

一带一路国家新媒体业务研修班项目简介表

项目名称	“一带一路”国家新媒体业务研修班		
承办单位	国家广播电视总局研修学院		
举办时间	2021年 9月 16日至 9月29日	项目语言	英语
举办方式	线上	应用软件	ZOOM 会议、自建云培训云平台
邀请国别	“一带一路”国家	计划人数	25 人
培训目标	通过向学员们多角度、全方位展示中国在新媒体发展与推广经验，分析新冠疫情背景下中国媒体融合发展和创新理论，分享适用于新媒体平台传播的新闻撰写、节目创作、素材采集等方面的实践，推动中国与一带一路国家在媒体领域国际交流合作，促进媒体共同发展。		
报名条件	专业背景	·领域或专业：新闻媒体 ·工作岗位：“一带一路”国家新媒体从业人员 ·级别：司处级	
	年龄	不高于受援国法定退休年龄	
	健康状况	能够按时参加线上培训课程	
	语言能力	学员英语听、说、读、写能力满足听课及研讨交流要求	
	其它	能够使用 ZOOM 等会议平台，完成项目日程	
培训内容介绍	<p>主要培训课程及内容介绍</p> <p>第一部分：新媒体运营发展与全球化战略 介绍新媒体时代，传统媒体与新媒体融合理念与模式，分享中国新媒体平台运营经验和对外传播业务开展情况，尤其是探讨在当今舆论格局下，新媒体全球化发展理念和诸多尝试。</p> <p>第二部分：中国广播电视和网络新媒体行业发展现状 介绍中国广播电视和网络新媒体行业发展概况，介绍中国广播电视和网络新媒体基本情况、产业发展规划、传媒政策与法律法规，重点介绍中国广播电视在推进主流媒体建设、内容生产和创新、媒体融合发展、科技创新、国际传播等方面的内容，加强中国与一带一路国家媒体交流对话，促进务实合作。</p> <p>第三部分：后新冠疫情时代新媒体业务案例分享 在新冠疫情防控常态化的局势下，从技术设施、媒介表现、文化交往和传播秩序等方面综合分析和预判后新冠肺炎疫情时代的全球传播生态格局变化与后疫情时代中国新媒体业务发展趋势。同时，邀请业内专家介绍中国战疫的报道理念和新闻实践，邀请行业专家分享中国新媒体业务相关成功案例。</p> <p>第四部分：5G 时代“智慧广电”建设与新媒体技术应用 围绕 5G 时代以数字化、信息化、智慧化、网络化为核心的新媒体技术如何与传统广播电视和网络视听行业进行融合，介绍中国“智慧广电”数字化技术、5G 技术在广播电视和网络视听领域的研发推广与应用情况，推动“一带一路”国家新媒体行业发展。</p> <p>第五部分：新媒体业务融合发展理念与实践</p>		

