

# Seminar for Senior Management Personnel of Mainstream Media of Belt and Road Countries

Name	Seminar for Senior Management Personnel of Mainstream Media of Belt and Road Countries		
Organizer	Research and Training Institute of National Radio and Television Administration, People's Republic of China (RTI of NRTA)		
Time	2024-05-09 -- 2024-05-22	Language for Learning	English
Invited Countries	Senior management of national radio and television authorities, mainstream media organizations, influential private media organizations and new media organizations in Belt and Road countries.		
Number of Participants	25		
Requirements for the Participants	Age	For directors of ministry departments and bureaus, no more than 50; for directors of divisions, no more than 45.	
	Health	Participants must be in good health, and they should be able to provide a health certificate or medical examination form issued by a local public hospital. They must not have any diseases prohibited by Chinese laws and regulations from entering the country, nor severe conditions such as hypertension, cardiovascular diseases, diabetes, or other serious chronic illnesses, mental disorders, or infectious diseases that may pose significant risks to public health. They should not be in the recovery period following major surgery or experiencing acute illness, nor should they have severe physical disabilities or be pregnant.	
	Language	Participants should be equipped with English listening, speaking, reading and writing abilities adequate for class learning and seminar discussions	
	Others	Participants attending this seminar in China must not bring their spouses, relatives or friends	
Host City	Beijing	Local Temperature	13°C-27°C
Cities to visit	Fuzhou City, Fujian Province	Local Temperature	19°C-27°C

Notes	<p>1. To facilitate communication during this seminar in China, we recommend you download and register for “WeChat” in advance and get in touch with the project contact person.</p> <p>2. Please ensure you have a valid passport and visa, and always carry them with you and keep them safe.</p> <p>3. If you are unable to depart on time due to special circumstances or experience flight delays during transit, please promptly contact the project contact person to inform them of the latest flight status so that airport pickup arrangements can be made.</p> <p>4. Principally, individuals are not allowed to change international flight tickets. If there is a need for that, please contact the Economic and Commercial Counselor's Office of your embassy to handle ticket change procedures according to the established process. Any costs and responsibilities arising from unauthorized changes of international flight tickets will be borne by the individual.</p> <p>5. When transiting, please confirm whether you need to recheck your luggage. After retrieving your luggage upon landing in Beijing, please immediately proceed to the arrival exit and wait patiently. Our staff will be holding signs with the name of the organizer to pick you up.</p> <p>6. In the event of lost checked luggage, you will need to register with the airline. Please contact the project contact person first to confirm the delivery address for the luggage before filling out the registration form.</p> <p>7. Please pay attention to the weather conditions at the host city and bring appropriate clothing. Prepare comfortable shoes for outdoor visits. For important seminar events, attendees should dress in formal attire or traditional clothing.</p> <p>8. Please bring your laptop, camera equipment, and personal medications.</p>	
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About the Organizer	<p>The Research and Training Institute (RTI) of National Radio and Television Administration, People’s Republic of China (NRTA) is a bureau-level public institution directly under the NRTA. It is the main hub and primary channel for education and training work of the NRTA, and the largest educational training institution in the national radio, television, and online audiovisual</p>	

industries. It trains cadres and talents of the NRTA and of the national radio, television, and online audiovisual industries. It undertakes the selection and training works of key talent projects in the radio, television, and online audiovisual industries, and manages teaching administration of the Party school of NRTA. In coordination with China's Belt and Road Initiative (BRI) and the "Go Global" policy, it undertakes media-related tasks such as foreign aid training, international exchanges, training for talents from Hong Kong, Macao, and Taiwan, as well as overseas training programs.

As a base for personnel training and international media training of the country's radio, television, and online audiovisual industries, the RTI insists on serving the national comprehensive strategies on diplomacy, international communication, international aid and the overall situation of the international communication of China's radio and television industry. By fully displaying the unique role and carrier function of international aid training in diplomacy, the RTI serves as a platform for media exchanges and cooperation to developing countries. It has established a constantly updating radio, television and online audiovisual international aid training system, a faculty and a training mechanism. In order to further deepen the training's effectiveness and enhance its pertinence and timeliness, the RTI has developed a series of training materials covering media integration management, new media reporting philosophy, film and television creation and marketing, etc. After more than a decade of practice, the RTI has established an adequate, rich and constantly renewed database of trainees, teachers and cases, so as to consolidate the training foundation and extend the value of training.

Since 2005, the RTI has successively undertaken 253 international training programs from the Ministry of Commerce, the Ministry of Foreign Affairs, the NRTA and the International Department of the CPC Central Committee. Being multi-level, diversified, multi-themed and multi-lingual, training has been carried out in English, French, Russian, Arabic, Spanish and Portuguese. By the end of 2023, 6396 government officials, middle and senior managers from media organizations, senior editors and journalists, and technicians from 157 countries and regions had participated in various online and offline training programs. After the completion of multiple training programs organized by the RTI in recent years, participants have spontaneously shared their training experiences on social media. Additionally, they have sent several letters of appreciation through personal emails, phone calls, and various channels including the diplomatic missions in China, extending their affirmation and positive feedback for the training projects.

