



Cultural/Media Policy Forum and Site Visits  
September 9-15, 2006

#### Chinese Participants

**XIONG Chengyu** is a professor and the deputy dean of the School of Journalism and Communication, Tsinghua University. In addition, Dr. Xiong serves as the director of both the New Media Studies Center and the Cultural Industries Center at the School of Journalism. Dr. Xiong received his doctorate degree from Brigham Young University. Dr. Xiong has written, edited, and translated numerous books and articles. Dr. Xiong has served as a director of Shanda Interactive Entertainment Ltd. since October 2005.

#### Education

Jiangxi Normal University, Nanchang, B.A.  
China Academy of Art, Hangzhou, M.A.  
Brigham Young University, Provo, Utah, Ph.D.

#### Professional Concurrent Posts:

- Professor, Executive Chair of Department of Communication, Tsinghua University
- Professor, Beijing Film Academy
- Professor, Shenzhen University
- Chair, National Informatization Strategy Research Center
- Member, Council of China International Culture Exchange Center
- Vice Chair, Advisory Committee for High Educational Technology, Ministry of Education
- Member, Committee of Experts on Distance Education, Ministry of Education
- Assess Expert, National Fund for Study Abroad
- Member, Advisory Committee of Experts, National Library

#### Experience:

1998-2001 – Professor, Executive Chair of Department of Communication, Tsinghua University  
1996-1998 – Professor, Director of Multimedia Art Research Center, Tsinghua University  
1994-1996 – Assistant Professor, Deputy Director of Center for Arts Education, Tsinghua University

#### Recent Major Publications:

*New Media and Creative Thinking*, Tsinghua University Press, Beijing, 2001.  
*An Introduction to Digital Cameras*, Tsinghua University Press, Beijing, 1999.  
*Informatization of Internet and Social Construction*, Tsinghua University Press, Beijing, 2001.  
*Development of New Media in Mainland China*, Communication Frontiers in The New Millennium—The 35th Anniversary Conference, School of Journalism and Communication, The Chinese University of Hong Kong, July 24, 2000.  
*Application of Computer High Tech in Film Production*, China Golden Rooster Award Academic Seminar in 2000, the special award for paper, Nanning, Nov. 2000.  
*Rethought on multimedia electronic publication*, China electronic publication, Beijing, 1999.  
*Analysis on the Development of New Media in Mainland China*, the 6th National Conference of Communication Science, Shanghai, 1999.

#### Research Projects:

Media Integrated with WTO, approved by China Institute for Policy Studies in 2001.  
Policy Research on High Tech Influence Chinese TV, approved by State Administration of Radio, Film & TV in 2001.  
The Study on Influence and Policy of Internet Brings to Chinese Social Development, approved by the Ministry of Science and Technology in 2000.



Graded Research on Content of Internet Media, National 863 High Tech Project, approved by the Ministry of Science and Technology in 2000.  
Strategy Research on Software Talent Cultivation, Education Minister Fund Project, approved by High Education office of the Ministry of Education in 2000.  
Informatization development plan during the 10th five-year-plan for the Ministry of Culture, authorized by the Ministry of Culture in 2000.  
Multimedia Course of Credit Search System for the People's Bank of China, approved by Science Office of the People's Bank of China in 1999.  
Automation of office system interface design for the head office of the people's bank of China, approved by Office of Science and Technology of The People's Bank of China in 1999.  
Multimedia showing system of finance informatization, approved by Office of Science and Technology of The People's Bank of China in 1998.  
The Standard of Software Interface for Banking System, approved by Office of Science and Technology of The People's Bank of China in 1998.  
Multi-levels of Dynamic, Interactive Multimedia Showing and Internet Search System Based on Human Interface, approved by State Development Planning Commission, the Ministry of Science and Technology, and the Ministry of Finance in 1997.

**Prof. FAN Hong's** research and publications are mainly concerned with cultural industries, cross-cultural communication, and media and culture/society. Her primary expertise is social linguistics and cultural studies, and she was a faculty member and deputy dean of Foreign Languages Department before she joined the School of Journalism and Communication in 2001. She also worked as the private secretary to the Chinese Ambassador to New Zealand during 1994-1997. At the present, she is director of the programs taught in English in the School of Journalism and Communication and director of international affairs and training programs of Tsinghua Research Centre for Cultural Industries.

**Professional Concurrent Posts:**

- Professor of Cross-Cultural Communication, School of Journalism and Communication, Tsinghua University
- Research Fellow, Tsinghua Research Centre for Global Communications, Tsinghua-Ogilvy Public Branding Strategies Research Office
- Member, Board of Directors, American Communication Association, USA

**Dr. ZHANG Rui** graduated from Department of History of Art at the Ohio State University in 2005, and now works as a postdoctoral research fellow at Research Center for Culture Industries, Tsinghua University. With publications in art history, cinema and media studies in both English and Chinese, her research focuses on historical and social aspects of visual culture in contemporary China. She has conducted projects relating to industry reforms of Chinese film industry, studies of international culture industries and survey of public and private art museums and galleries in Chinese urban cities.

**Dr. PANG Jingjun**, (Ph.D. in Philosophy, Chinese Academy of Social Sciences), Vice-President of Academy of Broadcasting Planning (ABP), deputy director of the Research Centre of Development & Reform and the Reform & Development Office of China State Administration of Radio, Film and Television, executive vice-chief editor of "Blue Book of China's Radio, Film and Television," council member of Association of Human Study. Researching the theory of social development, policy and strategy of radio, film and television.

**Madame XIE Rui**, working in the Division of Cultural Industries of Ministry of Culture since 1998, now is deputy head of the division. Her responsibilities are in the following areas: cultural industries development planning, cultural industry policies, economy and development of non-state-owned cultural industries, cultural industry statistics framework and index system, co-author of the 'bluebook' of cultural industries in China.