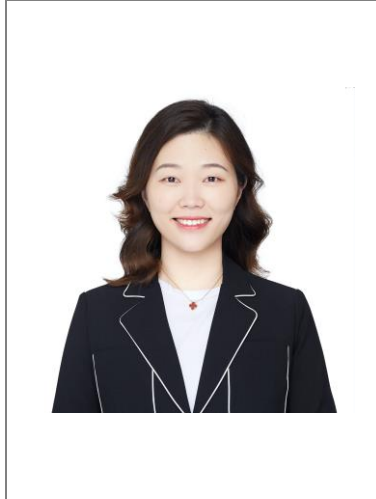


# ***Ying Huang***



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## ***Teaching and Research Areas :***

Film Industry · Film Art · New Media

## ***Academic Qualifications***

2017-2020 Ph.D / Management in Film Industry/ Macau University of Science and Technology  
2008-2011 Master / Comparative and World Literature / Fujian Normal University

## ***Teaching Experiences***

2023-Present Assistant Professor/Faculty of Humanities and Arts/ Macau University of Science and Technology  
2020-2022 Postdoctoral/ School of Journalism and Communication / Tsinghua University

## ***Representative Publications***

### *Journal Articles:*

- Ying Huang, film value empower tourism framework Research, Contemporary Cinema., CSSCI, 2019.07
- Ruo Si, Ying Huang, The inspiration of short video development on TV program innovation, China Radio & TV Academic Journal, Core, 2019.08
- Ruo Si, Ying Huang, Promote short video content upgrade and empower mainstream cultural communication, Modern Audio-Video Arts, 2019.08
- Ruo Si, Ying Huang, Wanyu Xu, Research on the development of online movie reviews in China in recent years, Contemporary Cinema., CSSCI, 2020.03
- Ruo Si, Ying Huang, Construction of Multiple Experiences: Prediction of the Development Trend of China' s Film Industry in the 2020 Pandemic, Journal of Beijing Film Academy., CSSCI, 2020.04
- Ruo Si, Ying Huang, Research on the Development and Future Trend of Chinese Online Movies, Film Art, CSSCI, 2020.07, Reprinted in full by Si Ruo and Ying Huang, "Research on the Development and Future Trend of Chinese Online Movies" in People's University Reprinted Press
- Ruo Si, Lu Zhao, Ying Huang, Reviewing Chinese Mainland and Hong Kong Co-production Movies Based on the Theory of Becoming of Gilles Deleuze, Global Media Journal, CSSCI Expansion, 2020.09

- Ying Huang, The Representation and Reflection on Contemporary Digital Culture in Animation Creations, Contemporary Animation, 2020.10
- Ruo Si, Ying Huang, A Study on Communication Logic, Viewing Mode and Production Mechanism of Streaming Media Audio-visual Products, Contemporary Cinema, CSSCI, 2020.10
- Ruo Si, Ying Huang, Diverse Expressions and Cultural Imagination in Food Documentaries: The Case of Once Upon a Bite, China Television, CSSCI, 2020.10
- Ruo Si, Xinxin Song, Ying Huang, Cooperation with integrated media - content upgrade - digital experience, The Press, 2020.12
- Ying Huang, Channel-Network Integration, Content Innovation and Social Value Delivery: A Study of Chinese TV Variety in 2020, Modern Audio-Video Arts, 2021.03
- Ruo Si, Ying Huang, History, Norms and Significance of Film Restoration, Film Art, , CSSCI, 2021.(5)
- Ruo Si, Ying Huang, The Construction of Digital Flow Experience:A Study on the Development Path of Interactive Audio-Visual, China Literature and Art Criticism, CSSCI, 2021.09
- Si Ruo, Ying Huang, Brand Value, Technological Innovation and New Platform Empowerment: A Study of the World Animation Film Industry from 2010 to 2020, Sichuan Theatre, November 2021
- Ying Huang, The inspiration of animation on streaming media platform to the creation of traditional animated films, China TV, CSSCI, No. 11, 2021
- Si Ruo, Ying Huang, Differentiated Supply, Low Cultural Discount and Genre Selection: A Study on International Dissemination of Melodramatic Film and TV Works, Television Research, CSSCI, Vol. 9, 2021
- Ying Huang, Genre integration and multi-point highlight moment design: A study of Internet communication of melodramatic dramas, Modern Audiovisual, Vol. 12, 2021
- Ying Huang, A Study on the Aesthetic Experience of European and American Films from the Perspective of Neuroaesthetics —— Implication-Perception, Emotion-Assessment, Neuro-Image, Contemporary Cinema, Vol. 12, 2022

