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## Development Path and Vision for Convergence: Seeking the Way for Regional Media — Speech at the Media Salon Event and Signing Ceremony for the Cooperative Framework Agreement of the Yunnan Provincial Party Newspaper Converged Media Platform (Post-print Version)

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### Abstract

Address by Li Qian, Deputy Minister of the Propaganda Department of the Yunnan Provincial Committee of the Communist Party of China, at the Media Salon on “Convergence Development Paths and Vision: Exploring Regional Media” and the Signing Ceremony for the Cooperative Framework Agreement on the Yunnan Provincial Party Newspaper Convergence Media Platform

### Full Text

#### Preamble

*Address by Li Qian, Deputy Minister of the Propaganda Department of the Yunnan Provincial Committee of the Communist Party of China, at the Media Salon on “Convergence Development Paths and Vision: Exploring Regional Media” and the Signing Ceremony for the Cooperative Framework Agreement on the Yunnan Provincial Party Newspaper Convergence Media Platform*

Esteemed guests, comrades,

Today’s media salon on “Convergence Development Paths and Vision: Exploring Regional Media,” jointly organized by the China Association of News Technology Workers and the Yunnan Daily Press Group, is being held in Kunming as scheduled. I would like to extend, on behalf of the Propaganda Department of the Yunnan Provincial Committee of the Communist Party of China, our warm congratulations on this convening.

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping at its core has attached paramount importance to ideological work and news communication in the new era. General Secretary Xi Jinping has delivered important speeches and issued instructions on multiple occasions regarding the promotion of integrated development between traditional and emerging media. In August 2014, the fourth meeting of the Central Leading Group for Comprehensively Deepening Reforms made important arrangements for this endeavor, with the General Secretary explicitly proposing that we should promote the convergence of traditional and emerging media, focusing on building a cohort of new-type mainstream media with diverse forms, advanced means, and strong competitiveness, and forming a modern communication system characterized by three-dimensional diversity and integrated development. In his important speech on February 19, 2016, the General Secretary emphasized that the key to convergence development lies in achieving genuine integration and unity, urging us to move as soon as possible from the “addition” phase to the “fusion” phase, transforming from “you are you, I am me” to “you have me, I have you,” and ultimately to “you are me, I am you.”

The current state of Yunnan’s media and their explorations in convergence development have drawn great concern and high attention from Provincial Party Committee Standing Committee member and Propaganda Minister Zhao Jin and other leaders. This past November, during his research visit to the Yunnan Daily Press Group, Minister Zhao Jin emphasized the need to uphold the correct political direction and public opinion guidance while accelerating media convergence and reform development. On the path of exploring media convergence, the Yunnan Daily Press Group has conducted a series of beneficial explorations and practices, taking the lead among provincial media and achieving notable results. The Yunnan Daily Press Group’s convergence media platform (Central Kitchen) represents a key project for media convergence development supported by the Provincial Party Committee and Provincial Government and fully backed by the Provincial Party Committee’s Propaganda Department. It serves as the core platform for content production, channel distribution, resource sharing, and win-win development across the provincial Party newspaper system. Currently, it has been the first to be completed and put into operation in the province, with its functions extending toward a provincial news publicity command center. Today, as the Yunnan Daily Press Group signs the convergence media platform agreement with Party newspapers from 16 prefecture-level cities and autonomous prefectures, this marks a new level of regional cooperation among Yunnan’s Party newspaper media. This development will greatly accelerate the enhancement of technological content in Yunnan’s media convergence and foster the construction of a new-type mainstream media cluster in Yunnan. Simultaneously, it will assist prefecture-level mainstream media in expanding communication channels, strengthening their communication power and guidance capacity, and fully leveraging the convergence media platform’s functions of radiating across the nation, connecting China with the world, and serving prefecture-level cities.

Promoting the integrated development of traditional and emerging media concerns the survival and development of mainstream media as well as the dominance and discourse power of public opinion. We must firmly establish an integrated development concept, strengthen internet thinking, and adhere to advanced technology as support, content construction as the foundation, mechanism innovation as the driving force, key projects as the vehicle, and team building as the basis. We must effectively implement all tasks and accelerate the deep integration of traditional and emerging media. Although Yunnan's media convergence work has made some progress, obvious gaps remain when compared with the central government's deployment requirements, the current urgent situation and tasks, and the achievements of central news units and brother provinces and municipalities.

We should seize the opportunity presented by this Kunming media salon and the signing of the cooperative framework agreement for Yunnan's Party newspaper convergence media platform to thoroughly implement the central government's deployment requirements. Based on Yunnan's actual conditions and adhering to the principle of giving equal importance to innovative development and standardized management, we must further intensify our efforts and accelerate our pace to promote deep media convergence in Yunnan, focus on building new-type mainstream media, and strive to make the Party's publicity and public opinion positions full of vitality.

I wish the salon event a complete success!

I wish Yunnan's media convergence work continuous new progress and achievements!

Thank you, everyone.

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

*Source: ChinaXiv — Machine translation. Verify with original.*