugar: Effects of Food Documentaries on Learning and Behavior. *International Journal of Social Science and Humanities Research*, 6(4), 252–266.

Lovric, B. (2016). Soft power. *Journal of Chinese Cinemas*, 10(1), 30–34.

Madrid-Morales, D., & Lovric, B. (2015). ‘Transatlantic connection’: K-pop and K-drama fandom in Spain and Latin America. *The Journal of Fandom Studies*, 3(1), 23–41.

Refereed Book Chapters

Lovric, B. (2019). Pokémon Fandom as a Religion: Construction of Identity and Cultural Consumption in Hong Kong. In Wang, C. (Ed), *Handbook of Research on the Impact of Fandom in Society and Consumerism* (pp. 460–479). Hershey, USA: IGI Global.

Lovric, B. (2018). From Film Stories to National Soft Power: Policies and Film Content of South Korea, Japan, and China. In Magnan-Park, A. H. J, Marchetti, G & Tan, S.K. (Eds), *The Palgrave Handbook of Asian Cinema* (pp. 609-630). UK: Palgrave Macmillan.

ONGOING RESEARCH PROJECTS

- Writing up - Book proposal for Palgrave-McMillan’s South-East Europe Series: “Holiday Storytelling, Rituals, and Nationalism in Croatia” (working title)
 - “Performance Anxiety, Online Authenticity and Backlash: Negotiating Competing Transnational Identity on Social Media” for the *Popular Communication Journal* (Accepted)
- Data collected - “Severina in Between: Post-Yugoslav Media Space and National Identity”

AWARDS

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| 2015 | Internationalization of CityU, University Grants Committee, City University of Hong Kong |
| 2013-2016 | Chow Yei Ching School of Graduate Studies Scholarship, City University of Hong |
| 2006-2009 | Ohio State Scholarship, Ohio State Grants Committee, Ohio State University |
| 2002-2006 | Graceland University Scholarship, International Recruitment Committee |

CONFERENCE ACTIVITY

Papers Presented (not published in conference proceedings)

Lovric, B., & Hernandez, M. (2020, May). *The House of Black and White: Identities of Color and Power Relations in the Game of Thrones*. Paper accepted at the International Communication Association Conference, Online.

Lovric, B. (2020, May). *Past That Won’t Pass: Victory Day Holiday and Construction of Collective Memories in Croatia*. Paper accepted at the International Communication Association Conference, Online.

Lovric, B. (2019, June). *Pokemon Fandom as a Folk Religion: Construction of Identities and Cultural Consumption in Hong Kong*. Paper presented at the Asian Cinema Studies Society Conference, Singapore.

Lovric, B. (2018, August). *Chinese Films Abroad: Balancing Soft Power and Orientalist Stereotypes in the “Big Three” Film Festivals*. Poster presented at the Association for

Education in Journalism and Mass Communication Conference, USA.

Lovric, B. (2017, May). *Soft Power and Film: Image of China in International Film Festivals*. Paper presented at the Ubiquitous Cinema - Education, Mobility, and Storytelling Conference, PR China.

Lovric, B., Liu, B., & Scialpi, V. (2016, August). *The Bitter Side of Sugar: Effects of Multimodality on Health Information Learning and Behavioral Changes*. Paper presented at the National Communication Conference, USA.

Madrid-Morales, D., & Lovric, B. (2015, August). *Hallyu goes to (Latin) America: a survey of K-pop and K-drama fandom in Spanish speaking countries*. Paper presented at the International Convention of Asian Scholars, Australia.

Lovric, B. (2015, April). *Asian Soft Power and Film*. Paper presented at the CUHK Centre for Cultural Studies Symposium, Hong Kong.

Lovric, B. (2014, October). *Communicating Japan's Identity: Popular Films and Soft Power*. Paper presented at the Asian Conference on Media & Mass Communication, Japan.

Lovric, B. (2014, May). *Harnessing the Soft Power: What Stories do Chinese Movies Tell about China*. Paper presented at the China's Media Go Global Conference, PR China.

SERVICE

Reviewer for China: An International Journal (East Asian Institute)

Reviewer for AEJMC - International Communication Division and Graduate Student Interest Group

Reviewer for ICA - Popular Communication and Visual Studies division

Reviewer for IAMCR - International Communication

CityU Drama Association Coordinator, Hong Kong (2013-2015)

Crosslight International Film Festival Selector

PROFESSIONAL ACTIVITY

2016-2019	Social Media Manager / PR (PT), The Stallery Gallery (Hong Kong)
2013	Drama & Speech Instructor, Mostar Youth Theatre (BIH)
2010-2012	Digital Media Manager / PR, East West Centre Sarajevo, (BIH)
2009-2010	International Desk Editor / Reporter, <i>Javno</i> (news website), (Croatia)
2004-2006	Actor, Maples Repertory Theatre, (USA)
2003-2006	Journalist (PT), <i>Tower</i> (newspaper), (USA)
2000-2002	Actor (PT), Mostar Youth Theatre, (BIH)

AFFILIATIONS

Member, Institut de Diplomatie Publique (IDP) | 2020

Member, Asian Cinema Studies Society (ACSS) | 2016-Current

Member, International Communication Association (ICA) | 2017 - 2020

Member, International Association for Media and Communication Research (IAMCR) | 2015-2018

Member, Association for Education in Journalism and Mass Communication (AEJMC) | 2017-Current

Member, The Popular Culture Association (PCA) | 2015-Current

Member, Educational Theatre Association (ETA) | 2010-2015

LANGUAGES

	Reading	Speaking	Writing
Croatian	Native	Native	Native
Bosnian	Native	Native	Native
Serbian	Native	Native	Basic
English	Native	Native	Fluent
German	Good	Basic	Good
Italian	Good	Basic	Basic

CREATIVE WORK

References and a separate CV listing ten years of work in creative industries available upon request.