

Personal Information

Name: Xing Hongwen Affiliation: Shanghai Documentary Academy, Shanghai
University of Political Science and Law Deputy dean
Gender: Female Date of birth: July 1975
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Education experience:

1994-1988 Bachelor, Sociology, Shangdong University
1988-2001 Master, Radio and Television Art, Shanghai University
2005-2011 PhD, Communication Studies, Shanghai University

Working experience:

2001-2003 Teaching fellow, Film and Television Academy, Shanghai University
2004-2009 Lecturer, Film and Television Academy, Shanghai University
2009-2014 Associate Professor, Film and Television Academy, Shanghai University
2014-November 2016 Professor, School of Film and Television Art & Technology,
Shanghai University
November 2016 – July 2017 Professor, Shanghai Documentary Academy, Shanghai
University of Political Science and Law
July 2018-present Professor/Deputy dean, Shanghai Documentary Academy,
Shanghai University of Political Science and Law
September 2018-August 2019 Assistant to CEO (temporary position), Docu TV of
Shanghai Media Group (SMG)

Academic visiting experience:

July-August 2007 Training camp on methodology, University Service Centre for
China Studies, The Chinese University of Hong Kong
May-June 2008 Chinese team leader of the joint programme, The University of
Tennessee
February 2012-March 2013 Visiting scholar, The University of Texas at Austin
August 2014-November 2014 Visiting scholar, The Queensland University of
Technology

Journal articles:

1 Narrative strategy of nationalised communication of Shanghai documentary.

- Shanghai Art Review*, 2018(10).
- 2 Study on the communication approach of Chinese Media in the United States. *Panxi Chuanboxue Luntan*, 2017(1).
 - 3 Content update and steering in the age of media convergence: Audience-based analysis. *TV Research*, 2015(4).
 - 4 Dailyization of public memory and political ethics. *Contemporary Communications*, 2013(5): 34-36.
 - 5 College students' media use and media trust in the new media environment. *Journalism Review*, 2013(8): 66-70.
 - 6 TV media, class consciousness and identity construction: A quantitative analysis on Shanghai people. *Contemporary Communications*, 2012(5): 32-34.
 - 7 TV audience's disagreement on social differentiation and value identification. *Journal of Shanghai University (Social Science Edition)*, 2012(2): 128-140.
 - 8 Returning to the main body of communication, mastering the discourse platform. *TV Research*, 2011(8): 69-72.
 - 9 Reconstructing meaning system and audience identity. *Contemporary Cinema*, 2010(10): 113-117.
 - 10 The social construction of market and the logic of the actors. *Chinese Journal of Sociology*, 2009(3): 52-74.
 - 11 The construction of news credibility in the market environment: A reflection on *Jiangsu News Watch*. *Journalism Review*, 2007(8).
 - 12 Audience becoming the TV show protagonist. *Social Science Weekly*, 2006.
 - 13 Interaction: Media's approach to managing audience's initiative. *Massmedia*, 2005(11).
 - 14 Cultural division: TV culture and social differentiation. *Chinese Journal of Sociology*, 2004(8).
 - 15 Report on film and television education and Shanghai university students quality training. *Art Research*, 2005(4).
 - 16 Audience becoming the TV show protagonist. *Social Science Weekly*, 2006.
 - 17 The Impact of Media Globalization on Chinese Culture, in Anura Goonasekera, Cees Hamelink, Venkat Iyer (eds.) , *Cultural Rights in a Global World*, Eastern University Press, Singapore. 2003.
 - 18 Commenting on TV series *Kangxi Dynasty*. *TV Research*, 2002(3).
 - 19 Reconstruction of Internet and cultural and social differentiation. *Journal of Shanghai University (Social Science Edition)*, 2002(9).
 - 20 Impetuous and selection under collision: Taking the examples of *Not One Less*

and . *Journal of Shanghai University (Social Science Edition)*, 2001(8).

21 Repositioning of the Chinese film industry (Translated version). *New Films*, 2001
1 .

22 Collective characteristics and social differentiation of online consumption. *New Films*, 2001(1).

23 Graduate, where is your job? *Chinese Journal of Sociology*, 1999(7).

Selected conferences and proceedings:

1 Content production and meaning construction in online interaction. *Media Change and Media Education Reform*, 2016(1).

2 Constructing confrontational consensus: A new way for constructing TV media identity based on the talk shows of *Speak Out* and *Dragon Live Room*. *New Media and China Modern Society*, Shanghai Jiaotong University Press, 2012(6): 328-333.