	<p>围绕 5G 时代新媒体业务融合呈现出发布载体多元化、信息资源共享化等新特点，邀请相关专家介绍 5G 时代背景下中国新媒体业务的发展理念与实践。具体课程内容包 括：推动 5G 时代媒体融合向纵深发展的实践与思考，推进 5G 时代媒体深度融合、创 新移动传播，5G 时代中国县级融媒体中心建设与运营等。</p> <p>第六部分：中国国情概况</p> <p>邀请相关专家，结合习近平新时代中国特色社会主义思想，介绍中国基本国情，分 享新中国成立和中国改革开放以来取得的成就、经验。介绍中国政府在冬奥会筹备、脱 贫攻坚等活动取得的成绩等。</p>
备注	<p>本次培训使用 ZOOM 等会议平台进行线上培训。</p> <ol style="list-style-type: none"> 1. 教学期间，请学员遵守上课时间和教学纪律，出勤记录将作为颁发培训结业证书的依据。 2. 课前准备：需提前 15 分钟进入 ZOOM 等会议室准备上课。将个人姓名改为英语（姓 名-国别名称）。 3. 纪律要求：在项目实施过程中，请严格遵守项目日程安排。
承办单位简介	<p>国家广播电视总局研修学院是国家广播电视总局直属正局级事业单位，承担着总局 系统和广播电视行业干部教育培训的重要任务，是全系统、全行业规模最大的教育培训 机构。主要职责包括总局党校培训、总局机关公务员和直属单位党政领导干部培训、全 国广播电视行业重要岗位负责人培训和专业技术人员培训、配合国家“一带一路”战略和 文化“走出去”战略开展国际传媒研修培训等，是广播电视领域教育培训工作的重要渠道。</p> <p>作为全国广播电视系统重要的人才培训基地和国际传媒研修基地，国家广播电视总 局研修学院充分发挥媒体在国家公共外交方面的独特作用，为发展中国家搭建了一个媒 体领域交流合作的平台，建立起一整套广播电视国际培训课程体系、师资队伍和培训机 制。同时经过十多年的积累，学院已建立科学、丰富、可持续更新的学员库、师资库和 案例库，以夯实培训基础，延展培训价值。</p> <p>此外，研修学院还与联合国教科文组织（UNESCO）、亚太广播发展机构（AIBD）、亚太 广播联盟（ABU）、亚洲开发银行（ADB）、德国之声、法国国家视听研究院（INA）等相关国际 组织合作，采取“走出去、请进来”等形式，开展一系列国际合作培训项目。自 2005 年以 来，研修学院先后承办了商务部、外交部、国家广播电视总局和中联部国际研修项目 195 期，培训语种包括英语、法语、俄语、阿语、西语、葡萄牙语等六大语种，培训呈现出 多层次、多类别、多主题、多语种的特色。截至 2020 年底，共有来自五大洲 152 个国家的 5256 名广播电视部长级官员、中高层管理者、编辑记者和技术人员参加了各类培训项 目。</p> <p>特别是，2020 年以来，在主管部门大力支持和悉心指导下，面对疫情防控常态化带 来的挑战，我们开拓思路，主动作为，创新国际研修线上模式，积极搭建国际“云研修”平 台。我们已成功组织了三期线上国际研修班。来自缅甸、柬埔寨和哈萨克斯坦媒体主管 部门部级官员、国家广播电视台、国家通讯社、有影响力的私营媒体 190 多名媒体代表 参加了三期线上研修班。研修班围绕新科技、新媒体、新合作等核心内容，采用在线直 播和精品课程录播相结合的方式，分享中国媒体融合发展、智慧广电建设、节目创作营 销、5G 技术创新的成功做法，助力中外媒体共同发展。研修班结束后，中国驻外使馆、 柬埔寨新闻部等机构通过不同方式对线上研修班给予充分肯定和高度评价。</p> <p>研修学院将继续致力于广播电视事业培训工作的发展和创新，迎接新技术所带来的 机遇和挑战。</p>

Seminar on New Media for Belt and Road countries

Program Name	Seminar on new media for Belt and Road countries		
Organizer	Research and Training Institute of National Radio and Television Administration, People's Republic of China (RTI of NRTA)		
Time	September 16th-29th, 2021	Language	English
Form	Online	Application	ZOOM Conference, self-built cloud training platform
Countries invited	Belt & Road countries	Number of Participants	25
Objective	<p>Through a multi-angle and all-round presentation of China's experience in new media development, the seminar analyzes China's media integration and innovation theories under the backdrop of COVID-19, while sharing practice of news writing, program creation, and material collection applicable to new media platforms. The seminar aims to promote common media development, as well as international media exchanges and cooperation between China and B&R countries.</p>		
Application requirements	Professional background	<ul style="list-style-type: none"> ·Field or specialty: News media ·Position: New media personnel from B&R countries ·Rank: Cadres of section or division level 	
	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 and complete the program agenda	
Introduction of training contents	<p>Introduction of main training courses and contents</p> <p>Part 1: New Media Operation and Globalization Strategy</p> <p>The seminar introduces the concept and model of integration between traditional media and new media in the new media era, sharing China's new media operation experience and overseas dissemination. It discusses in particular the global development concepts of new media and attempts under the current public opinion system.</p> <p>Part 2: Status quo of China's radio, television and new media</p> <p>Information are shared including the general situation of China's radio and television industry, the basic situation of China's radio and television industry, the industrial development plan, media policies as well as rules and regulations, with its focus on China's radio and television industry in promoting the construction of mainstream media, content production and innovation, media integrated development, scientific and technological innovation, and international communication, in an aim to strengthen the media exchange and dialogue between China and B&R countries, and promote practical cooperation.</p> <p>Part 3: Case sharing on post-pandemic new media business</p>		

