

FRANZISKA FRÖHLICH

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EDUCATION

- 2022 **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 (1st minor), Spanish
Literature (2nd minor)
University of Würzburg, Germany

PROFESSIONAL APPOINTMENTS

- 2023 – 2025 **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

PUBLICATIONS

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 submission Fröhlich, Franziska. "China's Soft environmental Authoritarianism: The Eco-civilization Discourse on Dietary Change" (journal article, under review with *The China Quarterly*)

In preparation Fröhlich, Franziska. *Green Eating and Ecological Risk in China: Authoritarian Discourse and Its Alternatives* (book manuscript, contracted with Amsterdam University Press)

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](#)>

GRANTS AND FELLOWSHIPS

- 2015 – 2018 **Doctoral fellowship** (3 years), Heinrich Böll Foundation (51,700 €)
- 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 (13,225 €)
- 2014 – 2015 **BayChina fellowship** for exchange study (6 months), European Chinese Language and Culture Program, University, China (750 €)
- 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 (2,700 €)
- 2010 **Exchange student** (6 months), European Center for Chinese Studies (ECCS), Peking University, China

INVITED TALKS

- 2024 **The Chinese Science System**
German Academic Scholarship Foundation, Online, February 20
- 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

CONFERENCE ACTIVITY

- 2023 **Discourses of Food and the Environment: Chinese Consumers Between Eating for Safety and Eating for Change**
Annual Conference of the German Association for China Studies (DVCS), "Yi/chang 異/常 – (Ab)Normality in China," November 24-26
- 2020 **Between Gated Consumption and Rural Dreams: Discourses About Green Food Choices in China**
Annual Conference of the Social Science China Working Group (ASC), "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

TEACHING EXPERIENCE

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

SERVICE TO PROFESSION

- 2023 – 2025 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