

Resume

Personal Information

Name: Xing Hongwen Affiliation: Shanghai Documentary Academy, Shanghai
University of Political Science and Law Deputy Dean
Gender: Female Email: xchw_77@126.com

Educational Background

1994-1988 Bachelor, Sociology, Shangdong University
1988-2001 Master, Radio and Television Art, Shanghai University
2005-2011 PhD, Communication Studies, Shanghai University

Working Experience

2001-2003 Teaching fellow, Film and Television Academy, Shanghai University
2004-2009 Lecturer, Film and Television Academy, Shanghai University
2009-2014 Associate Professor, Film and Television Academy, Shanghai University
2014-November 2016 Professor, School of Film and Television Art & Technology,
Shanghai University
November 2016 – July 2017 Professor, Shanghai Documentary Academy, Shanghai
University of Political Science and Law
July 2018-present Professor/Deputy dean, Shanghai Documentary Academy,
Shanghai University of Political Science and Law
September 2018-August 2019 Assistant to CEO (temporary position), Docu TV of
Shanghai Media Group (SMG)
2020-present Deputy Director of the Documentary Committee of the Chinese
Collegial Association for Visual Art, member of Academic Committee for Television
Documentaries of China Television Artists Association, and Director of Shanghai
Television Artists Association

Academic Visiting Experience

July-August 2007 Training camp on methodology, University Service Centre for China Studies, The Chinese University of Hong Kong

May-June 2008 Chinese team leader of the joint programme, The University of Tennessee

February 2012-March 2013 Visiting scholar, The University of Texas at Austin

August 2014-November 2014 Visiting scholar, The Queensland University of Technology

Journal Articles

1、 "Dogs Love Reading": Encouraging the Online Generation of Children to Fall in Love with Books, *Wenhui Daily*, 2024(6).

2、 Platform Responsibility Issues in the Context of Algorithmic Recommendation Technology Applications, *Editors Bimonthly*, 2023(2).

3、 Focus and Sentiment Bias in Weibo Comments: A Case Study of the "Shanghai Xinchangzheng Welfare Institute" Incident, *Journalism & Communication*, 2022(11).

4、 Images from History: The Media Representation of Traditional Culture in Variety Shows, *Shanghai Art Review*, 2021(5).

5、 Documentaries and Public Opinion Guidance in Public Health Emergencies, *Shanghai Art Review*, 2020(7).

6、 Analysis of the Development of the Shanghai Television Documentary Industry Chain, *Shanghai Art Review*, 2019(7).

7、 Narrative strategy of nationalised communication of Shanghai documentary. *Shanghai Art Review*, 2018(10).

8、 Study on the communication approach of Chinese Media in the United States. *Panxi Chuanboxue Luntan*, 2017(1).

9、 Content update and steering in the age of media convergence: Audience-based analysis. *TV Research*, 2015(4).

10 、 Dailyization of public memory and political ethics. *Contemporary Communications*, 2013(5): 34-36.

- 11、 College students' media use and media trust in the new media environment. *Journalism Review*, 2013(8): 66-70.
- 12、 TV media, class consciousness and identity construction: A quantitative analysis on Shanghai people. *Contemporary Communications*, 2012(5): 32-34.
- 13、 TV audience's disagreement on social differentiation and value identification. *Journal of Shanghai University (Social Science Edition)*, 2012(2): 128-140.
- 14、 Returning to the main body of communication, mastering the discourse platform. *TV Research*, 2011(8): 69-72.
- 15、 Reconstructing meaning system and audience identity. *Contemporary Cinema*, 2010(10): 113-117.
- 16、 The social construction of market and the logic of the actors. *Chinese Journal of Sociology*, 2009(3): 52-74.
- 17、 The construction of news credibility in the market environment: A reflection on *Jiangsu News Watch*. *Journalism Review*, 2007(8).
- 18、 Audience becoming the TV show protagonist. *Social Science Weekly*, 2006.
- 19、 Interaction: Media's approach to managing audience's initiative. *Today's Massmedia*, 2005(11).
- 20、 Cultural division: TV culture and social differentiation. *Chinese Journal of Sociology*, 2004(8).
- 21、 Report on film and television education and Shanghai university students quality training. *Art Research*, 2005(4).
- 22、 Audience becoming the TV show protagonist. *Social Science Weekly*, 2006.
- 23、 The Impact of Media Globalization on Chinese Culture, in Anura Goonasekera, Cees Hamelink, Venkat Iyer (eds.) , *Cultural Rights in a Global World*, Eastern University Press, Singapore. 2003.
- 24、 Commenting on TV series *Kangxi Dynasty*. *TV Research*, 2002(3).
- 25、 Reconstruction of Internet and cultural and social differentiation. *Journal of Shanghai University (Social Science Edition)*, 2002(9).
- 26、 Impetuous and selection under collision: Taking the examples of *Not One Less* and *Lovers' Grief over the Yellow River*. *Journal of Shanghai University (Social*

Science Edition), 2001(8).

