

Yaxin Zhang



Position : Professor, Ph.D Advisor
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Teaching and Research Areas :

Documentary Creation and International Communication
Research (M.A. · Ph.D)
Documentary Creation (MFA. ,Undergraduate)

Academic Qualifications

2001 - 2006 Ph.D / Folklore Studies/ Beijing Normal University
1992 - 1995 Master / Aesthetics and Art Studies/ Seijō University
1980 - 1984 Bachelor / Television News Photography/ Communication University of China

Teaching Experiences

2017- Present Adjunct Professor/ Department of Humanities and Arts / Macau University of Science and Technology
1984 - Present Professor · Ph.D Advisor · Master's Advisor/ Television School/ Communication University of China

Representative Publications

Research Projects

1. Research on the Innovation and Shaping of National Media Image in Scientific Communication; National Social Science Fund project, National level. In progress.
2. Research on the Mass Communication of Religious Belief; National Social Science Fund project, National level. Completed.
3. Research on the Positioning and Value Construction of the Beijing International Film Festival; Ministry-level project, Completed.
4. Research on the Transformation Development and Influence Enhancement of the China (Guangzhou) International Documentary Festival; Provincial and Ministry-level; Completed.
5. Building Consensus among BRICS Countries through Scientific Communication; Ministry-level project, Completed.
6. "Survey Report on the Development Status of County-level Integrated Media in Ethnic Minority Areas of Yunnan", Ministry-level research project; Received a National-level award.
7. Research on the Innovation and Strategy Enhancement of International Communication Discourse for the Construction of the Chinese National Community; University-level, In progress.

Creative Project

1. "Youthful Spirit Series" promotional video project; National level, in production.
2. Jiaxing Dragon Boat Festival; Provincial and Ministry-level project; Completed.
3. Boarding schools in Tibet; Ministry-level; in production.
4. Communication University of China international students' group visit to the 5th China Tibet Tourism Culture International Expo; Provincial and Ministry-level.
5. Prince Gong's Mansion Museum oral history project; In the final stages.
6. Outstanding short video production from the Tibet visit for students; Ministry-level project; Completed.
7. Post-production for international dissemination of outstanding short videos from the Tibet visit by international students; Completed.
8. International students' tour to Western China; Ministry-level project; Completed.
9. Documentary "Kung Fu Fighting"; Aired on CGTN.
10. 5-episode documentary series "Days of Wearing Masks," aired on Youku
11. 5-episode TV documentary series "Living My Colors," aired on CCTV Documentary Channel.

Academic Forum

1. 2023 China Tibet Development Forum - International Communication of Tibet's Story in the Digital Age (Organized by); Hosted by the State Council Information Office.
2. The 2nd Tibet International Communication Summit Cloud Forum (Hosted); Ministry-level.
3. Exchange and Dialogue - Tibet International Communication Summit Cloud Forum (Hosted); Ministry-level.

Journal Articles

1. "Telling the Stories of Xinjiang in the New Era," published by the State Ethnic Affairs Commission's official newspaper.
2. "National Image Writing from an Empathetic Communication Perspective," published in a Category C journal.
3. "From 'Construction' to 'Identification': Building a Scientific Communication Consensus to Promote the Dissemination of National Media Image," published in a Category C journal.
4. "The Past Under Scrutiny and the Future Under Call," published in a Category C journal.

5. "From Dialogue to Carnival: The Dialogue Relationship in Documentary Film in the Era of Integrated Media," published in a Category C journal.
6. "Recording for the Era," published in a Category C journal.
7. "Case Studies of Scientific Documentary Achievements," published in a Category C journal.
8. "The National Anthem: The Eternal Melody," published in a Category C journal.
9. "We Are Mirrors to Each Other," published in a Category C journal.

Academic Monograph

1. "Comparative Study of Chinese and Foreign Documentaries," China Broadcasting & Television Press;
2. "Introduction to Visual Culture," Beijing Normal University Press;
3. "Introduction to Television," Communication University of China Press;
4. "Research on Television Documentaries," Communication University of China Press;
5. "Value Construction of International Documentary Festivals: A Survey Report on the China (Guangzhou) International Documentary Festival," China Social Sciences Press.

Academic Affiliations and Social Positions

Visiting Professor at Paris II University, France.

Visiting Scholar at the University of California, San Diego, USA.

Senior Advisor and Distinguished Expert at the Central Propaganda Department.

Executive Vice President of the China Ethnic Film and Television Art Development Association (a national first-class association).

Executive Vice President of the Private Film and Television Work Committee of the China Television Artists Association.

Vice President of the China Film Association's China Film and Television Industry Promotion and Investment Committee.

Vice President of the China Television Drama and Web Drama Production and Broadcasting Cooperation Promotion Committee.

Professional Qualifications Certification and Awards

Final Judge at the Frankfurt Golden Tree International Documentary Festival, Germany.

Chair of the Expert Jury for the Documentary Section at the Beijing International Film Festival.

Re-evaluation Judge for the Tiantan Award at the Beijing International Film Festival.

Final Judge for the Golden Kapok Award at the China (Guangzhou) International Documentary Festival.

Final Judge for the Golden Eagle Award (Documentary Category) at the China Television Awards.

Bureau Judge for multiple awards at the National Radio and Television Administration.

Film project reviewer and award expert for various film projects at the Central Propaganda Department, Ministry of Culture and Tourism, State Ethnic Affairs Commission, National Radio and Television Administration, National Library, and Beijing Radio and Television Bureau.

Multiple major television series produced under his supervision, overall planning, and artistic consultancy have won numerous domestic and international documentary awards.