

传媒与国际文化学院

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赵瑜

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博士, 教授, 浙江大学影视艺术与新媒体系副主任。复旦大学新闻与传播学博士, 浙江大学工商管理博士后。主要研究专长为新媒体、广播电视运营实务、文化创意产业创新管理等, 浙江省社科联之江青年学者, 先后赴荷兰乌特列支大学和英国牛津大学访学。具有丰富的媒介咨询和影视策划经验, 目前担任凤凰卫视浙江记者站、浙江卫视、浙江影视(集团)有限公司等媒体顾问, 西湖影像促进会副秘书长, 杭州亚洲青年电影节主席等职务。

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Dr Zhao earned her PHD in Journalism and Communication in Fudan University in 2008, and now is the vice-director and professor of the Audio-visual and New Media Department in Zhejiang University. She mainly focuses on broadcasting journalism, Advance Television and the innovation system of creative industries. She published several essays in the above-mentioned study fields in the Chinese top journals and published 3 books within 5 years. She was selected into the first-tier of Zhijiang Young Scholar Fellowship and has been an academic visitor hosted by Utrecht University (Netherlands) and the University of Oxford (UK) successively. She is an experienced advisor of broadcasting media organizations including the Phoenix Satellite TV Station, Zhejiang Satellite TV Channel, Zhejiang Film&TV Group Co.ltd and also serves as deputy secretary general of Xihu Image Promotion Association and the Chairman of Hangzhou Asian Film Festival.

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