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## **Smart Media, Convergent Innovation — Proceedings of the 7th First Council Meeting, 2019 Academic Annual Conference of the China Federation of News Technology Workers, and the 2019 Wang Xuan News Science and Technology Award Ceremony**

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### **Abstract**

The 7th Council Meeting of the China Association of News Technologists (hereinafter referred to as “the Association”), 2019 Academic Annual Conference, and the 2019 Wang Xuan News Science and Technology Award ceremony were held in Xiamen on November 21, 2019. The theme of the conference was “Smart Media, Convergent Innovation.” Over 250 [TABLE:250] senior executives, technology directors, and representatives from high-tech enterprises across the country, including those from the press, news agen...

### **Full Text**

## **Smart Media, Convergent Innovation — The 7th Council Meeting of China Association of News Technologists, 2019 Academic Annual Conference and 2019 Wang Xuan News Science and Technology Award**

By our reporter Chen Xuguan

The 7th Council Meeting of the China Association of News Technologists (hereinafter referred to as “the Association”), 2019 Academic Annual Conference, and the 2019 Wang Xuan News Science and Technology Award ceremony were held in Xiamen on November 21, 2019. The theme of the conference was “Smart Media, Convergent Innovation.” Over 250 senior executives, technology directors, and representatives from high-tech enterprises across the country, including those

from the press, news agencies, radio and television, and online media, attended the opening ceremony, where relevant leaders presented awards to the winners.

The Wang Xuan News Science and Technology Award is the only cross-media science and technology award in the Chinese news industry approved by the National Office for Science and Technology Awards. Under the guidance and care of relevant authorities under the Ministry of Science and Technology, with high attention and active participation from leaders and colleagues in various news media, and with strong support from many relevant enterprises and institutions, the award has been successfully held for 15 years since 2004. Both the project awards and talent awards of the Wang Xuan News Science and Technology Award are reviewed biennially, playing a positive encouraging and guiding role in motivating news technology workers in China, promoting innovation and development in media science and technology, and serving the strategic transformation of news reporting and media. At this annual conference, one special prize, 23 first prizes, and 37 second prizes were awarded for the 2019 Wang Xuan News Science and Technology Award. Additionally, after expert evaluation, 17 first prizes and 46 second prizes for outstanding papers were selected from over 300 submitted papers.

In accordance with the Association's constitution, the 7th Council was elected during this annual conference, producing executive council members, vice chairpersons, secretary-general, and chairperson. Comrade Luo Yi was elected as chairperson of the 7th Council of the Association.

The China Association of News Technologists is a national-level, professional first-class social organization. It was established in 1991 by three major news organizations: Xinhua News Agency, People's Daily, and the State Administration of Radio, Film and Television. For more than two decades, the Association has adhered to a member-centered philosophy, serving its members and promoting the informatization of news. It has played an important role in upholding the scientific development concept, strengthening media technology exchanges and academic discussions, introducing new concepts, technologies, and experiences, and promoting the advancement of China's media science and technology. The Association has also served as a bridge and link between member units, between media technology application units and R&D units, and between member units and government agencies, upholding the spirit of democracy, unity, pragmatism, and collaboration. By organizing the Wang Xuan News Science and Technology Award selection, it has enhanced the role and status of news technology workers, made significant contributions to the informatization and modernization of China's news industry, and become an indispensable social force in the development of China's news industry.

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping at its core has attached great importance to media convergence and development. In 2019, during the 12th collective study session of the Political Bureau, General Secretary Xi Jinping emphasized the need to enhance our sense of urgency and mission, promote

continuous breakthroughs in independent innovation of key core technologies, explore the application of artificial intelligence in news collection, production, distribution, reception, and feedback, guide algorithms with mainstream value orientation, and comprehensively improve the ability to guide public opinion.

In recent years, with the development of information technologies such as big data, cloud computing, and 5G, we have increasingly felt the important driving role of the information technology revolution in the development of the media industry. Technological iteration has brought qualitative changes in speed to news collection and production; intelligent algorithms precisely distribute information to users; information carriers such as short videos, live streaming, and VR have made news reporting increasingly diversified; and data analysis yields communication effectiveness indices. As information technology runs through every aspect of news production, how can content producers timely master and apply advanced technologies to empower content, enhance the communication power, guidance power, influence, and credibility of news and public opinion? How can news technology workers fulfill their new mission, moving from playing a technical support role to playing a technical leading and supporting role? How can we build smart media and promote convergent innovation? The Association specially invited industry experts, university professors, and technical backbones from media technology companies to deliver keynote speeches and interactive exchanges on the topic of “Smart Media, Convergent Innovation.”

*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv — Machine translation. Verify with original.*