

## Seminar for Senior Media Professionals from Belt and Road Countries

Name	Seminar for Senior Media Professionals from Belt and Road Countries		
Organizer	Research and Training Institute, National Radio and TV Administration		
Time	2023-06-14 to 2023-06-27	Language for Learning	English
Invited Countries	Belt and Road Countries	Number of Participants	25
Objectives of the Training Course	By presenting China's experience in the development and promotion of new media from multiple perspectives, the seminar analyzes the theory on integrated development and innovation by Chinese media, sharing the practice of news writing, program creation, material collection, etc. applicable to new media platforms. We will promote international exchanges and cooperation between China and B&R countries in media and promote the common development of media.		
Requirements for the Participants	Professional Background	<ul style="list-style-type: none"> <li>·Field or specialty: News media</li> <li>·Position: Professionals from state media of Belt and Road countries</li> <li>·Level: Ministerial department or division</li> </ul>	
	Age	No older than the legal retirement age of the recipient country	
	Health	Able to attend online class on time	
	Language	Participants should be equipped with English listening, speaking, reading and writing abilities adequate for class learning and seminar discussions	
	others	Able to use ZOOM Conference system to complete the program	
Seminar Content	<p>Introduction to Main Courses and Contents</p> <p>Part 1: Globalization and the Development of New Technologies</p> <p>Introduce the concept and modes of integration between traditional media and new media in the new media era, share the operation experience and international business of China's new media platforms. In particular, the seminar discusses the concept and attempts of new media globalization under the current public opinion pattern.</p> <p>Part 2: The Development of Radio &amp; TV and the Online New Media Industry in China</p> <p>Introduce the status quo, industry development planning, media policies and laws and</p>		

	<p>regulations of China's radio, TV and new media 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 the exchanges and dialogues between state media of China and that of Belt and Road countries to promote pragmatic cooperation.</p> <p>Part 3: Sharing of Cases on New Media in the Post-pandemic Era Comprehensively analyze and predict the changes in the global communication ecology and those in the development trends of China's new media business in the post-pandemic era from such perspectives as technical facilities, media performance, cultural exchanges and communication order. Experts of the industry will be invited to introduce the ideals and practice of news reporting in China's post-pandemic era, and to share successful cases related to China's media business.</p> <p>Part 4: Construction of "Smart NRTA" and Application 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. The seminar will introduce the research and development, promotion, and application of "Smart NRTA" digital technology and 5G technology in traditional radio and television and online audio-visual industries, so as to promote the industrial development of media in Belt and Road countries.</p> <p>Part 5: The Notion and Practice of Integrated Development for New Media Focus on the new features of new media convergence in the 5G era, such as the diversification of release channels and the sharing of information resources. Experts are invited to introduce the innovative development concepts and successful practices of China's new media in the 5G era.</p> <p>Part 6: Overview of China's National Conditions Invite relevant experts to introduce the basic national conditions of China and share the achievements and experiences since the establishment of New China and China's reform and opening up, combined with Xi Jinping's thoughts on socialism with Chinese characteristics in the new era. In particular, the seminar will introduce the achievements of the Chinese government in economic, social and cultural development, in political system construction, and in poverty eradication.</p>		
Host City	□□	Cities to visit	BeiJingShi
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About the Organizer

The Research and Training Institute of National Radio and Television Administration, People's Republic of China (RTI of NRTA) is a bureau-level public institution directly under the National Radio and Television Administration, People's Republic of China (NRTA). It trains cadres of the NRTA and of the radio and television industry. It is the largest education and training institution in NRTA and the whole industry. It provides Party school training for NRTA, training for civil servants, Party and government leader training for directly affiliated institutions, training for directors on key positions and technical professionals in the industry, and international media seminars under the Belt and Road initiative and the "Go Global" policy. The RTI is an important field and channel for education and training in the radio and television industry.

As a base for personnel training and international media training, the RTI insists on serving the national comprehensive strategies on diplomacy, international communication, international aid and the overall situation of China's "going global" in its radio, film and television field. By fully displaying the unique role of international aid training in diplomacy, the RTI serves as a platform for media exchanges and cooperation to developing countries. It has established a radio and television international aid training system, a faculty and a training mechanism. In order to further deepen the training effect and enhance the professionalism of training, 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 students, teachers and cases, so as to consolidate the training foundation and extend the value of training.

Since 2005, the RTI has successively undertaken 237 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 2022, 6,646 government officials, middle and senior managers from media organizations, senior editors and journalists, and technicians from 152 countries and regions of developing countries had participated in various training programs.

Over the past two years, RTI has expanded our thinking and taken proactive actions despite challenges brought by constant pandemic prevention and control. We innovate an online model for international research and training and the international "cloud research and training" platform. From 2020 to 2022, we have successfully organized nearly 40 online international seminars, attended by 1,591 medium and high level government officials, managers of mainstream institutions, senior media professionals and technical staff 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 successful practices in China's media convergence development, smart radio and 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

	<p>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>The RTI will constantly pursue the development and innovation of radio and television training, so as to embrace both opportunities and challenges brought by new technologies.</p>	
Contact of the Organizer	Contact Person(s)	Mr.null null
	Telephone	0086-10-86094160(Mr.null)
	Cell	0086-13021290169(Mr.null)
	Fax	0086-10-86094073(Mr.null)
	E-mail	yaoyuan@chinasarft.gov.cn(Mr.null)