

Fang Fang

Professor in Shanghai Theatre Academy, doctoral supervisor, director of Media Research Center; vice chairman of the China Radio and Television Documentary Committee Association, director of the China Film Association Documentary Academic Committee, vice chairman of the National University Film and Television Society Documentary Professional Committee, Shanghai Major Cultural Activities Consultation and Evaluation Expert, Member of the Shanghai Historical Image Protection and Communication Expert Group, member of the UNESCO International Media and Communication Research Society. Judge of Shanghai Cultural Foundation; Judge of Shanghai International Art Festival; Judge of Shanghai "White Magnolia" International TV Festival, Judge of Sichuan "Golden Panda" International TV Festival; Judge of Taiwan Film Golden Lion Award; Editor of the Blue Book "China Documentary Development Research Report", Review Expert of National Art Science Planning Project and National Social Science Fund Project.

Prof. Fang has long been engaged in film and television creation and theoretical research. Independently completed nine national projects, the monograph "The History of Chinese Documentary Development" won the Second Prize of "National Art Science Outstanding Achievement", "National Film and Television Academic Works Excellent Monograph Award"; the National Social Science Project "TV Program Evaluation System" won "Shanghai Cultural Science and Technology Progress Award. The research won two invention patents and one utility patent; her teaching was awarded the Outstanding Teacher Award of Baosteel Education Fund, the Outstanding Teacher Award of Shanghai Literature and Art Talents in 2017; and the First Prize of Shanghai Teaching Achievements in 2018. She is in charge of Shanghai's excellent course "Documentary Film Creation", the academic leader of the key subject "Radio and TV Art", and she is also in charge of the national course "Specialized Radio and TV Choreographer". During her tenure as the director of the Department of Television Coordination, she established the TV editing major into the first "National Key Specialty in Shanghai Theatre Academy.

She is the author of "Frontier Research Report on Media Studies", and "Research on Shanghai Performance Market" (Wenhui Press); Her paper "Exploration and Discovery of the Satisfaction Evaluation System of New TV Programs" was first published in 2012 "Theatrical Arts" and reprinted the full from in "News and Communication" of the Book Center of Renmin University; "Research on the Strategy of Chinese Early Film Brands", in "New Movies", 2012, Issue 5; "New

Developments in Audience Satisfaction Survey" in 2013; "Opportunities and Challenges-Performance in the Age of Creative Economy Industry" in Theatrical Arts "in 2005, which was included in the excellent thesis of the China Creative Industry Development Forum" Creative Industries-New Engines of Urban Development "; "Expansion of the Shanghai Performance Market " and "Yalu Bookstore: Eighty-nine Years of Pingtan Review" were published in "Culture Construction Case Series"; "Precious Images-Chinese Minorities in Film Documentaries", "Last 30 Years "Taiwan Documentary" and "Talk about the Structure of TV Characters" has been reprinted many times.

During her tenure as the director of the TV director's department, she established the TV director's program as the first "National Key Specialty Program" in Shanghai Theatre Academy. She also established the International Film and Television Professional Teaching Exchange Workshop, with the Stockholm Film Academy in Sweden, the Film Department of the Zurich University of the Arts, and the Cologne Film Academy. The process of the workshop was reported on the official website of the country in host country, and the works of the sixth session won many awards in various countries. The series of non-fictional creative courses started in 1989, which was selected as the key undergraduate teaching reform project of Shanghai universities, and won the "Academy Award" of universities.

She had received special awards from the Canadian government and the International Canadian Research Council as visiting scholars at McGill University and the National Film Board of Canada. In 1999, Fang Fang was invited to be the general representative of China. she worked with the filmmakers in ten famous cities, including London, Paris, Berlin, Tokyo, Sydney, Rio de Janeiro, and collaborated with the Swedish national art film and television company to complete the international cooperation documentary film "Trans Century Mark, which recorded the different feelings of countries in the world into the new century, was screened globally.

In 2006, she was at the invitation of the European Media Management Agency (EPRA) for the keynote speech at the European Media High-end Conference Cologne Media Summit (Germany); in 2008, she was invited by the Swedish Foreign Cultural Exchange Committee to attend the 26th Congress of the International Media and Communication Research Society UNESCO (IAMCR) (Sweden); in 2010 she gave a keynote speech at the International Media Research Alliance Conference (Switzerland). In July 2011, as the special guest of the 38th Saint-Peter Peace Art Festival in France and the 46th Le Puy-en-Vivarois International Folk Art Festival, she

was invited to board the French National Day viewing platform in the capital Paris to watch the grand National Day military parade.

In 2014, at the invitation of the Locarno International Film Festival, she made the first school students' works were screened at the old A-level international film festival; in 2017, she was invited to attend the Nyon International Film Festival and host the International Film Research Roundtable.

In 2016, she was commissioned by the Ministry of Culture, Sports and Tourism of Korea, completed the project "Comparative Analysis of the Reactions of Chinese, Korean, American, and Japanese Movies with the Derivation of Global Cultural Symbols as the Final Research Target". Due to the advanced survey method and the research process can be traced back to the survey data. The reading level is clearly defined and highly praised by the Korean Ministry of Culture and the Korean, American, and Japanese academic circles. Over the years, she has established long-term cooperation and exchange relationship with the director and founder of the video game laboratory of Cologne University of Arts and Technology and the vice chairman of the National Video Game Awards Evaluation Committee of the German Video Game Association.

She has written more than 100 episodes of TV series and she is one of the first domestic writers to be officially broadcast in Europe and the United States including directing more than 30 directorial TV series. For example, the large-scale popular science series "Knowledge for the Elderly" and "Da-kang" have won the "National First Prize", "China TV Starlight Award" and so on. The series of documentary "Hand made of China", which she was the chief planner and art director, visited many outstanding artisans and explored the hand making technology in different parts of China. It was translated into multi-language by China Radio International and China Television Translation Base and broadcasted in various countries. Her Director's documentary "I think I draw" 2016; "Extracurricular" 2017; won the only best documentary award at the Macau International Film Festival for two consecutive years. In 2017, her five directors' documentaries premiered at the Nyon International Documentary Film Festival" and were introduced by the Swiss National Film Foundation. They were officially re-leased in the Swiss capital Bern, the tourist cities of Lucerne, Zurich, Geneva and other places. The director of the Fribourg Film Festival, Esther Widmer, commented in the questionnaire: "There is a poetry in the work, and I admire the author's ability to dig out the poetic life of the ordinary world."