

Si Ruo



Professor, Ph.D. advisor

Tenured Professor School of Journalism and Communication, Tsinghua University;
Director of the Tsinghua University Film and Television Communication Research Center;
Distinguished Professor, Faculty of Humanities and Arts, Macau University of Science and
Technology.

Graduated with a bachelor's degree from Shandong University, a master's degree from
Tsinghua University, and a doctoral degree from Hong Kong Baptist University.
Completed postdoctoral work at Tsinghua University and served as a visiting scholar at the
University of Southern California.

Currently serves as a review expert for the Degree and Graduate Education Development
Center of the Ministry of Education, a review expert for cultural projects at the Budget
Center of the Ministry of Finance, a review expert for online dramas and online films of
the National Radio and Television Administration, a review expert for projects funded by
the National Social Science Fund, Secretary-General of the Film Industry and Management
Committee of the Chinese Collegial Association for Visual Art, Director of the Theory and
Criticism Committee of the China Film Association, Chief Expert of the Blue Books on
Chinese Film, Culture, and Internet Audio-Visual Reports, Leader of the national
broadcasting and internet audio-visual industry, Committee Member of the Academic
Committee of the Macau General Union of Cultural Associations, Director of the Beijing
Television Artists Association, and co-PI with the Vice President of Macau University of
Science and Technology in founding the "Macau Chinese Health Communication Research
Association".

Has served as the final judge for the Chinese Collegial Microfilm Festival, and as a senior advisor for Baidu Online Network Technology (Beijing) Co., Ltd., Alibaba Pictures, Hong Kong Silver Capital Group, Jiangtai Insurance Broker Co., Ltd., Zhejiang Landai Technology Co., Ltd., and China Film Publishing House.

In 2022, received approval as the chief expert for a major project interpreting the spirit of the 19th Central Committee of the Communist Party of China funded by the National Social Science Fund. In 2021, received approval as the chief expert for a major project funded by the Ministry of Education's Philosophy and Social Sciences Research Post-Funding. In 2021, was awarded the title of Leading Talent in the National Radio, Television, and Internet Audio-Visual Industry. The paper "Research on the Development Context and Future Trends of Chinese Internet Movies" was selected as an excellent work in the 2021 Annual Promotion of Beijing Literary Criticism. In 2020, was awarded the title of Leading Talent in Beijing's Radio, Television, and Internet Audio-Visual Industry. The 2022 English monograph "China Livestreaming E-Commerce Industry Insights" won the first prize in the academic achievement promotion activity of the Chinese Collegial Association for Visual Art for the 2021-2022 academic year. The 2020 monograph "Research on the Systematization of Film and Television" won the first prize in the 2019-2020 academic achievement promotion activity of the Chinese Collegial Association for Visual Art. The 2020 paper "Research on Innovative Models of Documentary Audio-Visual Works in the Converged Media Era" won the second prize in the 6th Starlight Television Arts Paper Selection. The 2018 "Film and Television Blue Book - Report on the Development of China's Film and Television Industry (2017)" won the first prize in the 13th academic achievement promotion activity of the Chinese Collegial Association for Visual Art. The 2017 "Film and Television Risk Control Blue Book - Report on Public Opinion and Risk Control in the Chinese Film and Television Industry (2016)" won the first prize in the 10th academic achievement promotion activity of the Chinese Collegial Association for Visual Art. In 2016, won the second prize in the 14th National Broadcasting and Film Academic Paper Selection for Media Management Research. In 2014, was selected for the China Communication University Excellent Young and Middle-aged Teachers Cultivation Project. In 2009, was selected for the China Communication University 382 Talent Project. In 2006, received the Ace Style International Limited International Organization Award.

Main courses taught include: Film Promotion and Marketing, Film Market Marketing Topics, etc.

Research Achievements

Published 30 monographs in Chinese and English, including "Research on China's Internet Film Industry", "Research on the Development and Operation of Chinese IP Films", "Sound and Picture Narrative - The Logic and Application of Audio-Visual Language", "Research on the Systematization of China's Film and Television Industry", "Short Video Industry Research", "Practical Handbook of Chinese Film and Television Law and Business", "Basics of Film Production Management (2nd Edition)", "2015 China Film

Industry Research Report", "The Path of Chinese Blockbusters - Research on the Production and Marketing Models of Chinese High-Concept Films", and the English monograph "China Livestreaming E-commerce Industry Insights" by Palgrave Macmillan.

Since 2017, has published annually the "Film and Television Blue Book - Report on the Development of China's Film and Television Industry", "Internet Audio-Visual Blue Book - Report on the Development of China's Internet Audio-Visual Industry", and "Cultural Tourism Blue Book - Report on the Development of China's Cultural Tourism Industry".