Over the past couple of years, RTI has expanded our thinking and taken proactive actions despite challenges brought by the global pandemic and constant pandemic prevention and control. We innovated an online model for international research and training and the international "cloud research and training" platform. From 2020 to the first half of 2023, we have successfully organized 42 online international seminars, attended by 1263 medium and high-level government officials, managers of mainstream institutions, senior media professionals and technical staffs from more than 40 countries and regions. Focusing on new technology, new media and new cooperation, the seminars combined live streaming with recorded courses to share advanced experiences and successful practices in China's media convergence development, smart radio and

	<p>television, program creation and marketing, and 5G technology innovation, so as to help China’s radio, television and online audio-visual products, services, technologies, and brands to go global. After the seminars, Chinese embassies overseas and trainees from various countries have extended their great appreciation for the online seminars through different channels.</p> <p>In recent years, through years of international training practice, the RTI has established a team of high-quality talents with both full-time and part-time staffs, which includes professional faculty and translators with rich teaching and practical experience, complementing each other's strengths. Meanwhile, the RTI adheres to continuously improving the teaching system and innovating the training formats. We integrated the formats such as field visits, practical experiences, discussions and seminars, and creative interviews, and organized members of the seminar to participate in relevant media forums. We innovatively introduced special teaching modules such as “Telling Chinese Stories through Film and Television” and organized “Structured Discussions on the Themes of the Communication of Integrated Media”, effectively guiding and actively creating a harmonious, enthusiastic, and productive brainstorming atmosphere. Through discussions, we built an important platform for mutual understanding and promoted mutual recognition, continuously enhancing the quality and effectiveness of our trainings.</p> <p>In the past few years, the RTI has successfully completed the relevant thematic training projects in the media field with high quality, accumulating rich experience and achievements, which can provide important support for the innovation of the formats, high-quality operation, and smooth and safe implementation of the seminar.</p>
Seminar Contents	<p>1. Introduction of main training courses and contents</p> <p>Part One: Exchange of Media Policies between China and Belt and Road Countries</p> <p>Invite relevant leaders from the Publicity Management Department, Policies and Regulations Department, and Television Drama Department of the NRTA to introduce the status quo, industry development planning, media policies and laws and regulations of China's radio and TV sector, with a focus on the role of China's radio and television in promoting mainstream media construction, content production and innovation, media convergence development, technological innovation, international communication, etc. Strengthen high-level exchange and dialogue between China and Belt and Road countries' media to promote pragmatic cooperation.</p> <p>Part 2: Innovation and Development of News Reporting in the Convergence Media Era</p> <p>Invite authoritative experts in relevant fields to introduce the development status of news reporting in the context of deep media integration, analyze the problems and challenges faced by news reporting, and discuss how to optimize the development and utilization of convergence media resources to attain innovative news reporting content. Further explore the future development of news reporting in the convergence media era. Specific course content includes news collection,</p>

planning, and dissemination of convergence media, the development of convergence media and innovation of news reporting, major breaking news reporting, data journalism reporting of convergence media, etc.

### Part 3: Media Exchanges and International Cooperation between China and Belt and Road Countries

Invite relevant leaders and experts from the International Cooperation Department of the NRTA and the CMG to introduce the achievements of China and Belt and Road countries in news reporting, program exchanges, technical exchanges, and personnel training, as well as the implementation and dissemination of Chinese news and television programs in relevant countries. Exchanges on further media cooperation between China and Belt and Road countries will be carried out.

### Part 4: Strategies and Tactics for Promoting Deep Integration and Development of Chinese Mainstream Media

Invite experts from national media organizations such as CMG, Xinhua News Agency, People's Daily to analyze the successful experiences of promoting deep integration and strengthening mainstream public opinion amidst the rapid development of new media. Interpret how to focus on the characteristics of information dissemination under the new media system, and give full play to the powerful functional advantages of media. Strengthen program content innovation, share experience with counterparts from Belt and Road countries, and explore development ideas.

### Part 5: Construction of "Smart NRTA" and Promotion of New Technologies in the 5G Era

Focus on how new media technologies centered upon digitization, informatization, intelligence, and networking in the 5G era can be integrated with traditional radio and television and online audio-visual industries. Combined with the development status of radio and television in Belt and Road countries, the seminar will introduce the research and development, promotion, and application of "Smart NRTA" digital technology and 5G technology in the fields of news reporting, film and television program production, etc., and promote the ideals and advanced technologies, standards, and products of "Smart NRTA" to go global.

### Part 6: High-level Media Exchanges and Seminars between China and Belt and Road Countries

Invite experts, renowned journalists, and senior media personnel from such institutions as the CMG, People's Daily, and Xinhua News Agency to organize thematic seminars on "storytelling through films and TV shows" and on "convergence media dissemination". By creating a harmonious, enthusiastic, and productive brainstorming atmosphere, these activities will

effectively guide trainees in building an important platform for mutual understanding and recognition, and in driving pragmatic and innovative cooperation.

