

Prof. Si Ruo, Doctoral Supervisor,

Tenured Professor, School of Journalism and Communication, Tsinghua University; Distinguished Professor of the Faculty of Humanities and Arts, Macau University of Science and Technology. She received his bachelor's, master's and doctoral degrees from Shandong University, Tsinghua University, and Hong Kong Baptist University, and completed postdoctoral work at Tsinghua University. At present, she is also the secretary-general of the Film and Television Industry and Management Professional Committee of the Chinese University Film and Television Society; Director of the Theoretical Review Committee of the China Film Association; Expert in the planning and review of online dramas and online movies of the TV Drama Department of the State Administration of Radio and Television; Deputy Secretary-General of the Television Art Professional Committee of the China Television Artists Association; Director of Beijing Television Artists Association.

She used to be the final judge of the China University Micro Film Festival, and a senior consultant of Baidu Online Network Technology (Beijing) Co., Ltd., Alibaba Pictures, Hong Kong Yindu Institutional Pictures Co., Ltd., Jiangtai Insurance Brokers Co., Ltd., Zhejiang Landi Technology Co., Ltd., and China Film Publishing House.

In 2022, as the chief expert, she was approved to study and interpret the spirit of the Sixth Plenary Session of the 19th Central Committee of the Communist Party of China, a major project of the National Social Science Fund; In 2021, as the chief expert, he was approved by the Ministry of Education as a major project funded by the Ministry of Education in the later stage of philosophy and social science research. In 2022, his English monograph "China Livestreaming E-Commerce Industry Insights" won the first prize in the 2021-2022 Academic Achievement Promotion Activity and the 15th "Society Award" of the Film and Television Society of China Colleges and Universities. In 2021, she won the title of leading talent in the national radio and television and online audiovisual industry. The article "Research on the Development Context and Future Trend of China's Online Movies" was rated as an outstanding work in the 2021 promotion activity of Beijing Literature and Art Review. In 2020, she was awarded the title of Beijing Radio, Television and Online Audiovisual Leading Talent. In 2020, "Research on Film and Television Industrialization System" won the first prize of the 2019-2020 Academic Achievement Promotion Activity and the 13th "Society Award" of the Film and Television Society of China Colleges and Universities. In 2020, "Research on the Innovation Model of Documentary Audiovisual Works in the Era of Convergence Media" won the second prize of the 6th Starlight TV Literary and Artistic Paper Selection for Outstanding Television Literary and Artistic Papers. In 2018, the "Blue Book of Film and Television - China Film and Television Industry Development Report (2017)" won the first prize in the research report category of the 13th "Society Award" of the Film and Television Society of China Colleges and Universities. In 2018, it won the TOP10 of the 2017 edition of the Blue Book Culture and Media. In 2017, the Blue Book of Film and Television Risk Control - China Film and Television Public Opinion and Risk Control Report (2016) won the first prize in the research report category of the 10th "Society Award" of the China University Film and Television Society. In 2016, she won the second prize in the media management research category of the 14th National Radio, Film and Television Academic Paper Selection. In 2014, she was selected as the Outstanding Young and Middle-aged Teacher Training Project of Communication University of China. In 2009, she was selected into the 382 Talent Project of



"Research on Risk Assessment and Risk Control of Film Projects Based on Big Data", a major social science project of the State Administration of Press, Publication, Radio, Film and Television; "Research on Risk Assessment and Risk Control System of Film and Television Dramas Based on Big Data", Beijing Social Science Foundation Project; "Research on the Development Ecology and Management Strategy of Micro Film in China", a humanities and social science research project of the Ministry of Education of the People's Republic of China; "Research on the Risk Management and Control System of Film Production",

Social Science Project of the State Administration of Radio, Film and Television, etc. Creative Achievements During his tenure as the assistant to the chairman of the board of directors of Hong Kong Yindu Organization, she participated in film and television projects: "The Grandmaster", "Cold War", "Cold War 2", "Assassin Nie Yinniang", "Hu Ji Hanyue", "Peach Blossom Luck", "The True Story of Old Port", etc.

Production: "Qianye Changsheng"

Screenwriter's work: "Jin Wuwei"

Co-producer: "Shura Bride"

Planning works: "Dandelion before the Wind Rises" and "Fireworks in the World"