
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

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;

In addition, he has been co intellectual services and expert consultation 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.,

State Administration of Radio and Television, Ministry of Culture and Tourism, 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 stations, and cultural and tourism departments.

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