## 2. Visiting Arrangements:

### In Beijing:

(1).CCTV Tower: Gain insights of the development of national-level broadcasting and television transmission technology.

(2).Beijing China Film and Television Base: Understand the process of film and television production in China.

(3).China National Film Museum: Learn about the development of China's film industry and international communication.

(4).Beijing Planning Exhibition Hall: Learn about the development of Beijing city and engage in in-depth discussion on Beijing international communication and cultural promotion.

### Outside Beijing:

(1).Fujian Radio and TV Bureau: Gain an overview of radio and television development in Fujian, explore the new media innovation and cooperation. Learn and share best examples and inspiration in media integration and development.

(2).Fujian TV Station, Fujian People's Broadcasting Station, and Fujian BTNG: Learn about the innovation and applications of radio and television technology in Fujian, program production and technical practices, cross-platform operation and internet integration, as well as the application of smart broadcasting and emergency broadcasting technologies.

(3).Fujian Daily: Get to know the development of provincial-level print media, media integration and innovation and new media reporting.

(4).Fuzhou city: Learn about urban development and governance, achievements in poverty alleviation, and gain comprehensive understanding of the development of China and put the knowledge learned in program into practice.

## 3. Cultural Experience:

Visit to the Great Wall, the Summer Palace, and the Lama Temple etc. to experience traditional

Chinese culture.

#### 4. Overview of the Speakers:

(1) Hao Dong: Deputy Director of Department of Strategic Philosophy at the Party School of the Central Committee of CPC (National Academy of Governance), expert for national high-end think tank, guest commentator of CCTV. His research focuses on the philosophical study of the development of CPC. He has published over a hundred academic papers in publications such as People's Daily, Guangming Daily, Economic Daily, Journal of the Party School of the Central Committee of the CPC and Hongqi Journal. He has hosted and participated in multiple national social science fund projects.

(2) Yan Ni: Deputy Director-General of the International Cooperation Department, National Radio and Television Administration; Vice Chairman of The Chinese Association for Radio, Film and Television Exchanges; Master of Media Management of University of Westminster, UK, and Doctor of Theoretical Economics in Peking University. She has been long engaged in international exchanges in radio and television, actively promoting bilateral and multilateral dialogues and pragmatic cooperation, participating in the formulation and implementation of industry-related policies, and liaising with international organizations such as the Asia-Pacific Broadcasting Union.

(3) Xia Jixuan: Vice President of China Public Relations Association, former Deputy Director of China Radio International. His fields of study include international communication across borders, cultures, and ideologies. He has won multiple national awards including the "China News Award," "National Excellent Radio Program Award," "Rainbow Award," and "Excellent International Radio Program Award."

(4) Zhang Yanqiu: Vice Dean, Professor, and Doctoral Supervisor of the Institute for Community with Shared Future, Communication University of China. Fields of study: International communication, African media, constructive journalism, public diplomacy, and media literacy. She has led numerous projects of National Social Science Fund of China, ministerial and provincial projects and major projects commissioned by the Ministry of Foreign Affairs, the Cyberspace Administration of China, and the Ministry of Culture. She has published her book "Understanding Media Literacy: Origins, Paradigms, and Pathways" and co-authored works such as "International Communication Planning," "World Women's Colleges around the World," and "Women Presidents of African Universities." with multiple papers in domestic and international SSCI and CSSCI journals.

(5) Ji Deqiang: Professor and Doctoral Supervisor at the Communication University of China, Associate Dean of the Institute for Community with Shared Future, Researcher at the State Key Laboratory of Media Convergence and Communication (Communication University of China). His

fields of study include international communication, political economy of communication, and intercultural communication. He has led over a dozen longitudinal and transverse projects funded by the National Social Science Fund and the Humanities and Social Sciences Fund of the Ministry of Education, being honored as an "Outstanding Teacher of Beijing", and serving as the recipient of the Outstanding Academic Achievement Award of the Fourth National Youth Journalist Scholar and of the Third Youth New Media Academic Research "Qihao Award".

(6) Mu Ling: Researcher at the National Image Research Center of Tsinghua University, director of Center for Film and Television Studies. She holds a Ph.D from Peking University and has completed postdoctoral research at Tsinghua University. Her research interests include film and television communication, new media communication and cross-cultural communication. She has worked as journalist, editor, film and television planner and evaluator and has participated in the film and television communication design programs for Publicity Department of CPC and NRTA. She has authored books such as "Film and Television Industry and National Image" and "Chinese Film and Value Guidance", and has published over 50 papers in publications such as People's Daily and Modern Communication. She has hosted and participated in more than 20 national and provincial projects, and has received 13 national and provincial awards. Her words have received instructions from the central leaders.

(7) Zeng Qingjun: Deputy General Manager of China Radio and Television Network Co., Ltd., holding the rank of department-bureau director. He also serves as Deputy Director of the Telecommunication Science and Technology Committee of the Ministry of Industry and Information Technology, as well as Deputy Director and senior engineer of the Radio Application and Management Committee of the China Institute of Communications. His fields of study include China radio and television network, 5G communication, smart radio and TV, cable transmission, and the development of 5G networks and media technologies.