

Xiaoyan Gu



A. Personal Data

Name: Xiaoyan Gu
Affiliation 1 : Institute of Radio, Film and Television
College of Media and International Culture
Zhejiang University, China
Position: Associate Professor
Affiliation 2: Department of Communication Arts & Sciences
The Pennsylvania State University, USA
Position: Visiting Scholar
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B. Education

Ph.D.	Peking University, China	2012
Visiting Ph.D. Student	Northwestern University, USA	2011
M.A.	Zhejiang University, China	2003
B.A.	Zhejiang University, China	2000

C. Principal Areas of Interests

film, television, new media, media effects

D. Professional Experience

2015 – now	Associate Professor, Institute of Radio, Film and Television College of Media and International Culture Zhejiang University, China
2013 – 2015	Assistant Professor, Institute of Radio, Film and Television College of Media and International Culture Zhejiang University, China
2012 – 2013	Director, Zhejiang Satellite TV Station Zhejiang Radio & TV Group, China
2003 – 2008	Journalist, Zhejiang Satellite TV Station Zhejiang Radio & TV Group, China

E. Graduate Advising

Ph.D Student: Tong Xiaokang (2024-)

M.F.A. Student:

Zhang Yang(2023-)	Chen Hui(2022-)	Wang Yifei(2022-)
Ma Yang(2022-)	Zheng Meixizi(2022-)	Chen Leiyi(2022-)
Gao Yutian(2021-)	Zhang Shufan(2021-2024)	Chen Mengyuan(2021-2024)
Ye Tongweilai (2021-2024)	Ding Zhaoyu(2021-2024)	Yan Kexing(2020-2023)
Liu Xi'an(2020-2023)	Zhang Wenjia(2020-2023)	Tang Dan(2020-2023)
Liu Chu(2020-2023)	Yang Ruiyuan(2019-2022)	Fu Xinhui(2019-2022)
Ji Fanfan(2018-2021)	Fu Zhe(2018-2021)	He Ningning(2017-2020)
Zheng Jinpei(2017-2020)	Zhao Yuan(2017-2020)	Shi leyuan(2016-2019)
Cui Yefei(2016-2019)		

F. Newspaper Articles

Xiaoyan Gu. Better Understanding Ourselves Through Documentaries, People's Daily, January 12th, 2024, Page 12.

Xiaoyan Gu. The Novelty and Convention in Documentary Filmmaking, People's Daily, August 16th, 2023 Page 12.

G. Journal Papers

Xiaoyan Gu. Research on the character development in documentary films, Television Research, no. 6, 2024, pp. 26-29.

Xiaoyan Gu. The new strategy of TV news reporting in the age of mobile internet with a case study of Jiaxing TV station, Media Review, no. 8, 2014, pp. 68-70.

Xiaoyan Gu. Would streaming video replace traditional TV: an analysis in media evolution theory, China Radio & TV Academic Journal, no. 1, 2014, pp. 34-36.

Xiaoyan Gu. The new phase of competitions of Chinese streaming platforms with a case study of MGTV, Media Review, no. 6, 2014, pp. 41-43.

Xiaoyan Gu. The developing strategy for traditional media in the age of new media, Media Review, no. 3, 2014, pp. 64-66.

Hong Yu, Xiaoyan Gu. New media: The extension of communication capability and media responsibility. Modern Communication, no. 5, 2012, pp. 111-114.

Xiaoyan Gu. The characteristics of TV stations in contemporary China, Practical Journalism, no.5, 2012, pp. 41-43.

H. Book

Xiaoyan Gu. Interactions between Television Communication and Online Public Opinion in the Formation of a Sphere of Public Discourse, Shanghai Jiaotong University Press, 2015.

I. Sponsored Projects

2020 – 2022

A study on competitiveness enhancement for the gaming industry in the city of Hangzhou, Cultural and Creative Industrial Development Bureau of Hangzhou, 100, 000 yuan, PI: X. Gu

2015 – 2021

A study on heterogenous news consumption for innovative new production in the era of mobile internet, Ministry of Education, China, 80, 000 yuan, PI: X. Gu