

Xu Qiang: How CCTV News Tells China Stories Well - Postprint

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Abstract

Editor's Note: In 2017, television documentaries such as *Major-Country Diplomacy*, *Carrying Reform Through to the End*, and *Sword of Inspection* received widespread acclaim. In his report at the 19th Party Congress, General Secretary Xi Jinping proposed “advancing the construction of international communication capacity, telling China’s story well, presenting a true, multi-dimensional, and comprehensive China, and enhancing the country’s cultural soft power.” In recent years, China Central Televisi...

Full Text

Preamble: How CCTV News Tells China’s Story Well

Editor’s Note: In 2017, television documentaries such as *Major-Country Diplomacy*, *Carrying Reform Through to the End*, and *Sword of Inspection* received widespread acclaim. In his report at the 19th Party Congress, General Secretary Xi Jinping proposed “advancing the construction of international communication capacity, telling China’s story well, presenting a true, multi-dimensional, and comprehensive China, and enhancing the country’s cultural soft power.” In recent years, China Central Television (CCTV) has achieved notable success in this domain. At the 2nd China Economic Media Convergence Development Summit Forum in 2017, Xu Qiang, Deputy Director of CCTV News Center, shared the network’s recent attempts and explorations.

Telling China’s story well is a theme that requires keeping pace with the times, especially as we enter a new era. We must consider how to leverage CCTV’s video advantages and highlight television’s distinctive characteristics. CCTV News’ approach fundamentally follows the philosophy of Director Xie Guoming: “Value as the soul, innovation as the tool.”

Using TV Documentaries to Record the Era

TV documentaries serve as a powerful vehicle for recording the era and telling China's story. This year, productions such as *Carrying Reform Through to the End*, *Staying True to Our Founding Mission and Continuing to Move Forward*, and *Major-Country Diplomacy* demonstrate both strong ideological depth and compelling narratives of China in the new era.

Using Historical Stories to Tell Contemporary Themes

CCTV News excavates revolutionary themes and historical stories during traditional holidays and national commemorative periods such as Spring Festival, Labor Day, National Day, and New Year's Day. For example, *Re-reading Letters from Anti-Japanese War Heroes* unearthed letters from wartime heroes, achieving excellent results through television presentation. By integrating family-country sentiment, traditional education, socialist core values, and Chinese traditional culture into festival reporting, CCTV tells China's story and illuminates the concept that "the family is the smallest country, the country is a million families."

Enriching Visual Language with New Technology and Equipment

New technologies and equipment enrich the visual language for telling China's story. Technological development advances rapidly, and CCTV has adopted new technical equipment in nearly every major report in recent years. For instance, during the BRICS Leaders' Meeting in Xiamen, CCTV first used tethered drones for filming. For the Belt and Road Forum coverage, the network newly equipped itself with seven sets of mobile filming equipment for micro-video production.

Multimedia Coordination

CCTV has launched a series of multimedia coordinated programs, leveraging media platforms to create a platform effect. For example, starting in mid-September this year, to welcome the 19th Party Congress, CCTV launched the large-scale program *Look at the Present—Special Program Welcoming the 19th Party Congress*, broadcasting 31 episodes simultaneously across multimedia platforms—one episode per day, one province per episode. Over 31 days, the program co-broadcast with each provincial station, along with multiple provincial websites and local stations. Print media provided advance promotion with accompanying commentary, while airports, subways, buses, and public square screens synchronized dissemination, creating a nationwide resonance effect and fostering a vibrant atmosphere celebrating the 19th Party Congress.

Using Live Broadcast to Tell China's Story

Live broadcast represents a key advantage of video. CCTV's live broadcasting has evolved with several notable trends in recent years. First, political live

broadcasts are increasing, such as the real-time broadcast of the delegate passage at this year's 19th Party Congress. Second, live coverage of major achievements is becoming normalized. Third, landscape and ecological live broadcasts have become important reporting forms for mainstream media. Fourth, mobile live broadcasting has flourished—for example, during the Geminid meteor shower on December 13 this year, the optimal observation point was at Changbai Mountain Tianchi in Jilin. CCTV reporters set up mobile live broadcast equipment at this location, streaming for nearly four hours, receiving over 300,000 likes, 180,000 comments, and 14 million Weibo views, with the broadcast being reposted by overseas media.

In 2018, we will also undertake the revamp and upgrade of the news channel, advancing improvements in production processes, upgrading physical spaces, iterating technical systems, integrating large and small screens, and continuing to tell China's story well.

Special Topic: Media Convergence Watchtower

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

Source: ChinaXiv — Machine translation. Verify with original.