

Yin Hong

Title: Professor

Faculty/Department: Faculty of Humanities and Arts, Macau University of Science and Technology

Affiliated Institution: Academy of Film

Supervisor Qualification: PhD Supervisor, Master's Supervisor

Office: Room R618

Office Hours: 14:30 – 17:30 (Appointment required in advance)

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Last Updated: July 2026

Personal Profile

Educational Background

1986.09 – 1989.07 Beijing Normal University | Modern Chinese Literature | Doctor of Literature

1982.03 – 1984.12 Sichuan University | Modern Chinese Literature | Master of Literature

1978.03 – 1982.01 Sichuan University | Chinese Language and Literature | Bachelor of Literature

Professional Experience

2017.09 – Present Distinguished Professor, Dean of the Academy of Film, Macau University of Science and Technology

2009.09 – Present Professor, Tsinghua University

Former Roles: Vice Dean, Executive Dean of the School of Journalism and Communication; Member of the University Academic Degrees Committee; Chair of the Academic Degrees Sub-Committee

2000.05 – 2000.11 Senior Visiting Scholar, University of California, USA

1995.02 – 1995.11 Senior Visiting Scholar, York University, Canada

1989.09 – 1999.08 Lecturer, Associate Professor, Professor, Deputy Department Head, Department of Chinese Language & Literature and Department of Arts, Beijing Normal University; Member of the University Teaching Committee

1984.12 – 1986.08 Assistant Lecturer, Department of Chinese Language & Literature, Sichuan University

Research Interests

Film & Television Art, Film & Television Industry, Media Culture

Teaching Fields

Courses covering Film & Television Art, Film & Television Industry, Media Culture, Dramatic Literature and related disciplines

Admission Requirements

Recruits 3–4 PhD candidates majoring in Film Management and Communication annually. Applications from students with solid academic foundations and industry practical experience are highly welcomed.

Research Achievements

Key Research Projects

1. A Strategic Study on the Development of Chinese Film and Television Culture amid Globalization
Ministry of Education Major Tackling Project, Grant No. 05JZD00025, 2005–2010, Funding: RMB 400,000
Principal Investigator: Yin Hong
2. Research on the Disciplinary System Construction of Cultural Industry Studies in China
National Philosophy and Social Sciences Major Project, Grant No. 10&ZD065, 2010–2015, Funding: RMB 600,000
Principal Investigator: Yin Hong
3. Research on International Communication Strategies and Tactics of Radio, Film and Television
State Administration of Radio, Film and Television Project, Grant No. 20075070007, 2007–2010, Funding: RMB 200,000
Principal Investigator: Yin Hong
4. Reform and Development of Beijing's Radio, Film and Television Industry
Beijing Philosophy and Social Science Fund, Grant No. 01BJBZH010, 2001–2003, Funding: RMB 150,000
Principal Investigator: Yin Hong
5. Research Report on the Current Situation and Changing Trends of Beijing Film Market (2008–2012)
Commissioned by Beijing Municipal Bureau of Culture & Beijing Municipal Bureau of Radio, Film and Television, Grant No. 20082000594, 2008–2012, Funding: RMB 1,500,000
Principal Investigator: Yin Hong
6. World Film Industry Development Report

- Commissioned by China Film Museum, 2014–2015, Funding: RMB 1,000,000
Principal Investigator: Yin Hong
7. Reform and Development of China's Film Industry in the New Century
Ministry of Education Post-Funding Major Project, Grant No. 14JHQ0375,
2014–2016, Funding: RMB 200,000
Principal Investigator: Yin Hong
 8. Research on the 12th Five-Year Plan for Radio, Film and Television
Development in Beijing
Beijing Municipal Bureau of Radio, Film and Television Project, Grant No.
20092001450, Funding: RMB 100,000
Principal Investigator: Yin Hong
 9. Training Program for Young Film Screenwriters
National Film Administration Project, 2015–2024, Funding: RMB 2,000,000
Principal Investigator: Yin Hong