	<p>As pandemic prevention and control becomes the new normal, the seminar analyses and predicts post-pandemic changes in the global communication ecology and development of China's new media business. Perspectives include technical facilities, media performance, cultural exchanges, and communication trends. Industry experts are invited to introduce the reporting concepts and news practices in China's fight against the pandemic, and to share successful cases related to China's new media business.</p> <p>Part 4: The construction of “Smart NRTA” and the application of new media technologies</p> <p>The development of radio and television in developing countries will be integrated with how the new media technology, with digitalization, informationization, intelligence and networking as the core technology in the 5G era, will be integrated with the traditional radio and television industries and online audio-visual industry. The seminar will introduce the research and application of China's “Smart NRTA” digital technology and 5G technology in radio, television and online audios and videos, thus facilitating the development of new media industry in B&R countries.</p> <p>Part 5: Theory and practice of media convergence in 5G era</p> <p>Focusing on the new characteristics of media convergence in 5G era such as multiple platforms of release and information resource sharing, the seminar invites experts to introduce the development theory and practice of China's media convergence in the 5G era. Courses involve the practice and thinking on advancing media convergence in 5G era, promoting the in-depth convergence of media in 5G era, innovative mobile communication as well as the construction and operation of China's media convergence platform at county level in the 5G era, etc.</p> <p>Part 6: China's national conditions</p> <p>Experts in relevant fields are proposed to be invited to introduce China's basic national conditions based on Xi Jinping's thoughts on socialism with Chinese characteristics in the new era, and share the achievements and experience gained since the founding of the People's Republic of China and China's reform and opening up. Introduce the achievements of China's Winter Olympics preparations and poverty alleviation activities.</p>
Notes	<p>This seminar adopts ZOOM for online training.</p> <ol style="list-style-type: none"> 1. During the seminar, students are required to observe the class time and teaching discipline. Attendance record will be reviewed for issuing the training completion certificates. 2. Preparation before class: Trainees shall enter ZOOM conference room 15 minutes in advance to prepare for class and change their names to English (name - country). 3. Discipline requirements: During the seminar, please strictly follow the schedule.

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 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 fully displays the media's unique role in diplomacy. It serves as a platform for media exchanges and cooperation to developing countries. It has established a radio and television international training system, a faculty and a training mechanism. 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>In addition, the institute cooperates with UNESCO, Asia Pacific Broadcasting Development Institute (AIBD), Asia Pacific Broadcasting Union (ABU), Asian Development Bank (ADB), Deutsche Welle, France National Audiovisual Institute (INA), etc. so as to implement the policy of "bringing-in and going-out". A series of international training programs have been launched. Since 2005, the RTI has successively undertaken 195 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 2020, 5,256 ministerial-level radio and television officials, middle and senior managers, editors, journalists and technicians from 152 countries on five continents had participated in various training programs.</p> <p>Since 2020, under the strong support and guidance of competent authorities, we have expanded our thinking and taken proactive actions despite challenges brought by constant pandemic prevention and control. We establish an online model for international research and training and the international "cloud research and training" platform. We have successfully organized three online international seminars. They are attended by more than 190 media representatives from Myanmar, Cambodia and Kazakhstan, including ministerial-level officials from media authorities as well as representatives of national radio and television stations, national news agencies and influential private media. 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 contribute to the common development of Chinese and foreign media. After the seminar, Chinese embassies overseas, the Ministry of Information of Cambodia and other organizations highly appreciate the online seminars through different channels.</p>
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	<p>The RTI will constantly pursue the development and innovation of radio and television training, so as to embrace both opportunities and challenges in the era of new technologies.</p>
<p>Contact the Organizer</p>	<p>Contact: Yao Yuan (Recruitment Contact) Office Tel: 0086-10-86094160 Mobile phone: [REDACTED] E-mail address: yaoyuan@nrta.gov.cn</p>