*Academic texts:*

- Executive Editor-in-Chief: Ruo Si, Peng Chen, Rui Chen, Xuemin Li, Ying Huang, Cultural Tourism Blue Book: China Cultural Tourism Industry Development Report (2019), China Social Sciences Academic Press, 2019.04
- Ruo Si, Ying Huang, "The logics and applications of audiovisual language", China International Broadcasting Press, April 2022

*Book Chapters:*

- Ying Huang, Global Cultural Tourism Industry Academic Overview, Cultural Tourism Blue Book: China Cultural Tourism Industry Development Report (2019), China Social Sciences Academic Press, 2019.04
- Ying Huang, Disney: the originator of modern theme parks, Cultural Tourism Blue Book: China Cultural Tourism Industry Development Report (2019), China Social Sciences Academic Press, 2019.04

- Ying Huang, The Media Choice from Cloud Atlas to Sense 8 - Reflections on the New Media Narrative Strategy, Journal of Yanjing Creative Culture Industry, China social science press, 2019.09
- Xuemin Li, Ying Huang, Research on the Innovative Development of Film and Television Empowered Tourism - An Example of Oriental Film Capital and Pingyao Film Festival, Film and Television Blue Book: China Film and Television Industry Development Report (2019), China Social Sciences Academic Press, 2020.03
- Hong Yin, Ying Huang, 2019 Creative Tourism Global Academic Overview, Cultural Tourism Blue Book: China Cultural Tourism Industry Development Report (2020), China Social Sciences Academic Press, 2020
- Hong Yin, Ying Huang, Experience space, professional consumption and film value exploration in tourism places - 2019 film and television tourism development and future trends, Film and Television Blue Book: China Film and Television Industry Development Report (2020), China Social Sciences Academic Press, 2020
- Ying Huang, 2020 Online Movie Industry Development Report, Audiovisual Blue Book: China Online Audiovisual Development Report (2021), China Social Sciences Academic Press, 2021
- Hong Yin, Ying Huang, "Short video +", an important way of digital marketing in 2019, Online Audiovisual Blue Book: China Online Audiovisual Development Report (2020), China Social Sciences Academic Press, 2020
- Ying Huang, Changes and trends in the development of China's film industry in 2020, Film and Television Blue Book: China Film and Television Industry Development Report (2021), China Social Sciences Academic Press, 2021
- Ying Huang, Geographical advantages, awards and cities empowering each other - Study on the cultivation model of film and television industry, academia and research talents at Xiamen University, Film and Television Blue Book: China Film and Television Industry Development Report(2022), China Social Sciences Academic Press, 2022
- Ying Huang, The Development Status and Trends of Virtual Production in China - Interview with Base FX, Film and Television Blue Book: China Film and Television Industry Development Report(2022), China Social Sciences Academic Press, 2022

#### ***Academic and Professional Membership***

- secretariat secretary of Film and Television Industry and Management Committee of Chinese Collegial Association for Visual Art

#### ***Professional Qualifications and Awards***

- "Three Ways of Practice: The Generation of Mainland Hong Kong Co-production" won the second prize in the "The Second Collection of Outstanding Papers on Visual Art of Chinese Moving Images" organized by China Television Artists Association.
- "Research on the Development of China's Online Film and Future Trends" won the title of Excellent Paper of Beijing Literature and Art Review 2021.