

( 0 6 74 67D 1 A 8 2CA 84A0D4 4 DH 40 A 4B A 0 3  
2C A; D 4AEB A C74 27 ; AC 0 3 7 D 8208 488 6 A 0;  
8E4ABCH 40C 0; 42 3 ;0BB 842C A  
08 ;H864A 1 D43D2

3D208 102 6AD 3  
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2034 827 AB  
4F 4 DAH G24;4 C 0;4 CB 8 8BAH 3D208 4C74 4 ;4 B 4 D ;82  
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DB64 C74 C 78 0 4F B F 0AB0 3 C74 C 70 698 6 0 4 F 0AB  
74 A0820; 0;4 CB 78 0 038 8 0 3  
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Support Program for New Century Excellent Talents in University of the Ministry of Education  
 Research on the Innovation of Chinese TV Programs under the Dual Field of Cultural Industry and Public Cultural Services

4H A942C 04 3 8 038 8 0 3 4;4E8B 4B40A7  
 04 7A4 09 A A1;4 B0 3 D 4A 40B4B 04 B42C 04 D;82  
 4E824 H4 038 8 0 3 4;4E8B 8 78 0 B D4; A0B  
 4H A942C 04 8 84H D44 0 3 D8B 04 4 ;4 B 4 D;82  
 78 0 A942C ;0C A B42C A D44; 0 3 D8B D;82 A3D2C  
 A2D4 4 C H4 4B6 ;8 4 D470B 6 0 3 A038 6 44 24 A  
 0C 0; D44; 0 3 D8B A3D2C A942C 0C 0; D;82 D44 ; D8  
 8E4 A0320B 6 4E84F 0 3 4F 4380 0C8G 4A0C 0 3 A C 4C

#### Academic Achievements

He has published 7 academic works and more than 60 papers, which were published in authoritative core journals such as *Xinhua Digest*, *People's Daily*, *Guangming Daily*, *Modern Media* and *Journal of Tsinghua University (Humanities and Social Sciences Edition)*.

*Research on Chinese TV Program Innovation*, Communication University of China Press, 2014;

*Research on the Development and Innovation of Chinese Television Public Cultural Services*, Communication University of China Press, 2014;

*TV Audience Aesthetics*, Beijing Normal University Publishing House, 2010;

*Interviews with Radio and TV Masters*, Communication University of China Press, 2009;

A G 4A 24  
 4 F 0B 24 4 60643 8 8 0 3 4;4E8B 8 E0C A3D2C 0 3 0 064 4 C  
 A4 H40AB 8 0C 0; 4380 8 B42C B B27 0B 0 3 498 6 284 24  
 3D20C 8 C8 78B2 D4 74 C : B4E4A; B8 B3842C A ;0 4A  
 8 438CA 0 3 3842CA 04 8 34 0AC 4 C 7AD67 4 AC74 A3D243 A4C70  
 2 ;;42C B 8 0 3 4;4E8B F AB C C30H 748B8; 34E C3 C 8 0 3  
 4;4E8B 2A0C  
 4 70B AE843 8 4;42C; 2 H4C 6 B4E824B D 34A; 4 A6A 8 E0C 0 3  
 1A 3 A C ;0 B 0BF 4; 0B34B6 43 0 3 B4B843 270 4; 0 3 8 B42C 0;  
 34E4; 4 C B4C4684B A B4E4A; H 4B 8 B42C B 8 2;D8 6 0C 0; 4380  
 A60 80C B;8 4 78 0 4380 AD 8 7D0 4F B 64 2H 0 3 4 ;4 B 08H  
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 88 88 E84 8 : 4C

In addition, he has been co 8C43 C 48 6 intellectual services and expert consultation ;8 4 public cultural service system design, construction of national public cultural service demonstration areas and demonstration projects, legislative research and draft writing, regional strategies for radio and film development, and national art popularization, etc., C 064 284B 8 2;D8 6 D;82H 4 0AC 4 C 04 D 8B

0AH 78 0 State Administration of Radio and Television, Ministry of Culture and Tourism C74 4 ;4 B 4 D ;82 78 0, National Public Culture Development Center, Beijing Municipal Radio and Television Bureau, Beijing Municipal Commission of Development and Reform, Beijing Municipal Bureau of Culture and Tourism, as well as local radio and television media, and cultural and tourism departments.

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0C 0; 038 8 0 3 4;4E8B 2034 82 A F 0A  
C74 C78A A14 C74 C 78 4B ;;464 D 0 884B0 3  
280; 284 24B D80 38 6 2784E4 4 C F 0A ;0D 2743 1H C74 8 8CAH  
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4B40A7 A AB  
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BAD2C 8 488 6 C74 B42 3 A14 C74 C 488 6 D 828 0; 78 B 7H0 3  
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3 40274A 784 8A2CA 4 8B 34B A;40B43 C74 2D 4 0AH 70 4;  
C74 4C24;4 C2D;0A; A2 4 30C C74 C 80HD D0 CA 0C 0; 7 AC  
8 4B8E0; C74 8AC A14 C74 40274A6AD C74 02D;CH F 0A ;0D 2743 1HC74  
78 0 ;;4680; BB 280C A 8ED; AC  
78 0 0 D CAF 87 ;D4 240 784 8A2CA 4 8B 34B A;40B43