

China Federation of News Technology Workers Fourth Session of the Sixth Council, 2017 Annual Academic Conference and 2017 Wang Xuan News Science and Technology Award Ceremony: Post- Address Print

Authors: Shenghe Xie

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Abstract

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

Full Text

Preamble

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

Good morning. I warmly welcome you to Chongqing for the Fourth Meeting of the Sixth Council of the China News Technology Workers Federation, the 2017 Academic Annual Conference, and the Wang Xuan News Science and Technology Awards ceremony. As Chairman of the Federation and of this conference, I extend sincere gratitude to the Chongqing Municipal Party Committee, Chongqing Daily Newspaper Group, Chongqing Radio and Television Station, and the Chongqing Bureau of Xinhua News Agency for their support. I also offer heartfelt greetings to all media colleagues and enterprise representatives who have traveled from afar.

Reflecting on the trajectory of media development, we see that information technology has driven the evolution of communication tools from newspapers and radio to television, the internet, and mobile internet. From the user's perspective, consumption patterns have shifted from reading text to viewing images, browsing screens, and now engaging across multiple interactive screens.

Technological innovation not only transforms dissemination methods but also reshapes human behavior patterns.

As local media outlets and newspaper groups advance media convergence, journalists face critical questions: How should they transform their thinking to adapt to new media environments? How can they leverage new production tools for content creation? How should they address challenges in an era of ubiquitous connectivity and media integration? Confronted with profound changes in the news communication landscape, President Xi Jinping's "2·19" speech clearly defined the responsibilities and mission of journalists in the new era, pointing the way forward. Over the past year, news organizations nationwide have taken this guidance to heart, embracing innovation and making remarkable progress in media convergence.

For example, *Zhejiang Daily* has harnessed big data to build an intelligent media convergence platform called "Media Cube," integrating the entire workflow from planning, gathering, editing, and distribution to feedback, thereby coupling technological innovation with editorial operations. In exploring mobile internet strategies, *Southern Media Group* has reconsolidated premium resources through its "Southern Plus" news client, pioneering a path of independent R&D plus collaborative cooperation while focusing on localized services. This has created a "News + Services + Social + Industry + N" linkage mechanism, achieving deep integration of content and services through "publisher accounts" and "service accounts."

Nationally, the micro-video series *Six Things President Xi Jinping Cares About*, along with products like *The Journey of the Great Way*, *Original Aspiration*, and the "Two Sessions Group Chat" H5 interactive feature, have demonstrated how innovative formats combined with quality content can dominate new media discourse. Behind these successes, we see mainstream media accelerating the transformation of news production methods. From product innovation to institutional reform and top-level strategic design, *People's Daily* has broken from traditional models to achieve "one-time gathering, multi-format production, multi-channel distribution." Xinhua News Agency has evolved from single-product innovation to a systematic R&D framework, establishing long-term innovation mechanisms. Under its "mobile-first" philosophy, it pioneered an online news gathering and editing process, creating the holographic live-news product "Live Cloud." Xinhua has also made notable achievements in robot journalism. In broadcasting, progress has been made in converged radio and television, broadband broadcasting, smart broadcasting, and secure broadcasting. The digitization, informatization, networking, HD upgrading, and intelligentization of radio and television continue to advance. Notably, digital audio broadcasting in the FM band (CDR), guided by the State Administration of Press, Publication, Radio, Film and Television, has formed a mature industrial chain ready for large-scale deployment.

Studying President Xi Jinping's speeches and considering current industry developments, we should focus on two key areas:

First, strengthen technological sensitivity while thinking critically about new applications. As the internet becomes the dominant platform for information dissemination and technologies like big data and artificial intelligence accelerate convergence transformation, we must rationally examine the relationships between technology, content, and markets. While media convergence has achieved results, pitfalls remain: technological fetishism has led to prioritizing form over content, channels over products, and viral hits over sustainable innovation. As news technology workers, we must maintain sensitivity and enthusiasm for innovative technologies to support, guide, and safeguard convergence development, while guarding against blind “technological worship” that pursues flashy forms at the expense of leveraging technology for content integration and user needs analysis.

Second, strengthen institutional innovation to stimulate production vitality. As big data, cloud computing, and AI accelerate the arrival of the intelligent media era, the media landscape has undergone profound changes. In the *Guidelines on Promoting Integrated Development of Traditional and Emerging Media*, President Xi Jinping emphasized that convergence must follow the laws of news communication and emerging media development, strengthen internet thinking, and uphold the principle of complementary, integrated development between traditional and new media. Development should be supported by advanced technology and rooted in content construction, promoting deep integration across content, channels, platforms, operations, and management. The goal is to build competitive new mainstream media with diverse forms and advanced methods, establish several powerful new media groups with strong dissemination capacity, credibility, and influence, and form a modern communication system that is multi-dimensional and integrated. We must advance both integration and management to ensure correct direction.

Successful convergence cases demonstrate that systematic, sustainable product innovation requires institutional reform and organizational restructuring driven by content. For instance, *Zhejiang Daily* has restructured resources from top-level design to editorial operations, creating a three-tier new media matrix (core circle, close circle, and collaborative circle) to differentiate its institutional mechanisms and avoid content homogenization at the source. In normalized collaborative production, it has established daily editorial mechanisms and three editorial meetings to coordinate resources across newspapers, websites, apps, and social media, achieving all-media, full-process, and around-the-clock news production and dynamic follow-up.

This year, amid industry changes, the China News Technology Federation has remained committed to serving its members, promoting news informatization, strengthening technical exchanges and academic discussions, and disseminating new concepts, technologies, and experiences. Through organizing the Wang Xuan News Science and Technology Awards, we have elevated the status of news technology workers and recognized outstanding projects that advance the industry through technological progress.

Regarding this year's awards: A total of 91 projects competed, with 76 winning the 2017 Wang Xuan News Science and Technology Awards, including 2 Grand Prizes, 16 First Prizes, 32 Second Prizes, and 26 Third Prizes. Additionally, 160 papers received the 2017 China News Technology Federation Excellent Paper Award (21 First Prizes, 42 Second Prizes, and 97 Third Prizes). This year's submissions reflect the growing investment in new technologies and applications in news media, with tangible productivity gains. The quality of entries continues to improve, and news technology workers' theoretical research is becoming increasingly sophisticated. We thank members for their support and encourage continued participation to strengthen exchanges, enhance the influence of news technology professionals, and expand the reach of advanced technologies to collectively advance China's media industry in this new communication environment.

Finally, I wish this conference complete success. Thank you all.

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

Source: ChinaXiv — Machine translation. Verify with original.