

Introduction to Professor Meng Jian

Meng Jian, male, professor and doctoral supervisor at the School of Journalism, Fudan University, is an expert who enjoys special allowances from the State Council. Current positions include Director of the National Cultural Innovation Research Center at Fudan University, Director of the Postdoctoral Mobile Station for Journalism and Communication at Fudan University, Director of the Visual Culture Research Center at Fudan University, member of the National Social Science Fund Evaluation Committee, Vice Chairman of the Academic Committee of the Chinese Academy of Film and Television, and Vice President of the Chinese Communication Society.

Meng Jian has in-depth research and rich practice in fields such as international communication, film and television art, visual culture, and cultural industries. He has published over 20 monographs and authored more than 100 academic papers both domestically and internationally. In 2024, his latest academic research achievements will be published and officially distributed. The book "The System and Operation of International Communication - Concepts and Practices of Cultural Communication" (volumes one, two, and three), edited by him and funded by the National

Publishing Fund, has been published by Nanjing University Press. The book, with a volume of nearly 800000 words, comprehensively explains the theoretical system, operational mechanism, and practical path of international communication from the perspectives of concepts, systems, and operations. It is an important academic work on international communication research, especially cross-cultural communication research, in China so far. The all English book "Videolised Society" edited by him is also officially published and distributed by the British publishing company Macmillan. This English work has shown the world that China's research on digital civilization is at the forefront of the world. Due to the high attention received by the international academic community upon its publication, Fudan University Press immediately organized publishing and editing forces to publish the Chinese version of "The Video Society" in a very short period of time.

Meng Jian has presided over multiple national and provincial-level project research. He alone has won two major projects from the National Social Science Fund: "Research on the Construction of National Image and Cross Cultural Communication Strategy" and "Ways to Enhance the Global Influence of Chinese Culture in the Network and Digital Age". He has also been awarded a number of important provincial and ministerial level

scientific research projects, including the National Social Science Fund Key Project "Research on the System Construction and Implementation Path of China's Media Communication Power". In addition, he has also undertaken a number of research projects that align with major national strategies, such as "2008 Olympic Games: China's External Image Communication Strategy Research", "2010 World Expo: Shanghai Image Competition Strategy Research", "G20 Summit: Hangzhou Image Construction and Communication Strategy Research", "BRICS Summit: Xiamen Image Construction and Communication Strategy Research", "Asian Civilization Dialogue Conference Research", and served as the project leader for these projects.

Due to Professor Meng Jian's outstanding contributions, he has received multiple commendations at the provincial and ministerial levels. In December 2018, he won the highest award in China's journalism and communication education industry, the Fan Jingyi Journalism Education Award (Good Teacher Award).