

Northeast Asia Regional Program



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A leader in media and gender studies in China, Dr. Liu Liqun advances opportunities for international exchange and cooperation at her university while directing UNESCO's efforts to promote an internationally collaborative and integrated system of research, training, information and documentation in the fields of media and gender. On her fellowship, Dr. Liu examined U.S. laws, regulations, and policies promoting equal opportunity; visited with respected women leaders and organizations that advocate on behalf of women; and shared educational and training ideas with leading media and gender researchers.

Dr. Liu visited major research universities, corporate leaders, government agencies and NGOs addressing women's empowerment and leadership. Regarding women's leadership, Dr. Liu found it to be a topic often discussed but not fully understood, even among those to whom the term is applied. It is unclear whether there are significant differences between men's and women's leadership styles and effectiveness. However, Dr. Liu found that a combination of legislation to ensure equality, mentoring programs, and success in balancing work and family are keys to women attaining positions of leadership in the United States.

A highlight of Dr. Liu's program was her meeting with Dr. Jane Shaw, Chairwoman of the Board of Intel. Dr. Liu found Dr. Shaw's leadership lessons inspiring. This included not just Dr. Shaw's stated observations on the topic, but also her actions and behavior. As Dr. Liu saw it, Dr. Shaw aptly demonstrated that effective leadership, whether by men or women, minority or majority, is about both actions and words. True leaders don't have to force their titles or positions upon those they meet. Their very actions and demeanors command respect.

In her visits to major academic institutions such as the University of Pennsylvania, Harvard, Purdue, the University of Colorado at Boulder, and New York University, Dr. Liu found that women and gender studies departments have become prevalent in the United States. Such departments are becoming more interdisciplinary in nature, including research and analysis of women in the media. She found that research focuses much more heavily on media's content in contrast to its effect on the audience.

Dr. Liu returns to the Communication University of China with the knowledge that leading change in an ever-evolving world means adapting to circumstances but not changing your core values. She will continue conversations regarding women's leadership by bringing Debora L. Spar, President of Barnard College of Columbia University, to speak at a meeting of female Chinese university presidents during an upcoming trip to China. She will host several other academics with whom she met on upcoming visits to her country and collaborate on future research regarding gender and the media. She will formalize a partnership between her institution and Emerson College. Additionally, she will contribute articles to the journal *Feminist Media Studies* and a chapter to a Purdue University faculty member's book entitled *Media Effect Research*. On a larger scale, Dr. Liu, plans "to introduce the policy and practice of EEOC to China and promote women's mainstreaming in China in terms of laws, policies, regulations and development outline."

Leaders bettering the world around them.