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

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| 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 to2023-06-27 | Language for Learning | English |
| 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 | ·Field or specialty: News media·Position: Professionals from media of Belt and Road countries |
| 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 | Introduction to Main Courses and ContentsPart 1: Globalization and the Development of New TechnologiesIntroduce 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.Part 2: The Development of Radio & TV and the Online New Media Industry in ChinaIntroduce the status quo, industry development planning, media policies and laws and 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.Part 3: Sharing of Cases on New Media in the Post-pandemic EraComprehensively 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.Part 4: Construction of "Smart NRTA" and Application of New Technologies in the 5G EraFocus 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.Part 5: The Notion and Practice of Integrated Development for New MediaFocus 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.Part 6: Overview of China's National ConditionsInvite 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. |
| 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 is the largest education and training institution in NRTA and the whole industry. It provides training for directors on key positions and technical professionals in the industry, and international media seminars under the Belt and Road initiative. The RTI is an important field and channel for education and training in the radio and television industry.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. |