3 Innovation and practice: Analysis and exploration of the status quo of radio and TV choreographers teaching. *Exploration and Innovation of Film and Television Communication Practice and Teaching Theory*, Shanghai Joint Publishing, 2011(6).

4 Innovation of talent quality and training approach documentary editors: From the perspective of documentary production process. *Film and Television Communication Education: Ethics, Etiquette, and Skills*, Shanghai Joint Publishing, 2010(6): 396-405.

5 Social identity in the differentiation of TV audience: An empirical study on Shanghai people. The 3rd National Journalism and Communication Doctoral Seminar of the Communication University of China, 2009.

6 Report on film and television education and college students' quality cultivation. 2004 China Film and Television Higher Education Committee Annual Meeting: Film and Television Art Development and Education Seminar, 2004.

7 Returning to tradition, perceiving modernity: An online survey of college students. The First Cross-strait Network and Film Management Seminar.

Books:

Television, audience and identity: An empirical study in Shanghai. Shanghai Jiaotong University Press, 2013.

Television and society: An introduction to television sociology. Academia Press, 2005.

Textbooks:

Communication Tonglun (Second edition) Chapter 17. Shanghai Jiaotong University Press, 2007.

Questionnaire design and feasibility analysis. In D. Yuanguang & Miao Zhengmin (Eds.), *Mass Communication Research Method*. Shanghai Jiaotong University Press.

Projects:

Vertical project (principle investigator)

2007 The National Social Science Fund for Young Scholars of China

Title of project: Audience's social differentiation and social identity reconstruction: A study based on television media

Reference no: 20141158

Vertical projects (co-investigator)

2010-2011 Research on the development of Shanghai TV series culture industry, Shanghai Municipal Education Commission

2004-2006 Research on the competitiveness of Chinese Massmedia news in the market economy, National Office for Philosophy and Social Science project

2001 The influence of the Internet on information communication and human spiritual and cultural life, Shanghai Philosophy and Social Science project

Horizontal projects (principle investigator):

2018 Shanghai university students independent shooting of history of the Communist party project, Docu TV, Shanghai Media Group (SMG)

2018 The story of Shanghai secret agent of the Communist party, Shanghai Jing'an District Literature and History Museum

2018 China International Import Expo series video, Shanghai Qingpu District Trade Union

2018 Story of Hongkou, Shanghai Hongkou District Achieves

2017 *Law Now* video making, Shanghai Railway Court

2017 National university students Challenge Cup competition documentary,

Shanghai University

2011-2017 Digital collection project of national inheritor of intangible cultural heritage, Shanghai Municipal Administration of Culture and Tourism, Radio and Television, Culture Heritage

February 2014 Investigation on 80s and 90s film audience, China National Film Museum

April 2011 Investigation on Shanghai 3D film, China National Film Museum

Media working experience:

2000 Programme director, *Documentary*, Shanghai Media Group (SMG)

2002-2007 Programme director/planner, *Revisiting classic*, Shanghai Media Group (SMG)

2004 Students' 8 minutes video making supervisor, *Morning*, Dragon TV

2007-2009 Students' 20 minutes video making supervisor, *Student*, Shanghai Education Television Station

2011 Programme director, *China untapped*, International Channel Shanghai of Shanghai Media Group (SMG)

2011-2012 Document coordinator, *Wonderful world*, Arts and Humanities channel of Shanghai Media Group (SMG)

2013 Started projects cooperation with some TV channels

2015 Programme director, *Shanghai story*, News channel of Shanghai Media Group (SMG)

Awards

2011 Shanghai University Outstanding Education of Xuanling Award

2010 *The social construction of market and the logic of the actors*. The first prize of The 1st TV Industry Development Essay Writing

2009 *The film and television communication innovation practice platform*. The third prize of Shanghai Teaching Achievements (as the second award applicant)

2008 The grand prize of Shanghai University Teaching Achievement (as the second

award applicant)

2008 Shanghai University Outstanding Young Teacher

2007 Shanghai Outstanding Tutor for College Students in Summer Social Practice Activities