



Lu Ye

Professor of School of Journalism, Fudan Univ.
Director of Communication and Social Study Institute in Fudan's Information and Media Study Centre
Director of Secretary of China Mass Communication Association.

Courses:

The Construction of Radio and television programs; Television Editing; World Radio and Television; Industry and Program; International Media Study

Major:

Journalism Professionalism; Journalism production; Industry of Radio and Television; Radio and Television Program.

Educational Background:

1991.9-1994.7 School of Journalism, Fudan, Doctor of Law.
1985.9-1987.7 Institute of Journalism Study, Beijing College of Broadcasting, Master of Law.
1979.9-1983.7 Hua Zhong university of Science and Technology, Bachelor of Science

Academic Background:

2005.9 Visiting Scholar, Centre of China Media Study, Hong Kong University;
2004.7 Attending International Forum held by The Peninsula Television Station;
2004.7 Attending Asian Information and Communication Annual Forum in Bangkok;
2004.5 Attending China Media Forum organized by Rockefeller Foundation in Italy, Bellagio;
2003.10-11, Visiting Scholar, Hong Kong City University, Dept. of English and Communication;
2003.3 Attending Media Development Seminar in Salzburg, Austria;
2002.8 Attending International Communication Annual Meeting, Seoul, Korean.
2001.2-3 Visiting Scholar, School of Journalism and Communication, Hong Kong Chinese University;
2000.10-11 Visiting Scholar, Dept. of English and Media, Nottingham Trent University of Britain;
1998.8-1999.8 Visiting Scholar, University of Southern California.

Academic Achievements:

Books published: Television Time-China Television Journalism and Communication, Fudan University Publishing House, 1997.

Introduction of Modern Broadcasting and Television, Fudan University Publishing House, 2002

Essays:

A New Perspective of Children, from BBC's Teletubbies to see how the concept and system of children's educational media develops.

Modern Communication, Beijing, 2005, No.2

Social Control and Decision-making Power-Analyzing media related professional's satisfaction in job and conflict of roles.

Modern Communication, Beijing, 2005, No.1

Motive、 Knowledge、 Choice of Career—China journalism education and problem analysis,

Journalism University, Shanghai, 2004, Winter

Breakthrough from "Civil news"--- 《The Prime Time》 and prospect of local television news,

Modern Communication, Beijing,2004,No.4

The new prospect of local television news,

China Broadcasting and Television Learned Journal, 2004,No.6

The Interpretation of 《Da La Si》 , the embarrassment of cultural imperialism,

News Journalist, 2004, No.6, Shanghai

To perceive international communication's new trend,

News Journalist, 2003.8, Shanghai

Power and Production of News,

21st Century,2003,6, Hong Kong

Media Contacts and Behavior---The sixth research report of Shanghai media-related professional,

News Journalists, Shanghai, 2003, No.6

Journalism Education and Professionalism---The fifth research report of Shanghai media-related professional,

News Journalists, Shanghai, 2003, No.6

Perspective of Media and Ethics among media professional---The fourth research report of Shanghai media-related professional,

News Journalist, Shanghai, 2003, No.4

The Influential elements of production of news at an age of social transformation---The third research report of Shanghai media-related professional

News Journalist, Shanghai, 2003, No.3

The ideal of Media professional at an age of social transformation---The second research report of Shanghai media-related professional

News Journalist, Shanghai, 2003, No.2

The working environment of Media professional at an age of social transformation---The first research report of Shanghai media-related professional

News Journalist, Shanghai,2003, No.1

Imagine being famous: The power of speech and professionalism for media professional at an age of social transformation,

Journalism Study, Taiwan, 2002, April, No.4

WTO and market reconstruction of China broadcasting and television: Characteristics and Conflicts,

Modern Communication, 2002, No.3

Analyzing the format and topic of market reconstruction: A research upon American Broadcasting and Television Industry,

Modern Communication, 2001, No.4

The research report of Shanghai media professional,

Journalism Journal, 2000, Spring/Summer

Conducted Researches as Project Manager:

The Social Transformation and development of professional concepts by Chinese Media Professional, The tenth Five year program launched by The National Dept. of Education, Cost:50,000RMB, 2001.12-2004.12;

The Concept and practice study of media quality education, launched by The National Dept. of Education, Cost: 500,000RMB, 2004.12-2007.12

Columns:

《Finance》 Decoding The Peninsula Television Station,
Finance, 2004.8.6, Beijing

American Beautiful Hostess: the older, the more brilliant,
The Southern Weekend,2003.6.19,Guangzhou

How American people make situation comedies,
The Southern Weekend, 2002.12.19,Guangzhou

《60 minutes》: Truth is the single goal,
The Southern Weekend, 2002.12.9, Guangzhou

Deeper Thinking: Who supervise media,
The Southern Weekend, 2002,11,18,Guangzhou

Major Television Works

News Commentary: China Scrambling for Gene, winner of Shanghai Journalism Prize, the second and third prize of China television and news prize

News Commentary: Hero of our times, the first prize of Shanghai May 1st journalism prize, 1998.

Insight and report 《The return of Dun Hua Ge Calligraphy》, the first prize of Shanghai good news, shanghai arts festival, 2003.

The echo of history-special program for the sixty year anniversary of victory of liberation war》, Shanghai Television, 1/7, 2005,9,4

Study in Hong Kong, Shanghai Television Station , 1/7,2005, 12,27

1/7 special program of moving stories, Shanghai Television Station,2004,12,27

1/7 special program of true stories, Shanghai Television Station,2004,12,28

1/7 special program of warm stories, Shanghai Television Station,2004,12,29

1/7 special program of tears, Shanghai Television Station,2004,12,30

1/7 special program of faces, Shanghai Television Station,2004,12,31

1/7 special program of choices, Shanghai Television Station,2005,1,1

1/7 special program: 《Cover 2004》 ,Shanghai Television Station, 2005.1.2

Lu Xin Hua: after being hurt, 1/7 Shanghai Television Station, 2004,10,31