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Advancing Media Convergence Innovation and Shouldering Media Social Responsibility China's Media Think Tanks Showcase Remarkable Re- search Achievements —Post-print Release of the Report on Media Convergence Innova- tion and Social Responsibility at China News Bookstore's Media Convergence Book Bar

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Abstract

ChinaXiv Cooperative Journal Media Convergence Watchtower · Special Feature Advancing Media Convergence Innovation, Shouldering Media Social Responsibility China's Media Think Tank Research Achievements Shine Brightly —Release of Media Convergence Innovation and Social Responsibility Reports at China News Bookstore's Media Convergence Book Bar By: Editorial Department

Full Text

Preamble

ChinaXiv Cooperative Journal

Media Convergence Watchtower · Special Feature

Advancing Media Convergence Innovation, Shouldering Media Social Responsibility

China's Media Think Tank Research Achievements Shine Brightly

—Release of Media Convergence Innovation and Social Responsibility Reports at China News Bookstore's Media Convergence Book Bar

By: Editorial Department

On the afternoon of June 10, the Media Research Institute of the China Press and Publication Research Institute hosted a book launch and academic seminar for *China Media Convergence Innovation Research Report* and *China Media*

Social Responsibility Research Report at the Media Convergence Book Bar of China News Bookstore. The event brought together prominent leaders and experts, including Yang Mingpin, Director of the Institute; Wu Guorui, Director of the Renmin University Book and Newspaper Materials Center and Chairman of Renmin University Digital Media Technology Co., Ltd.; Wu Xusheng, Editor-in-Chief of *China Publishing & Media Journal*; and Duan Yanwen, Executive Deputy Director and Editor-in-Chief of *China Periodical Yearbook Magazine*.

Presided over by Liu Jianhua, Executive Director of the Media Research Institute, the seminar introduced two major publications funded by the central-level public welfare research institute's basic research business fee special fund. As key research projects of the China Press and Publication Research Institute, these complementary reports represent significant academic achievements that will provide crucial references for China's media industry transformation and social responsibility fulfillment. Edited by Huang Xiaoxin, Liu Jianhua, and Lu Jianfeng, the reports were published by China Book Press.

Feature • Media Convergence Watchtower

Remarks by Huang Xiaoxin

Huang Xiaoxin, Secretary of the Party Committee and Vice President of the China Press and Publication Research Institute, elaborated on the reports' background, content, and research vision. He emphasized that the “convergence innovation” examined in *China Media Convergence Innovation Research Report* specifically refers to innovation driven by the pursuit of integrated development between traditional and emerging media—a fundamentally distinct impetus from other innovation drivers. This focus constitutes both the foundation and starting point of the research, as well as the source of its unique scholarly value.

Wang Ping, President of China Book Press, noted that publishing these two reports represents a major undertaking for the press. Regarding the publication of such blue books, he offered four guiding principles: maintain unified formatting while allowing stylistic diversity; trust authors while exercising due diligence; adhere to processes without rigid formalism; and pursue excellence without demanding perfection.

During the subsequent discussion, participating experts affirmed that the release of these two reports demonstrates profound industry-wide reflection and collaboration, captures the achievements of China's media convergence, and provides valuable insights for future development.

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

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