

Ruo Si Ph.D, Professor, Doctoral Supervisor

Tenured professor and doctoral supervisor at School of Journalism and Communication of Tsinghua University; Distinguished professor at Faculty of Humanities and Arts of Macau University of Science and Technology.

Obtained B.A., M.A. and Ph.D in Humanity from Shandong University, Tsinghua University and Hong Kong Baptist University. Formerly a postdoctoral fellow at Tsinghua University and a visiting scholar at University of Southern California. Currently the secretary general of Professional Committee of Film Industry and Management of Chinese Collegial Association for Visual Art, member of the council of China Film Association Theory and Review Committee, and member of the council of Beijing China TV Artists Association.

Formerly the judge of China Micro-film Festival for University and the senior consultant of Baidu Online Network Technology (Beijing) Co., Ltd, Alibaba Pictures, Sil-Metropole Organization Ltd., Jiangtai Insurance Brokerage Co., Ltd, Zhejiang Lanti Technology Co., Ltd., and China Film Press.

Got a study on the interpretation of the spirit of the Sixth Plenary Session of the 19th Central Committee of the Communist Party of China Spiritual National Social Science Foundation Major Project as the chief expert in 2022. Got a major project funded by the Ministry of Education in philosophy and social sciences as the Post-funded Project as the chief in 2021. Awarded the title of Leading Talents in Radio, Television and Online Audiovisual Industry of China in 2021. The article *Research on the Development and Future Trend of Chinese Online Movies* was awarded as an excellent work in the Beijing Literature and Arts Review 2021. Awarded the title of Leading Talents in Radio, Television and Online Audiovisual Industry of Beijing in 2020. The English monograph *China Livestreaming E-Commerce Industry Insights* won the first prize of the 15th "Academic Award" in the book category by the Chinese Collegial Association for Visual Art in 2022. The book *Research on the Construction of Chinese Film and Television Industrialization System* won the first prize of the 13th "Academic Award" in the book category by the Chinese Collegial Association for Visual Art in 2020. The article *Research on the Mode Innovation of Documentary Audio-visual Works in the Era of Media Convergence* won the second prize of the 6th Starlight TV

Literature and Art Paper Selection for outstanding TV literature and art papers. The book *Blue Book on Film and Television -- Development Report of China's Film and Television Industry (2017)* won the first prize of research report by Chinese Collegial Association for Visual Art and the Top 10 of Blue Book Culture Media category of the 2017 edition in 2018. The book *Blue Book on Film and Television Risk Control -- Report of China's Film and Television Public Opinion and Risk Control(2016)* won the first prize of research report by Chinese Collegial Association for Visual Art in 2017 and the second prize of media management research in the 14th National Radio, Film and Television Academic Papers Selection in 2016. Selected for the Outstanding Young and Middle-aged Teachers Training Project of Communication University of China in 2014. Selected for the 382 Talent Project of Communication University of China in 2009. In 2006, awarded by Ace Style International Limited, an international organization.

The main courses include film and television management, audio-visual language, short drama film workshop, film and television marketing management, etc.

Scientific Achievements

Published 20 books in English and Chinese, including *Research on the development and operation of IP in Film and Television*, *The Logic and Application of Audio-Visual Language*, the English monograph *China Livestreaming E-Commerce Industry Insights*, *Research on the Construction of Chinese Film and Television Industrialization System*, *Short Video Industry Research*, *The Legal and Business Guide: Keys to Success in China's Film & TV Industry*, *Fundamentals of Film and Television Production Management*, *Report of China's Film Industry(2015)*, *High Concept Movies in China*, etc. From 2017 to now, have published the *Blue Book on Film and Television -- Development Report of China's Film and Television Industry*, *Internet Audio-visual Blue Book -- Report on the Development of China's Internet Audiovisual Industry* and *Cultural tourism Blue Book -- Report on the Development of China's Cultural Tourism Industry* every year.

Published more than 50 papers in journals, including 45 papers in CSSCI. The representative papers are *Stereoscopic Ecosystem of Film3: Web3's Importance for Film and Television Industry*, *Differentiated Supply*, *Low Culture Discount and Theme Type*

Selection, History, Norms and Significance of Film Restoration, The Construction of Digital Flow Experience: A Study on the Development Path of Interactive Audio-Visual, A Study on Communication Logic, Viewing Mode and Production Mechanism of Streaming Media Audio-visual Products, Research on the Development and Future Trend of Chinese Online Movies, etc.

In charge of many national and provincial level issues such as major projects of National Social Science Foundation, Ministry of Education in philosophy and National Radio and Television Administration Social Science. Specifically, these include *Research on Audiovisual Excellent Works in Promoting the Creative Transformation and Innovative Development of Excellent Chinese Traditional Culture*, a study on the interpretation of the spirit of the Sixth Plenary Session of the 19th Central Committee of the Communist Party of China Spiritual National Social Science Foundation Major Project, *Research on the Global Film Industry (2011-2020)*, a major project funded by the Ministry of Education in philosophy and social sciences as the Post-funded Project, *Research on the Construction of Chinese Film and Television Industrialization System*, Supported by the National Social Science Fund of China as the Post-funded Project, *Research on Risk Assessment and Risk Control of Film Project Based on Big Data*, Supported by National Radio and Television Administration Social Science as the Major Project, *Research on Risk Assessment and Risk Control System of Movies and TV Series Based on Big Data*, Supported by Social Science Fund of Beijing, *Research on the Development Ecology and Management Strategy of Microfilm in China*, a project funded by the Ministry of Education in humanities and social sciences, *a Study on the risk control system of film production*, Supported by National Radio and Television Administration Social Science.

Creation Achievements

Participated in film and television projects while serving as the assistant to the chairman of Sil-Metropole Organization Ltd.: *The Grandmaster, Cold War, Cold War 2, The Assassin, The Legend of North Wei Dynasty, Mr. Cinema, etc.*

Production works: *Qianye and Changsheng*

Screenwriting works: *The Royal Guard*

Co-production works: *Asura Bride*