27、 Repositioning of the Chinese film industry (Translated version). *New Films*, 2001 (1) .

28、 Collective characteristics and social differentiation of online consumption. *New Films*, 2001(1).

29、 Graduate, where is your job? *Chinese Journal of Sociology*, 1999(7).

Conference Articles

1、 Four Years of Tracking Reporting: Creating a Shanghai Model for Intangible Cultural Heritage Protection—A Brief Review of the TV News Report "The Rebirth of an Ink Slab", *Selected Award-Winning Works of the 2023 Shanghai Broadcasting and Television Awards*, Wenhui Press, 2024.

2、 Anatomy of the Shanghai Pilot Free Trade Zone, Innovative Expression of Typical Reporting—A Brief Review of the TV News Documentary “The Value of Experimentation”, *Selected Award-Winning Works of the 2023 Shanghai Broadcasting and Television Awards*, Wenhui Press, 2024.

3、 Content production and meaning construction in online interaction. *Media Change and Media Education Reform*, 2016(1).

4、 Constructing confrontational consensus: A new way for constructing TV media identity based on the talk shows of Speak Out and Dragon Live Room. *New Media and China Modern Society*, Shanghai Jiaotong Univeristy Press, 2012(6): 328-333.

5、 Innovation and practice: Analysis and exploration of the status quo of radio and TV choreographers teaching. *Exploration and Innovation of Film and Television Communication Practice and Teaching Theory*, Shanghai Joint Publishing, 2011(6).

6、 Innovation of talent quality and training approach documentary editors: From the perspective of documentary production process. *Film and Television Communication Education: Ethics, Etiquette, and Skills*, Shanghai Joint Publishing, 2010(6): 396-405.

7、 Social identity in the differentiation of TV audience: An empirical study on Shanghai people. *The 3rd National Journalism and Communication Doctoral Seminar of the Communication University of China*, 2009.

8、 Report on film and television education and college students' quality cultivation. *2004 China Film and Television Higher Education Committee Annual Meeting: Film and Television Art Development and Education Seminar*, 2004.

9、 Returning to tradition, perceiving modernity: An online survey of college students. *The First Cross-strait Network and Film Management Seminar*,2001.

Academic Monographs

Television, audience and identity: An empirical study in Shanghai. Shanghai Jiaotong University Press, 2013.

Television and society: An introduction to television sociology. Academia Press, 2005.

Textbooks

Communication Tonglun (Second edition) Chapter 17. Shanghai Jiaotong University Press, 2007.

Questionnaire design and feasibility analysis. In D. Yuanguang & Miao Zhengmin (Eds.), *Mass Communication Research Method*. Shanghai Jiaotong University Press.

Shanghai Municipal Chronicles: Literature and Art Section–Film Volume (1978-2020), compiled by Shanghai Local Chronicles Compilation Committee, Shanghai Literature & Art Publishing House/ Shanghai Ancient Books Publishing House.

Vertical Projects (principle investigator)

2007 The National Social Science Fund for Young Scholars of China
Title of project: Audience's social differentiation and social identity reconstruction: A study based on television media

Reference no: 20141158

2020 Shanghai Art Fund Project
Title of project: Media Memory Construction and Public Opinion
Guidance of Documentaries in Major Sudden Events

Completion no: [2022] No. 05

2021 Shanghai Municipal Education Commission's Special Project on University

Publicity, Ideology, and Culture

New Youth Documentary-Tracing Red Culture through Sound and Image

- 2022 Shanghai Municipal New Liberal Arts Research and Reform Practice Project
Research and Practice on Collaborative Education of Media Talents in Government-Industry-University-Research Cooperation
- 2023 Shanghai Municipal Education Commission's Special Project on Moral Education
Forging Ahead on a New Journey—Tracing Red Culture through Sound and Image
- 2023 Shanghai Municipal Culture-Education Integration Project
Seeing China: International Communication Talent Development Training Camp for the New Generation
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Vertical Projects (co-investigator)

