



Academic Profile of Professor Peiren Shao of Zhejiang University

Professor Peiren Shao was born in Huai'an city of Jiangsu Province in November 1953. He currently holds a number of positions at Zhejiang University, including the Deputy Director of the Humanities Division, the Dean of Institute of Communication Studies, as well as the Director of Research Center for Media and Cultural Industry. He also works as a director for the provincial Philosophy and Social Sciences Research Base and the Research Center for Entertainment and Creative Industry in Zhejiang Province. He is the chief editor of China Media Report and The Blue Book Series of China's Entertainment and Creative Industry. He serves as Vice Chairman of Communication Association of China and Media Economics and Management Association of China, and Chairman of Communication Association of Zhejiang Province.

Professor Shao has published 26 books and more than 280 articles in the field of communication and media management. His books include Vision of Media Theory (Zhejiang University Press, 2012), Overview of Mass Media (Higher Education Press, 2012), Exhibition Management (Shanghai People's Publishing House, 2011), Introduction to Media Management (Higher Education Press, 2010), Geography of Media: A Study of Media as Cultural Landscape (China University of Communication Press, 2010), Frontiers of Media Theory (Zhejiang University Press, 2009), Public Opinion in Media: Communication Research of Public Opinion for a Harmonious Society (China University of Communication Press, 2009), Ecology of Media: A Study of Media as Ecology (China University of Communication Press, 2008), Communication Studies (revised edition, Higher Education Press, 2007), Media Management (Higher Education Press, 2002), Classic Cases in Media Management (Higher Education Press, 2003), General Theory of Culture Industry Management

(Sichuan University Press, 2007), General Theory of Mass Media (Zhejiang University Press, 2005), Film Operation and Management (Zhejiang University Press, 2005), Knowledge Economy and Mass Media (Zhejiang University Press, 1999), Media Operation and Management (Zhejiang University Press, 1998), Introduction to Communication (Zhejiang University Press, 1997), Journalism and Communication (Jiangsu People's Press, 1995), Sociology of Mass Communication (Nanjing University Press, 1994), Communication Principle and Application (Lanzhou University Press, 1988), Economic Communication (Jiangsu People's Press, 1990), Political Communication (Jiangsu People's Press, 1991), Art Communication (Nanjing University Press, 1992), Education Communication (Nanjing University Press, 1992), and 20th Century Journalism and Communication: Propaganda and Public Opinion (Fudan University Press, 2002).

Professor Shao's books have received many awards from the provincial and state government. For example, Geography of Media obtained Zhejiang Province Philosophy and Social Sciences Excellent Achievement Award in 2011. Introduction to Communication won the first prize for excellent textbook from the People's Government of Zhejiang Province in 2002. Media Management got the second prize for excellent textbook from the People's Government of Zhejiang Province in 2004. Professor Shao himself won the title of "Outstanding Young and Middle-aged Expert of Zhejiang Province" in 2004, and the Baosteel Award for Excellent Teaching from the Ministry of Education in 2007. He is also the winner of Thinker in Chinese Media in 30 years of Reform and Opening-up in 2008.

Professor Shao has completed 9 provincial and national research projects in recent years. While 'Growth Mechanism and Policy Orientation of Cultural Industrial Groups: A Case Study of Media Group' (2004) has received funding from National Social Sciences Foundation, 'Study of Geography and Ecology of Media' (2006), 'Communication Research of Public Opinion for a Harmonious Society' (2007), and 'Study of Exhibition Communication and Management' (2010) are all key projects of Zhejiang Province Social Sciences Foundation.