

Professor QIN Zongcai

College	College of Journalism & Communication
Current Position	Professor
Types of Tutor	Doctoral Tutor
Language	Chinese/English
Education	<p>2005.9-2008.6 history major ,Anhui Normal University, studied for a doctor's, Research direction is historical sociology;</p> <p>2013-2017, Post doctoral station of theoretical economics, business school, Nanjing University, Research direction is cultural heritage economics;</p> <p>Exchange visit to Winchester School of art, University of ampton, UK</p> <p>2016.1-2, Global Education Leadership Workshop, School of international education, University of Oregon;</p> <p>2016.3-12, Senior visiting scholar, Centre for Culture and Technology, Curtin University, Australia, Research direction is cultural heritage and science and technology;</p> <p>2019.2-7, visiting scholar of School of Journalism and communication, Beijing Normal University,, Research direction is Cognitive neurocommunication and cultural heritage' contemporary communication.</p>
Research Interests	<p>Cultural communication</p> <p>Cultural heritage's Contemporary communication and rational utilization</p> <p>Film and television communication and cultural industry</p>
Selected Publications	<p>1. <i>Research on the Interactive relationship between culture communication and Business during the Ming and Qing Dynasties</i>, Learning Press,2015</p> <p>2. <i>Cultural and creative industry marketing</i>, China University of science and Technology Press, 2013</p> <p>3. <i>Research on the digital film and television</i></p>

	<p><i>communication and industry in the era of Fusion media</i>, Anhui Normal University Press, 2017</p> <p>4. Research on the IP location of Characteristic Towns of Chinese culture and Tourism, <i>Cultural Industry Research</i>, 2019 (22)</p> <p>5. on the logic and path of creative transformation of cultural heritage, <i>The Central Plains Culture Research</i>, 2019 (5)</p> <p>6. Direction and path of rural cultural and creative brand building from the perspective of positioning theory, <i>Journal of Shenzhen University(Humanities & Social Sciences)</i>,2019(5)</p> <p>7. cultural industry' s supply side dynamic factors and it' s path of structural reform in China, <i>Jiangxi Social Sciences</i>, 2017 (9)</p>
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