Published more than 80 journal papers, including 58 core journal papers, with representative papers including: "Baroque and Lovecraftian: Development Path of Realistic Audio-Visual Content in the Web 3.0 Era", "Shaping, Imagination, and Scene Construction: Research on the Emotional Impact of Film Music", "Film3 Stereo Ecosystem: The Significance of Web3 to the Film and Television Industry", "Research on the Improvement of Overseas Influence of Chinese TV Dramas - Based on Survey Data from 76 Countries and Regions", "Research Report on the Empowerment of the Audio-Visual Industry by AIGC", "Differentiated Supply, Low Cultural Discount and Topic Selection - Research on the International Communication of Mainstream Films and Television Works", "The History, Norms, and Contemporary Significance of Film Restoration", "Constructing Digital Flow Experience: Research on the Development Path of Interactive Audio-Visual", "Research on the Communication Logic, Viewing Patterns and Production Mechanisms of Streaming Audio-Visual Products", "Research on the Development Context and Future Trends of Chinese Internet Movies", etc.

Published more than 30 commentary articles in mainstream newspapers such as People's Daily, Guangming Daily, and China Social Science News, including "AIGC: Providing a New Model and Imagination Space for Creation" (Social Science News), "The Changes and Reflections Brought by the Large Model Sora" (China Film News), "2023 Chinese Films: Strong Recovery, Writing a New Chapter of Diversity" (Guangming Network Literary Criticism), "Avoid These Pitfalls! Stable Transition of County Radio Broadcasting" (Exclusive Broadcast), "Season Two of 'Hahaha': Double Enhancement of Cultural and Social Values" (China Cultural News), "Forging an Impregnable Monument with Life" (People's Daily Overseas Edition), etc.

Project Experience

Led many national and provincial-level projects, including major projects funded by the National Social Science Fund, Ministry of Education, and the National Radio and Television Administration. Projects include "Research on the Innovative Development of Traditional Chinese Culture in Promoting the Essence of Audio-Visual Arts", a major project interpreting the spirit of the 19th Central Committee of the Communist Party of China funded by the National Social Science Fund; "Global Film Industry Research (2011-2020)" funded by the Ministry of Education's Philosophy and Social Sciences Research Post-Funding; "Research on the Systematization of China's Film and Television Industry"

funded by the National Social Science Post-Funding; "Research on Risk Assessment and Control of Film Projects Based on Big Data" funded by the National Radio and Television Administration; "Research on Risk Assessment and Control System of Film and TV Dramas Based on Big Data" funded by the Beijing Social Science Fund; "Research on the Development Ecology and Management Strategies of Chinese Microfilms" funded by the Ministry of Education's Humanities and Social Sciences Research; "Research on the Risk Control System of Film Production" funded by the National Radio and Television Administration's Social Science Project, etc.

As the project leader, hosted multiple cultural and tourism planning projects, including the "Qingdao West Coast Film and Television Industry Post-Planning" project; the "Chengdu City Brand Image Shaping and Global Marketing" project; the "Nanjing Jiangning District Government Procurement Contract (Jiangning City Brand Construction and Communication Strategy Project Report)"; the "West Coast New Area Film and Television Industry Planning Preliminary Research"; the "Cultural Industry Development Planning of Qinyuan County, Shanxi Province (Qinyuan County Cultural Industry Development Planning)"; the "Shizuishan Cultural Tourism Project Cooperation Agreement"; the "Shizuishan Industry Upgrade Planning Design Scheme"; the "Concept Planning Scheme of the Shizuishan Dawukou Coal Washing Plant" project, etc.

Undertook horizontal projects from platforms such as the China Film Museum, Tencent, Alibaba Entertainment, Douyin, Youku, and released more than 20 reports, including "120th Anniversary Commemorative Exhibition of the China Film Museum" (under research), "Research Report on the Online Performance Development of National Literary and Artistic Troupes", "2024 Douyin Non-heritage E-commerce Development Report", "Research on the Social Value Evaluation System of Excellent Domestic Films", "China Health Industry Audio-Visual Communication Research Report (2024)", "2023 Short Drama Development Research Report", "Research Report on the Empowerment of Images by AIGC (2023)", "Research Report on the Overseas Communication Influence of Chinese TV Dramas (2021-2023)", "Research Report on the Ecology of Mainstream Audio-Visual Works in China (2020-2022)", "Hisense Brand Influence Research Report (2022)", etc.

Achievements :

- During the tenure as Assistant to the Chairman of Hong Kong Silver Capital Group, participated in film and television projects such as: "The Grandmaster," "Cold War," "Cold War 2," "The Assassin," "The Moon Over the Western Han," "The Peach Blossom," and "Old Port Legend," etc.
- Produced work: "Qianye Changsheng"

- Screenplay work: "Jin Wu Wei"
- Co-producer: "Shura Bride"
- Chief Planner: Theatrical documentary films "Fireworks in the Human World" and "Dandelion Before the Wind"