**Introduction to the Seminar on Media Integration and Program Creation for Developing Countries**

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| 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 13th to 26th, 2023 | | Language | English |
| Form | Online | | Application | ZOOM |
| Purpose | 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. | | | |
| Application requirements | Professional background | ·Field or specialty: News media  ·Position: Producers, directors, producers and other media practitioners of radio & TV stations, influential private media, new media institutions and film production institutions in developing countries | | |
| 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 contents | **Introduction to Main Courses and 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**  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**  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.  **Part Eight: Cloud Symposium: Colorful China and Short Video Creation**  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. | | | |
| Introduction to 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. | | | |