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Zhang Hongsen Attended the Opening Ceremony of the 49th High-tech Training Class and Delivered an Important Speech (Postprint)

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Abstract

ChinaXiv Cooperative Journal: Zhang Hongsen Attends the Opening Ceremony of the 49th High-Tech Training Course and Delivers Important Speech

Full Text

Preamble

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On the morning of September 4, the opening ceremony of the “49th Broadcasting and Television High-Tech Training Course” organized by the Technology Committee of the National Radio and Television Administration was held in Beijing. Zhang Hongsen, member of the Party Group and Deputy Director of the Administration, attended the ceremony and delivered an important speech. The ceremony was chaired by Tao Jiaqing, Deputy Director of the Technology Committee and Director of the Administration’s Supervision Center. Senior Advisor Chen Zhijiao, Secretary-General Zhou Zhiqiang of the Technology Committee, and 350 trainees participated in the opening ceremony.

In his speech, Zhang Hongsen pointed out that the development of radio and television is facing new risks and challenges. The central government’s strategic decision to accelerate media convergence and build an all-media communication landscape has entrusted radio and television professionals in the new era with a new mission. We need to strengthen learning, unify thinking, build consensus, and clarify ideas more than ever before. In connection with the new positioning and requirements of radio and television in the new era, the major tasks and key work in the current development of the Administration and the radio and television industry, and the theme of this training, he put forward three requirements:

First, remain true to our original aspiration and bravely undertake our mission, using technological innovation and conceptual innovation to lead service innovation, business model innovation, and model innovation, thereby promoting deep media integration and the development of smart radio and television. Second, unify thinking and build consensus, work together to overcome difficulties, make all-out efforts to build a broadcasting 5G network, and jointly promote high-quality and innovative development of radio and television. Third, adhere to the concept of integrated development, raise cybersecurity awareness, accelerate the construction of a modern regulatory system, and continuously strengthen radio and television security capabilities. Zhang Hongsen also introduced the main tasks of broadcasting 5G work and the important measures to promote the integration of national cable television networks.

The training theme of the “49th Broadcasting and Television High-Tech Training Course” is “Radio and Television Technology Development and Management.” The target participants are mainly newly appointed principal leaders and technical leaders from municipal-level and above radio and television bureaus, stations, and network companies after the institutional reform in 2018, as well as members of the Technology Committee and professional committees of the Administration, provincial radio and television bureaus, and units directly under the Administration. During the three-day training, leaders from the Administration’s Technology Committee, relevant departments, and directly affiliated units, as well as renowned experts from within and outside the system, will teach courses on broadcasting and television and new audio-visual media monitoring and supervision, broadcasting and television security transmission guarantee, international media technology development, big data and cloud computing applications, media convergence and county-level media center construction, cyberspace security situation and new developments, artificial intelligence media applications, and broadcasting and television media information technology planning.

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

Source: ChinaXiv — Machine translation. Verify with original.