

Convergence Development Path and Vision: Inquiring into Regional Media — Media Salon Event of *China Media Technology* And Post- Speech Transcript of the Signing Ceremony for the Cooperative Framework Agreement on the Yunnan Provincial Party Newspaper Converged Media Platform

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Abstract

The strategic vision of “promoting the integrated development of traditional media and new media” represents the overarching strategy proposed by the Party Central Committee with Comrade Xi Jinping at its core for the Party’s news and public opinion work. In 2016, media organizations across China entered a critical phase in implementing the “media convergence” strategy, marked by extensive efforts and significant achievements. As Xi Jinping has repeatedly emphasized, this integration must follow...

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Preamble

Development Pathways and Vision: Exploring Regional Media

— *Remarks at the China Media Technology Salon and Signing Ceremony for the Yunnan Provincial Party Newspaper Convergence Platform Cooperation Framework Agreement*

The strategic vision of “promoting the integrated development of traditional media and new media” represents the overarching strategy proposed by the Party Central Committee with Comrade Xi Jinping at its core for the Party’s news and public opinion work. In 2016, media organizations across China entered a critical phase in implementing the “media convergence” strategy, marked by

extensive efforts and significant achievements. As Xi Jinping has repeatedly emphasized, this integration must follow the laws of news communication and the developmental patterns of emerging media, strengthen internet thinking, and be “supported by advanced technology and rooted in content construction.”

From the practical pathways of current media convergence development, integration is not merely a simple superposition of traditional and emerging media. Rather, it requires establishing a synergistic and unified framework encompassing content, technology, channels, platforms, and management. In the era of mobile internet and artificial intelligence, as media boundaries continue to dissolve, how traditional media can leverage their strengths, explore development pathways, and adapt to this evolving landscape is a challenge we collectively face.

As an industry organization that has long followed media convergence developments, we are pleased to see Yunnan Daily Press Group vigorously advancing convergence development in accordance with central requirements. Their initiatives include building a “central kitchen,” establishing advanced teams, integrating related industries, and leveraging the advantages of converged media across print, websites, new media, and client applications to create news products adapted to multi-scenarios, mobile terminals, and diversified needs, while actively serving news users through linked multi-platform distribution channels.

The “Development Pathways and Vision: Exploring Regional Media” salon event, organized by *China Media Technology* magazine, serves as a regional conference for in-depth study and implementation of General Secretary Xi Jinping’s important speeches, facilitating the exchange of experiences and information on media convergence development and transformation. We hope this conference will provide a platform for ideological convergence and long-term exchange for friends from the propaganda and cultural sectors across Yunnan’s prefectures and cities, enabling them to share practical experiences, disseminate development pathways, and discuss future visions, thereby contributing to the healthy development of media convergence.

The China News Technology Workers Federation is a national-level professional social organization established in 1991 by Xinhua News Agency, People’s Daily, and the State Administration of Radio and Film. As a federation of technical workers in national news media organizations, its primary responsibilities include researching development directions, strategies, and planning for technology in China’s news media field; organizing and coordinating technical workers across national news media units to analyze and guide solutions to “bottleneck” problems in media technology development; and promoting technological progress in China’s news media industry.

In recent years, scientific and technological advances have led to continuous iteration of information transmission physical media, with news production methods and dissemination channels undergoing tremendous transformation under new technological applications. The speed at which people receive information

has accelerated, and the scenarios for information consumption have become increasingly diversified. Guided by technologies such as drones, sensors, and artificial intelligence, the Yunnan Daily Press Group has actively responded to central requirements by vigorously promoting convergence development.

We wish this salon event and the signing ceremony for the Yunnan Provincial Party Newspaper Convergence Platform Cooperation Framework Agreement complete success. Thank you all.

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

Source: ChinaXiv — Machine translation. Verify with original.