

# Franziska Marliese FRÖHLICH

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## EDUCATION

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- 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 (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 – 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

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## **PUBLICATIONS**

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### **Refereed Journal Articles**

- 2024             Fröhlich, Franziska M. 2024. "Food consumption, eco-civilization and environmental authoritarianism in China." *The China Quarterly* 2024: 1-16. <https://doi.org/10.1017/S0305741024001231>
- 2020             Alpermann, Björn, and Franziska M. Fröhlich. 2020. "Doing discourse research in Chinese Studies: Methodological reflections on the basis of studying green consumption and population growth." *Asien* 154/155: 111–128.

### **Book Chapters**

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

### **Conference Proceedings**

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

### **Manuscripts in Progress**

- Under review     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. 2021. "Der Kampf für besseres Essen – Food-Aktivist\*innen in China". *Plattform Ernährungswandel*. <[Link](#)>
- 2017             Fröhlich, Franziska. 2017. "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 (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

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## INVITED TALKS

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- 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 ecosystems**  
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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- 2024      **Ecological Risk and Trust-Building: Green Food Consumption in China**  
16<sup>th</sup> ESA Conference, "Tension, Trust and Transformation", Porto, August 27-30
- 2024      **STS as a research approach in China** (Panel discussant)  
EASST-4S 2024 Conference, Amsterdam, July 16-19
- 2024      **Authoritarian Boundaries in Discourse: Green Eating and Ecological Risk in China**  
GCSC/DNC30-Conference, "Knowledge – Between Discursive Construction and Cultural Contextualization", Gießen, May 22-24
- 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

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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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Peer reviewer: *The China Quarterly*

Organizer, Lise Meitner Research Group Colloquium, 2023-2024

ECLC academic exchange coordinator, Institute of East and South Asian Culture Studies – Sinology, University of Würzburg, Germany, 2015-2016