Monographs & Textbooks

1. Yin Hong. Tragedy and Tragic Consciousness. Hefei: Anhui Education Press, 1992. ISBN 7-5336-1151-9.
2. Yin Hong. Wandering Ghosts: Freudianism and 20th-Century Chinese Literature. Kunming: Yunnan People's Publishing House, 1994. ISBN 7-222-01682-1.
3. Yin Hong. Freud and Literature (Korean Version). Seoul: Hakgosa Press, 2015. ISBN 978-89-6545-289-8.
4. Yin Hong. Chinese Film and Television Culture at the Turn of the Century. Beijing: Beijing Publishing House, 1998 / Revised Edition 2015. ISBN 7-200-03421-5.
5. Yin Hong. Contemporary Chinese Film and Television Culture (Korean Version). Seoul: Hakgosa Press, 2002. ISBN 89-87635-36-8.
6. Yin Hong. Mirror Reading: Reflections on Film and Television Culture in the 1990s. Haikou: Haitian Publishing House, 1998. ISBN 7-80615-930/I.255.
7. Yin Hong, Deng Guanghui. A History of World Cinema. Beijing: International Culture Publishing Corporation, 1999. ISBN 7-80105-754-6.
8. Yin Hong. Yin Hong's Film & Television Critical Essays. Zhengzhou: Henan University Press, 2002. ISBN 7-81041-849-1/I.187.
9. Yin Hong. Selected Works of Yin Hong: Media Visions · Chinese Moving Images. Shanghai: Fudan University Press, 2004. ISBN 7-309-04112-7.
10. Yin Hong, Ling Yan. A History of New Chinese Cinema: 1949–2000. Changsha: Hunan Fine Arts Publishing House, 2002. ISBN 7-5356-1809-X.

11. Yin Hong, Ran Ruxue, Lu Hong. Entertainment Frenzy: Understanding TV Reality Shows. Beijing: China Radio & Television Press, 2006. ISBN 7-5043-4769-8.
12. Yin Hong, Li Bin. Globalization and Mass Media. Beijing: Tsinghua University Press. ISBN 7-302-01272-5.
13. Yin Hong. Crossing a Century: Chinese Cinema under Globalization. Beijing: Tsinghua University Press, 2007. ISBN 978-7-302-15571-3.
14. Yin Hong. Introduction to Contemporary Film Art. Beijing: Higher Education Press, 2007. ISBN 978-7-04-020559-6.
15. Yin Hong, Ling Yan. A Century of Chinese Cinema: 1900–2000. Changsha: Hunan Fine Arts Publishing House, 2014. ISBN 978-7-80761-877-5.
16. Yin Hong. World Film Industry Development Report. Beijing: China Film Press, 2014. ISBN 978-7-106-03944-8.
17. Yin Hong. The Path of Transformation: China's Film Industry in the New Century. Beijing: China Social Sciences Press, 2019. ISBN 978-7-5203-3854-7.
18. Yin Hong, Liang Junjian. The Path of Restructuring: Chinese Film Creation in the New Century. Beijing: China Social Sciences Press, 2019. ISBN 978-7-5203-8819-1.
19. Yin Hong. Introduction to Contemporary Film Art (Revised Edition). Beijing: Tsinghua University Press, 2021.
20. Yin Hong. A Brief History of World Film Art. Beijing: Tsinghua University Press, 2021.
21. Yin Hong. New Selected Works of Yin Hong: Visual Cultural Criticism. Beijing: Tsinghua University Press, 2021.

Over 400 academic papers published in Chinese and international journals.

Honors & Awards

- Special Government Allowance from the State Council of the People's Republic of China, 2009
- First Prize, Beijing Philosophy and Social Sciences Outstanding Achievement Award, 2016
- Top Ten Film Workers of Beijing, 2012
- First, Second and Third Prizes, Literary and Art Criticism Award of China Federation of Literary and Art Circles (2012–2014)
- First Prize, Academic Monograph Award of China University Film and Television Association (2002, 2004)
- Top Ten Film and Television Theorists of China, China Radio, Film and Television Association, 2016

Academic & Social Appointments

- Vice Chairman, 10th & 11th China Film Association
- Vice Chairman, 1st & 2nd China Literary and Art Critics Association
- Vice Chairman, 1st, 2nd & 3rd Beijing Film Association
- Vice President, China University Film and Television Association
- Expert Reviewer, Ministry of Science and Technology of China
- Member, Film Censorship Committee, National Film Administration
- Deputy Director, Academic Committee of China Film Museum
- Editorial Board Member / Advisor for over ten core journals including *Film Art*, *Film Technology*, *China Radio & Television Journal*