

Zhao Xi



Title : Professor
Faculty : Faculty of Humanities and Arts
Email Address : xzhao@must.edu.mo
Telephone : (853) 8897-3064
Fax No. : (853) 2888-0091
Office : R603
Mailing Address : Avenida Wai Long, Taipa, Macau

Teaching and Research Areas :

Communication and Media Art and Culture,
New Media Communication Art,
Media Art Theory and Practice,
Documentary Theory and Creation,
New Media Documentary Image Creation, Cross
cultural Communication, etc

Educational Background

2006 - 2008 Communication University of China / Radio and television Art / Doctor's degree
2001- 2002 Shandong Normal University/Journalism/Master's degree
1985 - 1989 Shandong University / Chinese language and literature / Bachelor's degree

Teaching Experience

Current position Communication University of China / China Documentary Research Center /
Professor
2022 Senior visiting scholar at Royal Holloway, University of London, UK
2009 - 2010 Visiting scholar at Emerson College, USA

Academic Achievements

Journal Article:

- 1.**Zhao Xi**, Zhang Yishu: *Research on policy momentum of mainstream documentary development in China in the past decade*, Modern Communication(Journal of Communication University of China),2023,45(09):88-96.
- 2.**Zhao Xi**, Mao Xin: *Concept and practice of international dissemination of documentary images of public emergencies*, International Communications,2021(09):40-44.
- 3.**Zhao Xi**, Zhang Mingchao: *"Shanhe Suiyue" : Take characters as the peak, take Party history as a mirror*, TV Research,2021(07):61-63.
- 4.**Zhao Xi**, Mao Xin:*The creative expression and memory construction of anti COVID-19*

documentary images,Modern Communication(Journal of Communication University of China),2021,43(06):123-128.

5. Shi Zheyu, **Zhao Xi**:*Research on the adaptability of current politics microvideos to political communication*,Journalism Lover,2021(02):61-63.

6. Wang Tingxuan, **Zhao Xi**:*The change and unchanged of the new mainstream documentary creation -- A note on the creation of 4K ultra-high-definition documentary "Macao 20 Years On"*,China Television,2020(06):76-78.

7. Shi Jianguo, Zeng Fanhua, Zhao Jie, **Zhao Xi**, Wang Qiong:*The 29th China News Award analysis,TV special roundtable discussion*,Chinese Journalist,2019(12):71-74.

8. Liu Ange, Wang Qiong, **Zhao Xi**:*News Release: The Five Years of Shiba Dong Village*,Chinese Journalist,2019(12):75.

9. **Zhao Xi**, Zhang Yishu:*Innovation and development of Chinese documentary in the past five years*,Contemporary TV,2019(11):15-17.

10. **Zhao Xi**, Wang Hui:*The development trend of Chinese documentaries in the first half of 2019*,China Radio Film & TV,2019(12):76-78.

11. **Zhao Xi**, Qin Jiwei:*An overview of the development of Chinese documentaries in 2018*,Contemporary TV,2019(04):15-19.

12. **Zhao Xi**, Mao Xin:*An analysis of the development path of China's natural ecological documentaries in the context of internationalization*,China Television,2019(02):62-66.

13. **Zhao Xi**:*The Concept and Path of Enhancing the International Communication Power of Chinese Documentaries in the New Era*,Chinese Journalist,2018(09):40-43.

14. **Zhao Xi**, Wang Tingxuan:*Research on production and operation of Web-based self-made documentary: based on the experience of Netflix*,Modern Communication(Journal of Communication University of China),2018,40(08):115-119.

15. **Zhao Xi**, Shi Zheyu:*The most authentic Long March presented in history to the greatest extent - - An exploration of the creation mode of documentary "Long March Chronicle"*,China Television,2016(11):42-44.

16. **Zhao Xi**, Zhang Mingchao:*Reexploring the value of war documentaries in peacetime*,Modern Communication(Journal of Communication University of China),2016,38(02):109-112.

17. **Zhao Xi**, Zhang Mingchao:*The change of documentary format from the perspective of Internet media*,Modern Communication(Journal of Communication University of China),2015,37(02):106-109.

18. **Zhao Xi**, Zhao Danyang:*The realistic path of international communication of Chinese documentary -- taking the internationalization strategy of CCTV Documentary Channel as an example*,Modern Communication(Journal of Communication University of China),2014,36(01):90-94.

19. **Zhao Xi**:*Analysis of the characteristics of Chinese TV documentary creation*,China Television,2013(06):26-30.

