

# FRANZISKA FRÖHLICH

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## EDUCATION

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- 2023      **Dr. Phil. (PhD)**  
China Studies, Institute of East and South Asian Culture Studies –  
Sinology, University of Würzburg, Germany  
Supervisors: Björn Alpermann, Anna Lisa Ahlers  
Dissertation title: *Discourses of Food and the Environment: Chinese  
Consumers Between Eating for Safety and Eating for Change*
- 2013      **B.A.**  
Modern China  
University of Würzburg, Germany
- 2012      **Magister Artium (M.A.)**  
India Studies (major), English Cultural Studies (1<sup>st</sup> minor), Spanish  
Literature (2<sup>nd</sup> minor)  
University of Würzburg, Germany
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## PROFESSIONAL APPOINTMENTS

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- 2023 – 2024      **Postdoctoral fellow** in the Lise Meitner Research Group “China in  
the Global System of Science”  
Max Planck Institute for the History of Science, Berlin, Germany
- Since 2020      **Webmaster and digital marketing officer**  
Sommer-Reisen LLC., Roden-Ansbach, Germany
- 2015 – 2016      **Lecturer and research fellow**  
Chair of Contemporary Chinese Studies, Institute of East and South  
Asian Culture Studies – Sinology, University of Würzburg, Germany
- 2015      **Managing director**  
European Chinese Language and Culture Program, Peking University,  
China
- 2013 – 2014      **Assistant lecturer**  
Chair of English Literature and Cultural Studies, University of  
Würzburg Germany
- 2012 – 2014      **Teaching assistant**

Program for Global Systems and Intercultural Competency, Institute of East and South Asian Culture Studies – Indology, University of Würzburg, Germany

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## **PUBLICATIONS**

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### **Refereed Journal Articles**

2020 Alpermann, Björn und Fröhlich, Franziska. „Doing Discourse Research in Chinese Studies: Methodological Reflections on the Basis of Studying Green Consumption and Population Policy“ in: *Asien* 154/155 (2020): 111-128.

### **Book Chapters**

2018 Fröhlich, Franziska. „Wie kommt das Essen auf meinen Tisch? Subjekte im Diskurs chinesischer ökologischer Bauernmärkte und städtischer Kleingärten“ in: Björn Alpermann, Birgit Herrmann & Eva Wieland (Eds.). *Aspekte des sozialen Wandels in China. Familie, Bildung, Arbeit, Identität*. Wiesbaden, 2018: VS Verlag für Sozialwissenschaften: 299-324.

### **Conference Proceedings**

2014 Fröhlich, Franziska. „China's Korean Minority, their Transnational Ethnic Links, and Sino-South Korean Relations“ in: *Korea Forum* 23, Special Nr. 2 „Concepts of Nations“ (2014): 59-65.

### **Manuscripts in Progress**

In preparation Fröhlich, Franziska. *Discourses of Food and the Environment: Chinese Consumers Between Eating for Safety and Eating for Change* (book manuscript based on dissertation)

### **Web-Based Publications**

2021 Fröhlich, Franziska. „Der Kampf für besseres Essen – Food-Aktivist\*innen in China“. *Plattform Ernährungswandel*, 2021. <[Link](#)>

2017 Fröhlich, Franziska. „Is Shopping for Food about more than Food? – Ecological Farmers' Markets in Beijing and Shanghai“ Participant Report to the 2017 Spring School „Food, Health and Philosophy in East and West“ of the University of Copenhagen. <[Link](#)>

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## **GRANTS AND FELLOWSHIPS**

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2015 – 2018 **Doctoral fellowship** (3 years), Heinrich Böll Foundation

- 2015 – 2018 **Fellow of the Scientia program** (4 years) for the career advancement of woman academics of the University of Würzburg
- 2016 – 2017 **Visiting researcher** (1 year), School of Social Development and Public Policy, Fudan University, Shanghai, China, jointly funded by the German Academic Exchange Service and the China Scholarship Council
- 2014 – 2015 **BayChina fellowship** for exchange study (6 months), European Chinese Language and Culture Program, University, China
- 2011 **Visiting researcher**, Center for Political Studies, Jawaharlal Nehru University (3 months), New Delhi, India, funded by the German Academic Exchange Service under the "A New Passage to India" fellowship program
- 2010 **Exchange student** (6 months), European Center for Chinese Studies (ECCS), Peking University, China

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## INVITED TALKS

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- 2021 **Eating in Harmony with our Planet: The Planetary Health Diet**  
Adult Education Centre, Karlstadt, October 12
- 2021 **Sustainable Diets: Chinese Consumers between Certified Organic and Farmers' Markets**  
Leibniz Confucius Institute Hannover & Institute for Professional Pedagogy and Adult Education of the University of Hannover, July 6
- 2020 **Food and biodiversity – How what we eat affects our eco-systems**  
Adult Education Centre, Karlstadt, October 6
- 2019 **Social and ecological transformation in the agri-food system**  
Summer school seminar, Heinrich Böll Foundation, August 13
- 2015 **Will China become green and democratic?**  
Alliance 90/The Greens Main-Spessart, Karlstadt, October 1

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## CONFERENCE ACTIVITY

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- 2020 **Between Gated Consumption and Rural Dreams: Discourses About Green Food Choices in China**  
Annual Conference of the ASC (Social Science China Working Group), "China in Times of Crisis", Digital Conference, November 27-28

- 2017            **Which Subject? Considering the Governmentality Practices of Alternative Food Networks in Urban China**  
Royal Geographic Society with IGB Annual International Conference, London, September 29 – October 1
- 2016            **Green Consumption and Green Lifestyles in China: A Knowledge Sociological Discourse Analysis**  
2. Berlin Methods for Qualitative Research Conference, Berlin, July 22-23

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## **TEACHING EXPERIENCE**

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### **Chair of Contemporary Chinese Studies, University of Würzburg**

Consumption in the People's Republic of China, sole instructor, undergraduate course, winter term 2015/2016

Beijing: Global Metropolis, sole instructor, undergraduate course, winter term 2015/2016

### **Chair of English Literature and Cultural Studies, University of Würzburg**

Writing Back to the Center: Postcolonial Studies, sole instructor, undergraduate/graduate course, winter term 2013/2014

Postcolonial Literature and Theory, sole instructor, undergraduate/graduate course, summer term 2013

### **Chair of Indology, University of Würzburg**

Intercultural Communication in India: Introduction to the Basics of Intercultural Competency, teaching assistant, undergraduate/graduate course, summer term 2013 and winter term 2013/2014

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## **SERVICE TO PROFESSION**

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- 2023 – 2024    Organizer of research colloquium, Lise Meitner Research Group "China in the Global System of Science"
- 2015 – 2016    ECLC academic exchange coordinator, Institute of East and South Asian Culture Studies – Sinology, University of Würzburg, Germany