

## Seminar on Media Integration and Program Creation for Developing Countries

Program Name	Seminar on Media Integration and Program Creation for Developing Countries		
Organizer	Research and Training Institute of National Radio and Television Administration, People's Republic of China (RTI of NRTA)		
Time	June 13 <sup>th</sup> to 26 <sup>th</sup> , 2023	Language	English
Form	Online	Application	ZOOM
Countries invited	Developing countries	Planned number of Participants	25
Purpose	<p>This seminar designs training topics and contents for media practitioners in developing countries, especially journalists and editors who are engaged in the creation of convergence media. By means of expert lectures, interactive exchanges and other training methods, the trainees can deeply understand China's basic national conditions and foreign exchange policies; the development history of China's media industry and the new concept; the practice and strategies of China's media convergence against the rapid development of new media technologies; the new skills and trends of program creation; the integrated development of China's media industry and the status quo of digital transformation, which have improved the ability to create radio, television and online audio-visual programs. We aim to strengthen media exchanges between China and other developing countries, share the development experience of convergence media, and promote practical cooperation.</p>		
Application requirements	Professional background	<ul style="list-style-type: none"> <li>·Field or specialty: News media</li> <li>·Position: Producers, directors, producers and other media practitioners of radio &amp; TV stations, influential private media, new media institutions and film production institutions in developing countries</li> </ul>	
	Age	No older than the legal retirement age of the recipient country	
	Physical conditions	Able to attend online class on time	
	Language ability	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	
Introduction of training	<b>Introduction to Main Courses and Contents</b>		

contents

**Part One: 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.

**Part Two: China's Radio and Television Development & International Media Cooperation**

Invite the leaders from the International Cooperation Department of the NRTA to give live lectures to trainees, introducing the development history and international cooperation of Chinese radio and television, and laying a solid foundation for future cooperation.

**Part Three: Creation of Convergence Media Products and Short Video Programs in China**

Invite the leaders from relevant departments of the NRTA to give lectures, detailing the creation concepts and successful practices of Chinese short video programs, the creation and dissemination of which can be better understood by trainees.

**Part Four: Case Sharing and Analysis of Creation Skills for Convergence Media Products and Short Video Programs in China**

Invite industry experts to give lectures to trainees, presenting the latest trends and rich techniques of Chinese convergence media and audio-visual program production through vivid cases of convergence media products and audio-visual programs, so as to improve the trainees' creation through exchanges and sharing of creation experiences.

**Part Five: New Trends in Media Integration and Audio-Visual Communication in China**

Invite well-known professors from Beijing Normal University and the Communication University of China to give lectures, introducing the development of audio-visual communication and of cultural and creative industries in China, as well as the application of high-tech such as AI in the program production processes.

**Part Six: Development of China's Online Audio-Visual Industry**

Invite experts to introduce the impact of the "Internet +" environment on the media industry, the development of China's online audio-visual industry, and future trends.

**Part Seven: Cloud Symposium: Status Quo of and Reflections on Media Integration at Home and Abroad**

Invite experts from People's Daily and Xinhua News Agency to introduce the difficulties encountered by traditional media in the era of omnimedia, and the experience of transformation and upgrading in the face of challenges, jointly exploring the global media integration trends and cooperation paths with media practitioners from developing countries.

	<p><b>Part Eight: Cloud Symposium: Colorful China and Short Video Creation</b></p> <p>Focus on Colorful China and short video creation, inviting domestic experts and trainees to conduct online exchanges and discussions, introducing the creation concepts and overseas dissemination of excellent Chinese short video TV series, documentaries and animations.</p>
Notes	<p>This seminar adopts ZOOM Conference for online training.</p> <ol style="list-style-type: none"> <li>1. During the seminar, trainees are required to observe the class time and teaching discipline. Attendance record will be reviewed for issuing the training completion certificates.</li> <li>2. Preparation before class: Trainees shall enter the online ZOOM conference room 15 minutes in advance to prepare for class and change their names to English (name - country).</li> <li>3. Discipline requirements: During the seminar, please strictly follow the schedule.</li> </ol>
Introduction to the host institution	<p>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.</p> <p>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.</p> <p>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</p>

	<p>media organizations, senior editors and journalists, and technicians from 152 countries and regions of developing countries had participated in various training programs.</p> <p>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 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>
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