20. Hu Zhifeng, **Zhao Xi**: Integration and docking -- The new aesthetic trend of Chinese TV documentaries from the exploration and innovation of three documentaries in 2012, *China Television(Documentary)*, 2012(12):15-22.
21. **Zhao Xi**: Documentary production and dissemination in Western public television system -- A case study of PBS operating model, *Modern Communication(Journal of Communication University of China)*, 2012, 34(10):68-72.
22. **Zhao Xi**: Postscript to "Discovering Documentary Expressions - Selected Works by Chen Hanyuan" on a Person's Television for 50 Years, *China Television(Documentary)*, 2011(12):86-93.
23. **Zhao Xi**: *Creating Image History through Historical Images - Interview with International Famous Documentary Producer Ken Burns*, *China Television(Documentary)*, 2011(02):70-77.
24. **Zhao Xi**, Ric Burns: *Artistic but not isolated, social but not secular - interview with the famous American documentary filmmaker Rick Burns*, *China Television(Documentary)*, 2010(09):71-79.
25. **Zhao Xi**: *Connecting fate and faith with documentary - interview with documentary master Albert Maysles*, *China Television(Documentary)*, 2010(07):78-85.
26. **Zhao Xi**: *Music, literature, history and documentaries*, *China Television(Documentary)*, 2010(04):78-85.
27. **Zhao Xi**: *Stick to the "last hope of excellent documentary" in American television - interview with David Fanning, executive director of PBS Television network Frontline*, *China Television(Documentary)*, 2010(03):78-85.
28. **Zhao Xi**: *Discussion on the mainstream value function of Chinese documentary creation in the 60 years after the founding of the People's Republic of China*, *Modern Communication(Journal of Communication University of China)*, 2009(05):91-93.
29. **Zhao Xi**: *On the mainstream value function in the documentary creation of China*, *China Television(Documentary)*, 2009(09):62-65.
30. **Zhao Xi**: *The fusion of "truth" and "fiction" in film and television creation -- differentiation and reflection of "documentary drama" and "pseudo-documentary"*, *Modern Communication(Journal of Communication University of China)*, 2009(02):84-87.
31. **Zhao Xi**: *Reinterpretation of documentary power: A review of the development of Chinese TV documentary creation in 2005*, *China Television(Documentary)*, 2006(06):62-65.
32. **Zhao Xi**: *The classic communication of classic culture: A review of the CCTV large documentary "The Forbidden City" seminar*, *Modern Communication(Journal of Communication University of China)*, 2006(01):94-96.

Academic monographs/Chapters (selected):

1. *True Vitality—A Study on Documentary Boundary Issues*, Communication University of China Press
2. *Contemporary American Documentary Studies*, China Radio, Film and Television Publishing House

3. *Discovering Documentary Expressions*, China Development Press
4. *Blue Book of Documentary "Annual Report on the Development of Chinese Documentary(2014)"*, Social Sciences Academic Press
5. *Blue Book of Documentary "Annual Report on the Development of Chinese Documentary(2015)"*, Social Sciences Academic Press
6. *Blue Book of Documentary "Annual Report on the Development of Chinese Documentary(2016)"*, Social Sciences Academic Press
7. Textbook *"Introduction to Film and Television Art"*, Higher Education Press

Research Project (selected)

1. 2023 - National Radio and Television Administration social science research project "Research on high-quality development policy of Chinese documentaries" (host).
2. 2023 - Research project of Communication University of China, "Research on the creative art of ethnic minority documentaries from the perspective of Chinese ethnic community consciousness" (participation).
3. 2022 - National social science foundation art project "Research on the construction of cultural memory of Chinese mainstream documentaries"(host).
4. 2021 - 2022 Communication University of China research project "Harrison Foreman's red China in China news event" (host).
5. 2021 - National social science fund project "Research on the High-quality Innovation and Development of Chinese Film and Television in the Process of Cultural Power"(participation).
6. 2020 - National social science fund project "Research on Chinese TV identity under the mass cultural perspective" (participation).
7. 2019 - 2022 Ministry of education humanities and social sciences research project "Contemporary American documentary research" (host).
8. 2018 - 2019 Research project of Communication University of China "Research on service effectiveness of innovative public cultural digital audiovisual products" (host).
9. 2017 - 2019 National Radio and Television Administration social science research project "Research on the brand construction and development strategy of Chinese documentary in a cross-cultural context" (host).
10. 2009 - 2010 National Radio and Television Administration social science research project "Research on the survival and industrial development strategy of Chinese documentary media" (host).

