

# Academic Resume



## Zhang Guotao

Researcher and Doctoral Supervisor of Communication University of China

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### Education

Sep. 2004-Jun. 2007	Communication University of China	PhD
Sep. 2001-Jun. 2004	Beijing Broadcasting Institute	Master Degree
Sep. 1997-Jun. 2001	China University of Mining and Technology	Bachelor Degree



### Experience

Aug. 2022-now	Communication University of China press	Vice President
Apr. 2021-Jul. 2022	Research Department of CUC	Deputy Division
Director		
Oct. 2018-Apr. 2021	Academic Journal Center of CUC	Deputy Director
Jul. 2007-Sep. 2018	Journal Editorial Department of CUC	Editorial Director



### Academic part-time positions

Vice-president, secretary general and standing director of Chinese Collegial Association for Visual Art.



### Research fields and teaching courses

**Research Fields:** TV art theory, TV drama aesthetics, media art, TV planning, media culture, etc.

**Teaching Courses:** Television program planning, study on media art and cultural works, media art and cultural case analysis, introduction to television art culture, frontier lectures on media art



### Honorary title

- 2018, selected as "The Top Young Talents in Beijing" ;
- 2014, selected as "The Outstanding Editor of National University Social Science Journal" ;
- 2013, selected into "The New Century Excellent Talents Support Program" and "Beijing Higher Education Young Talents Program" of the Ministry of Education ".



### Certificates

- 2022, The paper "The Internal Logic of the 'Breaking Circle' Communication of Traditional Culture Programs" was awarded the first prize in the academic paper category of the 15th "Association Award".

- 2021, The paper "Resonating at the Level of Chinese Aesthetic Spirit: An Analysis of Henan TV's 'Chinese Festival' Series" was honored with the Outstanding Critical Paper award at the 14th China Golden Eagle TV Art Festival's TV Art Academic Paper and Monograph Promotion Event.
- 2016, The book "Research on TV Play Ontology Aesthetics" won the second prize of the 14th Beijing Philosophy and Social Science Achievement Award ;
- 2016, The paper "Investigation on the Development Mode and Ecosystem of China's Documentary Film Industry" won the first prize of the 14th Radio, Film and Television Outstanding Academic Paper Award of the State Administration of Press, Publication, Radio, Film and Television ;

## Academic Achievements

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### **Projects in the past 5 years :**

- 2021, presided over a Major Program of National Social Science Foundation of China, "Research on the High-quality Innovation Development of Chinese Film and Television in the Process of Cultural Power " ;
- 2019, presided over a sub project of a major special project commissioned by the Ministry of Education "Research on the New Era Marxist Literary and Artistic View and the Construction of the Knowledge System of Drama and Film Studies";
- 2018, presided over a Ministerial Social Science Project of National Radio and Television Administration , " Research on the Construction of International Dissemination Ability of Chinese TV Series Network Dramas in the New Era" ;

### **Literary work:**

- 2020, published a monograph, " Chinese TV Drama: Evaluation and Commentary" ;
- 2014, published a monograph, "The Impact of Images: A Study on the Evolution of Chinese and Korean TV Dramas in the New Century" ;
- 2013, published a monograph, "A Study on the Ontological Aesthetics of TV Series——From the Perspective of Continuity" ;
- 2012, participated in some textbooks' compilation, "Television Program Planning" , "Introduction to Film and Television Art" , "The Appreciation of Film and Television" .

## Academic publications:

- "Ontological Reflections on Online Micro-Short Plays: Tracing Origins, Returning, and Reconstructing," *Chinese Television*, 2024, Issue 1.
- "Gathering Dim Lights into a Torch: A Decade of Development in Chinese Short Videos," *Ethnic Arts Studies*, 2023, Issue 4.
- "The Cinematic Narrative Contradictions of Live Drama and Solutions in the Metaverse," *Journal of Central South University (Social Science Edition)*, 2023, Issue 6.
- "From 'The Ordinary Road': The Era's Writing and Narrative Breakthrough of Industry Dramas," *Television Research*, 2023, Issue 9.
- "Forging Excellence to Reach the Summit: Insights from the Award-Winning Works of the 16th 'Five-One Project' Television Series," *People's Daily*, January 2023.
- "A Review and Prospect of the Construction of Chinese Drama and Film Studies in the New Era," *Modern Communication*, 2022, Issue 10.
- "The Internal Logic of 'Breaking the Circle' in the Dissemination of Traditional Cultural Programs," *Chinese Television*, 2022, Issue 7.
- "Cultural Variety Shows: Promoting the High-Quality Dissemination of China's Excellent Traditional Culture," *People's Daily*, January 2022.
- "From 'Main Melody' to 'New Mainstream': On the Youthful Innovation of Television Art Works," *Television Research*, 2021, Issue 12.
- "Resonance at the Level of Chinese Aesthetic Spirit: An Analysis of Henan TV's 'Chinese Festivals' Series," *Chinese Television*, 2021, Issue 7.
- "Documenting the Era for China: A Decade of Exploration and Practice of CCTV's Documentary Channel," *Modern Communication*, 2021, Issue 4.
- "The Creative Dynamics, Artistic Characteristics, and Improvement Strategies of Poverty Alleviation-themed TV Dramas," *Chinese Television*, 2020, Issue 10.
- "Streamlining and Refining: The Realistic Choice for High-Quality Development of Chinese TV Channels," *Modern Communication*, 2020, Issue 6.
- "Questions and Reflections on Healthy China's Documentary Images," *Chinese Television*, 2020, Issue 4.