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## **China Federation of IT Application in Media 6th Council 5th Session, 2018 Academic Annual Conference and “Wang Xuan News Science and Technology Award” Talent Award Ceremony: Printed Version of the Speech**

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### **Abstract**

Distinguished leaders, fellow representatives of the China News Technology Federation, and colleagues from the media technology community,

### **Full Text**

#### **Speech at the 6th Council Meeting and 2018 Academic Annual Conference of the China News Technology Workers Federation**

Distinguished leaders, fellow representatives of the China News Technology Federation, and colleagues from the media technology community,

Welcome to Urumqi, Xinjiang, for the 6th Council Meeting and 2018 Academic Annual Conference of the China News Technology Workers Federation, as well as the awards ceremony for the Wang Xuan News Science and Technology Talent Award. As Chair of the Federation and of this conference, I extend sincere gratitude to the Xinjiang Radio and Television Bureau, the Publicity Department of the Xinjiang Uygur Autonomous Regional Committee of the CPC, and the Xinjiang branch of Xinhua News Agency for their support, and express heartfelt greetings to all media friends and enterprise representatives.

The year 2018 marks the inaugural year for implementing the spirit of the 19th CPC National Congress, the 40th anniversary of reform and opening up, and a critical juncture for securing a decisive victory in building a moderately prosperous society in all respects. It is also a pivotal year for advancing the integrated

development of traditional and emerging media. As a platform for media technology professionals, the China News Technology Workers Federation actively promotes the accelerated integration of traditional and emerging media, emphasizing the innovative application of new technologies to transform communication methods, seize the high ground in information dissemination, and enhance the reach, guidance, influence, and credibility of news and public opinion. This conference, themed “New Era, New Technology, New Media,” brings together industry experts and enterprise representatives to discuss convergence development pathways and the future from perspectives including the current media environment, exploration of new technology applications, and emerging media formats.

### **I. Dual-Wheel Drive: Technological Innovation and Institutional Innovation**

President Xi Jinping has emphasized that reform is itself innovation, and that technological and institutional innovation are like the two wheels of a cart—only through “dual-wheel drive” can we achieve steady and sustained progress. Therefore, beyond focusing on advanced technology R&D, reconstructing talent cultivation mechanisms, building an intelligent and professional workforce, and stimulating innovation vitality are equally critical.

The talent pool can be broadly divided into two categories: those who have transitioned from traditional operations with solid foundational skills and extensive experience in secure reporting, and digital natives who deeply understand mobile communication patterns and possess innovative advantages. As news operations continue to deepen reform, we must leverage these distinct talent strengths, dismantle barriers in traditional institutional mechanisms, innovate personnel systems, and unlock the potential of our workforce to create a vibrant talent pipeline from the source. Establishing multi-level selection and employment systems with flexible training will empower media convergence development through human capital.

### **II. Balancing Internet Thinking with Marxist Journalism**

Informatization presents both opportunities and challenges for mainstream media. At the National Conference on Cybersecurity and Informatization, President Xi Jinping stressed the need to improve comprehensive network governance capabilities, creating a multi-stakeholder governance framework involving Party committee leadership, government management, corporate responsibility, social supervision, and netizen self-discipline, combined with economic, legal, and technical means.

With the development of social media, aggregated information platforms, and other channels, the media landscape and public opinion ecology are constantly being reshaped. How can we capture users’ attention and time while enhancing the reach, guidance, influence, and credibility of news and public opinion? In-

ternet media can also be divided into two types: mainstream media that deeply studies Marxist journalism and promotes mainstream public opinion values, and rapidly growing information dissemination channels that benefit from internet development but possess weak content supervision capabilities. Addressing these different strengths and weaknesses requires both strengthening internet thinking and promoting mainstream ideology.

During this year's Two Sessions, People's Daily's finger dance video "China is Awesome" went viral, deeply loved by netizens, with young users exclaiming that positive energy can also be "addictive" when delivered through new forms and channels. In April, the National Radio and Television Administration ordered the permanent shutdown of ByteDance's "Neihan Duanzi" app and public account due to its improper orientation and vulgar content. Programs with harmful content involving vulgarity, violence, and gore were required to be immediately removed, strengthening online content supervision to maintain order in online audio-visual program dissemination and create a clean cyberspace.

Technological transformation has continuously brought opportunities and challenges to journalism. In algorithmic trading markets, platforms like Algorithmia, DataXu, and Quantiacs provide algorithm trading platforms for developers while offering algorithmic capabilities to news organizations. As computer-assisted reporting becomes an essential tool for journalism, algorithmic and data capabilities will become critical skills for future journalists. With the transformation of communication methods, audience segmentation, and diverse information content, accelerating the construction of a new pattern for public opinion guidance is imperative. While technology evolves, the fundamental principle of serving the Party's news and public opinion work and the people remains unchanged. All explorations in content, form, systems, and mechanisms should be boldly innovated and tested in practice. The China News Technology Workers Federation will always carry forward the "Wang Xuan" spirit, encouraging everyone to be bold in technological innovation while adhering to correct worldviews and journalistic values in thought.

Regarding this year's awards: the review committee has selected 20 recipients for the 2018 Wang Xuan News Science and Technology Talent Award, including 4 Lifetime Achievement Awards, 10 Outstanding Talent Awards, and 6 Special Contribution Awards. Additionally, 151 papers received the Excellent News Technology Paper Award, comprising 18 first prizes, 53 second prizes, and 80 third prizes.

Finally, thank you all for your active participation in this conference and for your support of the China News Technology Workers Federation. I hope this platform will strengthen exchanges and cooperation among you, jointly advancing the progress and development of media technology work in China.

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

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