

2 8 96 89F 3@ : @FC @ :FCFC 6AFH 62 @6DD 2  
@FC FA6GD @ 96 49 @ @ CE 2 @ F :42E@ 6;: 8 @ 2  
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@FC F2E 2@: ;FC 2:D : @ F :42E@ :G6DH @ 9: 2  
@FC 2@: 2:@ 6GD@ CD: @ F :42E@ :G6DH @ 9: 2

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Support Program for New Century Excellent Talents in University of the Ministry of Education @ 196 6@A6 D 6AF3 :4 @ 9: 2 Research on the Innovation of Chinese TV Programs under the Dual Field of Cultural Industry and Public Cultural Services

6J AC@64E@ 196 E2E : :DK2E@ @ 2 :@ : 2 66GD@ 6D2C9 @ 196 9C66 2, @ C@ 6 D2 @ F 6C 62DFG6D@ 196 @DKF4E@ @ 196 F3 :4 6G46 JDE @ 2 :@ : 2 66GD@ : 9: 2 D FC2 C62D

6J AC@64E@ 196 : :DKJ @ F FFC2 2 @ FCD @ 196 6@A6 D 6AF3 :4 @ 9: 2 C@64E@ 2E7@ @DKF4E@ 7@ F FFC2 2 @ FCD F3 :4 C@F4HD C@FC6 6 E JDE 6D8 @ : 6 FC92D 8 2 C : 8 @7G6 46 7@ 2E@2 F FFC2 2 @ FCD C@F4HD C@64E@ 2E@2 F3 :4 F FFC6 @ :G6 C@ 42DE 8 6G6H 2 6H 6 :2 2EI A6C2E@ 2 C@ @E@ 6E4

### 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;

( @ 1A6C6 46 6 H2D@46 6 8286 : 7: 2 E 6GD@ : @2E@ AC@F4E@ 2 2 286 6 E 7@ E J62D: 2E@2 6 :2 : DEFE@D DF49 2D 2 6;: 8 4:6 46 F42E@ : F :@ 19:D4@FC6 96 E@ @ D6G2 A@DE@D :64E@ A2 6C 7: 6 :E@2 :64E@@ 196 7: 6A2E 6 E 9C@F89 677@E 96 AC@F46 @6 192 4@64E@D@7: 2 E 6GD@ H@C D E E@2J 96:DIE 6C@E E@7: 2 E 6GD@ 4C2E@

6 92DA@G 6 : E 64F2 4@DF E 8 D6G46DF 6C2 6 AC@C2 : @2E@ 2 3C2 AC@ @E@ A2 D 2DH6 2D 6D8 6 2 DF :6 492 6 2 : DEFE@2 6G6 @ 6 E DK2E8:6D 7@ D6G2 HA6D @ : DEFE@D : 4F : 8 2E@2 6 :2 @S2 :K2E@D: 6 9: 2 6 :2 C@FA ) : 9F2 6HD 86 4J 2 6@A6 D 2: J 286 4:6D2E2 6G6 D: 6 F 2 9G:2 8 :2 8DF 6;: 8 9F: F2 8 @8 F:2 F 2 636: 2 DF : : :2@: 8 2 F:K9@ 2DH6 2D@ : 6A2E7@ DF49 2D @ F F : :J: 6 46 E 2 8@ : :3: : G 6@ : @ 6E4

In addition, he has been co :E6 E@ @76C 8 intellectual services and expert consultation : 6 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., E@286 4:6D: 4F : 8 F3 :4:E 6A2E 6 E@ 196 @ F :DE

2CH @ 9: 2 State Administration of Radio and Television, Ministry of Culture and Tourism @ 96 6@A6 D 6AF3 :4 @ 9: 2, 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.

49:6G6 6 H2 H2C D  
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62496CD@ @FC F2:E6D 9:67 :G4EC 6AD@6D E96 DA64:2 ACK6 @ 96 24F H  
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