- 2024 Research on the Discourse Construction and Optimization Path of Online Cultural Memory, National Social Science Fund Project.
- 2023 Research on Shanghai Urban Documentary Images, National Social Science Fund Project.
- 2010-2011 Research on the development of Shanghai TV series culture industry, Shanghai Municipal Education Commission
- 2004-2006 Research on the competitiveness of Chinese Massmedia news in the market economy, National Office for Philosophy and Social Science project
- 2001 The influence of the Internet on information communication and human spiritual and cultural life, Shanghai Philosophy and Social Science project
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Horizontal Projects (principle investigator)

- 2024 "Exploring the Glorious Past, Carving Patriotism through Film" - New Era Civilization Practice Project, Publicity Department of Songjiang District Committee
- 2024 Research on International Communication Capacity Building in the New Era

(Qingpu), Publicity Department of the Qingpu District Committee of the CPC, Shanghai

2023 "See China • Qingpu", Publicity Department of the Qingpu District Committee of the CPC, Shanghai

2023 Outstanding Police Stories Documentary, Shanghai Youxi Culture Media Co., Ltd.

2020 Audio-Visual Archive Construction Project of the Shanghai Underground Party of the CPC, Shanghai Jing'an District Cultural Relics and Historical Materials Museum

2019 "Inheritance and Innovation" Micro-Video Production, Shanghai Municipal Government Offices Administration

2019 Commemorating the 70th Anniversary of founding ceremony of the People's Republic of China and the Liberation of Shanghai, Shanghai Jing'an District Cultural Relics and Historical Materials Museum

2018 Shanghai university students independent shooting of history of the Communist party project, Docu TV, Shanghai Media Group (SMG)

2018 The story of Shanghai secret agent of the Communist party, Shanghai Jing'an District Literature and History Museum

2018 China International Import Expo series video, Shanghai Qingpu District Trade Union

2018 Story of Hongkou, Shanghai Hongkou District Achieves

2017 *Law Now* video making, Shanghai Railway Court

2017 National university students Challenge Cup competition documentary, Shanghai University

2011-2017 Digital collection project of national inheritor of intangible cultural heritage, Shanghai Municipal Administration of Culture and Tourism, Radio and Television, Culture Heritage

February 2014 Investigation on 80s and 90s film audience, China National Film Museum

April 2011 Investigation on Shanghai 3D film, China National Film Museum

Film & TV Projects

- 2021 Chief director, Level 3 documentary series *Red Waves of the Shen River* broadcast by ShangHai Education Television Station(SETV)
- 2000 Programme director, *Documentary*, Shanghai Media Group (SMG)
- 2002-2007 Programme director/planner, *Revisiting classic*, Shanghai Media Group (SMG)
- 2004 Students' 8 minutes video making supervisor, *Morning*, Dragon TV
- 2007-2009 Students' 20 minutes video making supervisor, *Student*, Shanghai Education Television Station
- 2011 Programme director, *China untapped*, International Channel Shanghai of Shanghai Media Group (SMG)
- 2011-2012 Document coordinator, *Wonderful world*, Arts and Humanities channel of Shanghai Media Group (SMG)
- 2013 Started projects cooperation with some TV channels
- 2015 Programme director, *Shanghai story*, News channel of Shanghai Media Group (SMG)

Awards

- 1、2024 First Prize in the 4th Shanghai University Faculty Teaching Innovation Competition.
- 2、2023 Second Prize in the 3rd Shanghai University Faculty Teaching Innovation Competition.
- 3、 *Documentary Director* was recognized as a Shanghai Model Course for Curriculum-based Ideological and Political Education and a Shanghai University Model Course Integrating Party History Education. Professor Xing Hongwen was awarded the title of "Shanghai Outstanding Teacher in Curriculum-based Ideological and Political Education".
- 4、 *Documentary Director* and *TV Program Workshop* were selected as Shanghai First-Class Courses.

- 5、 "Innovative Mechanisms, Platform Building, and Training of Entrepreneurial Documentary Talents" won First Prize in Shanghai Teaching Achievements Award (Second Applicant).
- 6、 The teaching team was awarded the "Shanghai May Fourth Youth Medal" (Collective) in 2019.
- 7、 2018 Organizational Award in the Shanghai University Student Tourism Festival Red-Themed Selfie Competition.
- 8、 2016 Outstanding Organization Award in the Shanghai Environmental Microfilm Competition, among others.
- 9、 2010 *The social construction of market and the logic of the actors*. The first prize of The 1st TV Industry Development Essay Writing
- 10、 2009 *The film and television communication innovation practice platform*. The third prize of Shanghai Teaching Achievements (as the second award applicant)
- 11、 2008 The grand prize of Shanghai University Teaching Achievement (as the second award applicant)
- 12、 2008 Shanghai University Outstanding Young Teacher
- 13、 2007 Shanghai Outstanding Tutor for College Students in Summer Social Practice Activities