

## *Hu Zhifeng*



Position : professor  
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Office : Room 747, School of Arts and  
Media, Beijing Normal  
University

***Teaching and Research Areas :radio and television  
art , media art***

### ***Academic Qualifications***

1999—2002 Doctor degree, Filmology, Beijing Normal University  
1985—1988 master degree, Modern Drama, Shandong University  
1981—1985 Bachelor degree , Chinese Language and Literature, Shandong University

### ***Teaching Experiences***

present job Beijing Normal University / School of Arts and Media / Professor  
2020—2023 Deputy Secretary of the Party Committee and Vice President of Beijing Film Academy /  
Beijing Film Academy  
2016—2020 Dean of Beijing Normal University / School of Art and Media / Beijing Normal University  
2013—2016 Editor-of-chief of Communication University of China, chief editor of Modern Communication  
2006—2013 Editor-of-chief of Journal of Communication University of China / Communication University  
of China, chief editor of Modern Communication, Director of liberal Arts Research Department  
2004—2006 Editor-of-chief of Communication University of China, chief editor of Modern Communication  
1997—2004 Deputy editor of Modern Communication, Journal of Beijing Broadcasting Institute / Beijing  
Broadcasting Institute  
1996—1997 Deputy Secretary and Deputy Director of the Department of Beijing Broadcasting College / TV  
College  
1994—1996 Deputy Director / Department of Literature and Art, Deputy Secretary of general Branch of  
Beijing Broadcasting Institute  
1992—1994 Director and lecturer of Beijing Broadcasting Institute / Department of Literature and Art /  
Teaching and Research Section  
1991—1992 Beijing Yanshan Petrochemical / Chemical Industry / Publicity Department  
1988—1991 Beijing Broadcasting Institute / Department of Literature and Art / teacher

### ***Representative Publications***

#### *Journal Articles:*

1. Hu Zhifeng, LAN Jianhua. National strategic images and Narrative narrative discourse with Chinese characteristics [J]. Research on Ideological and Political Work, 2024, (04): 28-30.
2. Hu Zhifeng, LAN Jianhua. Overview of the Development of Drama and Film and Television since the new century [J]. Drama (Journal of the Central Academy of Drama), 2024, (01): 1-13.

3. The historical exploration and mission of Chinese films from the Perspective of Chinese modernization [J]. Xinhua Digest.2023,18.
4. Hu Zhifeng, Xie Shuang Zhongtian. Observation and thinking of film and television art creation [J]. New film, 2023, (04): 4-10.
5. Hu Zhifeng, Pan Jiaming. The traditional cultural gene traceability of the warm and realistic film and television creation view [J]. Journal of Beijing Film Academy, 2023 (02): 20-28.
6. Hu Zhifeng, Hu Yuchen. Thoughts on the Development of Chinese Film and Television Education in the context of "Chinese-style modernization" [J]. Film Arts, 2023 (01): 53-58.
7. Where is the cinema line road —— cinema line system reform 20 years review [J]. Xinhua Digest.2022,15.
8. Research on Golden Rooster Award and Hundred Flowers Award for Popular Film: Characteristics, History and Value [J]. Xinhua Digest.2022,13.
9. Ecological pattern of media art: new background, new situation and new understanding [J]. Xinhua Digest.2021,14.
10. The Significance and Value of media Art Construction under the background of new liberal arts construction [J]. Journal of Shandong University (Philosophy and Social Sciences Edition), 2021,04.
11. The subject change and path difference of the image communication of "China Story" [J]. Xinhua Digest.2021,03.
12. The concept and path of the professional construction of drama and Film and Television under the background of new liberal arts [J]. Xinhua Digest.2020,20 .
13. The new environment, new situation and new tasks faced by China's mainstream media [J]. Xinhua Digest.2020,16.
14. Historical review and prospective thinking of the 70 years of film development in New China [J]. National Art Research, 2019,06.
15. From national development strategy to talent training mode —— Analysis of the development status of public art education in contemporary Chinese colleges and universities [J]. Art Hundred, 2019,03.

*Academic texts:*

1. Annual Dialogue of China Media (chief editor), China Radio International Press, 2023.03.
2. Hu Zhifeng (four volumes), (monograph), The Writers' Publishing House, 2022

3. The Art of Television Communication (monograph), China Radio International Press, 2022
4. Television Aesthetics (monograph), China Radio International Press, 2022
5. Film and Television Culture (monograph), China Radio International Press, 2022
6. Chinese Media to the World (monograph), Social Sciences Academic Press, 2022
7. Ideas and Path —— Hu Zhifeng (monograph), China Radio International Press, 2022
8. Online Video Program Planning (chief editor), Fudan University Press, 2021
9. Localization: The Cultural Consciousness of Chinese Film and Television (monograph), Beijing Normal University Press, 2020
10. Introduction to Media Art (monograph), Beijing Normal University Press, 2020
11. Introduction to the Media Art Classics (Editor), Beijing Normal University Press, 2020

### ***Research Grants/Projects***

- 2023 —— Present      Research on National Strategic Film Creation and Communication from the perspective of creating a New Form of Human Civilization (23 ZD 06)
- 2021——Present      Research on Innovation of Key Talent Training Mode for Future Film (2021160013)
- 2021——2023          Research on Golden Rooster Award and Hundred Flowers Award of Chinese Film (21 @ ZH 013)
- 2019——Present      Research on Content Production of Mainstream Media in China (19JJD860002)

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

Vice Chairman of China Television Artists Association  
 Director of UNESCO Chair on Cinematic Arts and Cultural Diversity  
 Director of Academic Committee of Chinese Collegal Association for Visual Art  
 Executive Member of the China Film Association  
 Executive Member of China Literary and Art Critics Association  
 Vice Chairman of Beijing Literary and Art Critics Association

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

Professor of "Changjiang Scholar" of the Ministry of Education in China  
 Selected as the first batch of leading talents in philosophy and Social Sciences of the Organization Department of the CPC Central Committee (2014)  
 "Four batches" of talents in the National Publicity and cultural System (2008)  
 National candidate of "New Century Million Talents Project" (2010)  
 National "Leading Talents in the Press and Publication Industry" (2012)  
 "60 People who have influenced the process of Chinese radio and Television in the past 60 years" (2009)