Academic institutions and community positions

Zhao Xi used to be engaged in film and television creation and management at ShanDong radio and TV station. She successively served as director, planner, column producer, department director, and channel deputy director. Zhao Xi has been engaged in documentary creation for a long time.

She planned and created more than a hundred episodes of various film and television works, and she still maintains film and television creation so far.

She is the deputy secretary general of the Documentary Academic Association attached to the Society of China TV Artists and academic award judge, the final judge of the translation project of the National Radio and Television Administration, and the jury of the Banff Mountain Film Festival in Canada. Zhao Xi serves as a content planning expert for CCTV, Xinhua News Agency, and the Wuzhou Communication Center of the Publicity Department of the Committee Party of China. In recent years, she has successively provided consulting services, undertaken program innovation and brand promotion plans, and researched channel and institutional development strategies for TV organizations such as CCTV and BRTV, and various social production organizations.

In addition, Zhao Xi also provides expert training and intellectual services on public culture development strategy, National art popularization, film and television publicity to the National Public Culture Development Center of the Ministry of Culture and Tourism, the Education and Evaluation Center for Party Members and Cadres of the Organization Department of the CPC Central Committee, the Ministry of Land and Resources, the Ministry of State Security, and various cultural and tourism departments and institutions.

Professional Qualifications and Awards (selected)

1. Served as the chief director to create the large-scale documentary "The Great Wall" by CCTV:

The documentary premiered on the Chinese International Channel of CCTV from February 11 to 16, 2024 at 7:30 pm every day. The audience ratings of the documentary are leading and have been recognized by domestic and foreign experts and audiences.

2. Served as the chief director to create the Ministry of Education's digital education series micro documentary "Connecting the World":

The documentary was broadcasted at the 2024 World Digital Education Conference and dozens of important media outlets, generating influence.

3. Served as the chief director to create a series of documentaries "First Line" and won:

Excellent online audio-visual works in the first quarter of 2020 by the National Radio and Television Administration

Excellent domestic documentaries in the first quarter of 2020 by the National Radio and Television Administration

2020 Chinese American Film Festival, Excellent Film and Television Work Award for Anti-epidemic and Epidemic Prevention

Best Audience Choice Award at the 5th Canada China International Film Festival

2021 European Independent Film Festival Non-European Documentary Section Shortlisted Works

4. Served as the chief director to create a series of documentaries of the Publicity Department of the Committee Party of China and CCTV's key projects "Macao 20 Years On", and won:

Excellent domestic documentary in the fourth quarter of 2019 by the National Radio and Television Administration

First prize of 2019 Excellent works of the CCTV

The 26th China TV Documentary Annual Works of the Documentary Academic Association attached to the Society of China TV Artists

5. Served as the chief director to create the 6-episode documentary "Long March Chronicle" by CCTV:

won the 2017 China Documentary Academic Award of the Documentary Academic Association attached to the Society of China TV Artists

6. Served as the director to create a 10-episode large-scale documentary "The Internet Age", a key project of CCTV, and won:

In 2016, the 24th TV Xingguang Awards Nomination Honor Award

2015 State Administration of Press Publication, Radio, Film and Television recommended excellent projects

2014 (14th) Sichuan TV Festival "Golden Panda" International Documentary Social Award

2014 The 5th "Academy Award" of Chinese Collegial Association For Visual Art

7. Served as the director and wrote a 10-episode large-scale high-definition documentary "The Art Of DunHuang" of CCTV, which won:

The (10th) Sichuan TV Festival "Golden Panda" International Documentary Humanities Jury Special Award

8. As the chief director, she created the 6-episode TV documentary "Journey of Heaven Road", which won:

The Special Award of the China (Qinghai) World Mountain Documentary Festival in 2008

9. Served as the director to create the large-scale documentary "Road to a Clean Government" jointly produced by the Central Commission for Discipline Inspection and ShanDong radio and TV station, and won:

The 8th "Five One Project Award" in 2001

10. As the chief director, she created a large-scale series of Shandong radio and TV station "Family Affair of the Founding Communists" and won:

The 9th "Five One Project Award" in 2003

11. As the chief director, she created the large-scale series "Scholar" of Shandong radio and TV station and won:

The 2005 China Radio, Film and Television Award

12. As the director, she created the TV documentary "Tibet Stories" and won:

The first prize of the 1994 National Overseas TV Awards

13. Acted as the chief director to create the TV documentary "Jianghe Feelings" and won:

The 2003 China TV Golden Eagle Award