

Yang Chenghu; born in 1971; Doctor of Literature, Deputy Dean, Professor and Doctoral Supervisor of the School of Art and Communication, Beijing Normal University; National Second-Class Director
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【Education background】

Undergraduate: major in Chinese language and literature;
Postgraduate: major in journalism in Communication University of China;
Doctor: major in Radio and Television Arts in Communication University of China.

【Academic honors】

New Century Excellent Talents of Ministry of Education of the People's Republic of China
Judge of the 30th China News Awards and the 16th Changjiang-Taofen Awards
Top 10 Theoretical Talents of China Radio, Film and TV
Reviewer of online audio-visual programs of the State Administration of Radio, Film and Television
Judge of Flying Apsaras Award, Beijing International Film Festival, Beijing College Student Film Festival, and China Student Television Festival
Deputy Secretary-General and Executive Director of China Collegial Association for Visual Art (National First-Class Association)
Executive Vice Chairman of the Micro Film Committee of China Collegial Association for Visual Art
Outstanding Expert of the Ministry of Culture and Tourism of the People's Republic of China
Secretary General of Committee of Experts on the Public Service of the Ministry of Culture and Tourism of the People's Republic of China
Executive Director of Research Base of the Ministry of Culture and Tourism of the People's Republic of China - National Public Culture Research Center of Beijing Normal University
Member of the Standard Technical Committee of China Public Cultural Centers Association
Visiting Scholar at the University of Westminster, UK
Visiting professor and part-time doctoral supervisor of Macau University of Science and Technology

【Academic Research】

He is committed to research in numerous fields, including media art theory and practice, Chinese and foreign TV program innovation, media development strategies, and public cultural policies and services. Up to now, he has led over more than 30 national and provincial key scientific research projects, as well as projects commissioned by local governments and industry institutions, which are shown as follows:

Art Key Project of National Social Science Fund: "Research on the Construction of National Basic Public Cultural Service Standard System"

Art Project of National Social Science Fund: "Research on Cultural Industry Development and Public Cultural Service System Construction"

Support Program for New Century Excellent Talents in University of the Ministry of Education of the People's Republic of China: "Research on the Innovation of Chinese TV Programs under the Dual Field of Cultural Industry and Public Cultural Services"

Key project of the State Administration of Radio, Film and Television: "Research on the Three Major Problems and Countermeasures of the Construction of the Public Service System of Radio, Film and Television in China's Rural Areas"

Key projects of the Ministry of Culture and Tourism of the People's Republic of China: "Project of Platform Construction for Cultural and Tourism Public Products Procurement", "System Design of Online Purchasing and Trading Conference for National Cultural and Tourism Products", "Project of National Public Culture Cloud Live Broadcasting Review and New Media Matrix Operation and Promotion", etc.

【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's Aesthetics, Beijing Normal University Publishing House, 2010;

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

【Work Experience】

He was once engaged in film and television innovation, production and management for ten years in national media institutions such as CCTV and Beijing Science Education Film Studio. In this course, he took on several positions, director, planner, film editor, and director of the film department. Through effort, he produced more than 100 collections of film and television works. Until today, he is still devoted to film and television creation.

He has provided intellectual consulting services, undertaken program innovation and brand promotion plans, as well as designed and studied channel and institutional development strategies for several types of institutions, including national media organizations like China Media Group, Xinhua News Agency, and People's Daily; TV agencies at all levels like Hunan TV, Zhejiang TV, Jiangsu TV, Beijing TV, Anhui TV, Guangdong TV, Fujian TV, Yunnan TV, Hebei TV, Gansu TV, Jilin TV, Liaoning TV and Guizhou TV; as well as online platforms such as Youku, iQiyi, Tencent, Mango TV, Bilibili, CCTV video, CCTV, Tik Tok, etc.

In addition, he has been committed to offering intellectual services and expert consultation, like 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., to agencies including Publicity Department of the Communist

Party of China, State Administration of Radio and Television, Ministry of Culture and Tourism of the People's Republic of China, 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.

【Achievements and Awards】

Academic Works:

Research on Chinese TV Program Innovation: the third prize of the 8th China College Humanities and Social Sciences Outstanding Achievement Award launched by the Ministry of Education of the People's Republic of China; the first prize of the 9th China National Radio, Film and Television Academic Work Award;

TV Audience's Aesthetic: the third prize of the 6th Chinese College Humanities and Social Sciences Outstanding Achievement Award launched by the Ministry of Education of the People's Republic of China; the first prize of the 7th Academic Work Award launched by China Radio and Television Association;

Papers:

Observation and Reflection on China's TV Program Innovation: the special prize of the 12th National Radio and Television Academic Paper Award (Program Research)

Research reports:

Research on Modern Radio and Television Public Service System and Standard Construction in Beijing: the second prize of the 11th Beijing Municipal Philosophy and Social Sciences Outstanding Achievement Award;

Construct a World City and an Oriental Film and Television Metropolis: the second prize of the 12th Beijing Municipal Philosophy and Social Sciences Outstanding Achievement Award

Textbook:

TV Program Planning (Second Edition): the second prize of Beijing Excellent Teaching Achievement Award

Film:

Scientific Prevention of Earthquake Disasters: the Golden Panda Award of "International Science and Education Film and Television Best Production Award" of Sichuan TV Festival

Documentaries:

Mysterious Xixia: the top ten works of the 21st China Documentary Series

History of Changchun: the second prize of "Let History Tell the Future", a themed event of the Chinese People's War of Resistance against Japanese Aggression launched by the China Television Artists Association

Teachers of Four Qualities (Chief Director, 10 episodes): the special prize of the Faculty Award launched by the China Collegial Association for Visual Art

Good Teacher (Chief Director, 3 episodes): released on the Documentary Channel of CCTV; the excellent cultural recommendation of the 8th Jiayu Guan International Short Film Festival; the first prize of the teacher group of the Faculty Award launched by the China Collegial Association for Visual Art

China, a Country with Blue Ocean (Chief Director, 12 episodes): released on CCTV