

ON THE SEMINAR FOR YOUNG MEDIA PROFESSIONALS FROM PAKISTAN ORGANIZED BY
THE COMBINED EFFORTS OF SENATE STANDING COMMITTEE ON INFORMATION &
BROADCASTING AND CHINESE EMBASSY IN PAKISTAN

SENATE SECRETARIAT

REPORT OF THE SENATE STANDING COMMITTEE ON INFORMATION & BROADCASTING

I, Chairman, Senate Standing Committee on Information & Broadcasting, would like to present a special report of the Committee on the Seminar for Young Media Professionals from Pakistan organized by the combined efforts of Senate Standing Committee on Information & Broadcasting and Chinese Embassy in Pakistan.

2. After seeking the permission of Hon'ble Chairman Senate, the office of Chairman Committee, Secretary Committee and Press Secretary of Chinese Embassy in Pakistan worked in close collaboration to make this seminar a success. The duration of online Seminar was twenty-one (21) days i.e. from 12th August to 1st September, 2021 and participants joined via Zoom.

3. The aim of this seminar was to set the theme and content of training programs for young Pakistanis media personnel. It was planned to build a platform for exchange and cooperation between China and Pakistan in the media field through various training methods such as expert lectures and interactive exchanges so as to enhance the media integration ability and level of young Pakistani media personnel. Further, the Pakistani young media personnel were able to deeply understand China's political, economic, cultural and social development and promote objective and true news about China.

4. The opening and closing ceremonies of the said seminar were graced by **Senator Mirza Muhammad Afridi, Deputy Chairman Senate, Senator Faisal Javed, Chairman Committee** along with the **Chinese Ambassador** in Pakistan at the Chinese Embassy. More than fifty (50) participants were nominated by the Senate Secretariat whom successfully completed the said Seminar and were awarded the completion certificates in a prestigious ceremony.

5. The Research and Training Institute of National Radio and Television Administration, People's Republic of China (RTI of NRTA), which is the main organizing agency of this seminar is a bureau-level public institution directly under the National Radio and Television Administration, People's Republic of China (NRTA). It trains cadres of the NRTA and of the radio and television industry. It provides international media seminars under the **Belt and Road initiative and the "Go Global" policy**.

6. As a base for personnel training and international media training, the RTI fully displays the **media's unique role in diplomacy**. It serves as a platform for media exchanges and cooperation to developing countries. It has established a radio and television international training system, a faculty and a training mechanism. In addition, the institute cooperates with UNESCO, Asia Pacific Broadcasting Development Institute (AIBD), Asia Pacific Broadcasting Union (ABU), Asian Development Bank (ADB), Deutsche Welle, France National Audiovisual Institute (INA), etc. A series of international training programs have been launched. Since 2005, the RTI has successively undertaken 195 international training programs and by the end of 2020, 5,256 ministerial-level radio and television officials, middle and senior managers, editors, journalists and technicians from 152 countries on five continents had participated in various training programs.

7. Since 2020 RTI has established an online model for international research and training and the international **"cloud research and training" platform**. It has successfully organized three online international seminars. They have been attended by more than 190 media representatives from Myanmar, Cambodia and Kazakhstan, including ministerial-level officials from media authorities as well as representatives of national radio and television stations, national news agencies and influential private media.

8. The participants were able to learn following basic aspects of media studies through this Seminar:

- **Part 1: China's national conditions**

Experts in relevant fields were invited to introduce China's basic national conditions based on Xi Jinping's thoughts on socialism with Chinese characteristics in the new era, and share the achievements and experience gained since the founding of the People's Republic of China's reform, opening up and introduce the achievements of China's Winter Olympics preparations and poverty alleviation activities, the Seminar played an effective role.

- **Part 2: Media policy exchanges between China and Pakistan**

Relevant leaders from the Publicity Management Department and the Policy and Regulation Department of the National Radio and Television Administration (NRTA) were invited to introduce the basic situation of the radio and television in China, including industrial Development plans, media policies as well as relevant rules and regulations, with its focus on China's radio and television industry in promoting the

construction of main stream media, content production and innovation, integrated media development, scientific and technological innovation, and international communication, so as to strengthen media exchanges and dialogues and promote pragmatic cooperation between China and Pakistan.

- **Part 3: Innovation and development of news report in the era of media integration**

Experts in relevant fields were invited to introduce the development status of news report in the era of media integration, analyze the existing problems and challenges of news report in the era of media integration, enhance the ability of all-media young journalists in the era of media integration, discuss how to optimize the development and utilization of media integration resources, so as to realize the innovation of news report content, then further explore the future development direction of news report in the era of media integration. Specific courses included: media integration news gathering, planning and communication skills, media integration development and news report innovation, TV news editing strategies for major emergencies, news report of media integration data, etc.

- **Part 4: Construction of "smart radio & television" construction and OTT business operation in the 5G era**

The Seminar introduced the application and promotion of "Smart Radio & Television" digital technology and 5G Technology in the field of radio & television and network audio -visual industry, and China's OTT business operation and management mode to enhance the core competitiveness and influence of Pakistan's network audio-visual industry, focusing on how the new media technology with digitization, intelligence and networking as the core technologies in the 5G era integrates with the traditional radio & television and network audio-visual industry, combined with the development status of Pakistan's radio & television.

- **Part 5: Film and television program production and content innovation in the all-media era**

Relevant experts from well-known audio-visual network new media enterprises, Such as the TV Department of the NR1A, China Media Group, Youku of Alibaba Entertainment, etc. were invited to give lectures to student representatives, introducing the production concepts, development status and trends of traditional film and television dramas and online self-made dramas in detail, and fully communicate & discuss with representatives on how to build a Mobile cloud platform or network

audio-visual industry, how to find the growth pole of program innovation and development, etc., so as to enhance the creation level of Pakistani film and television dramas.

- Part 6: Understanding China and China's media development through "Cloud Tour"

With the help of the online instant messaging live broadcast platform, the training results will be deepened through "Cloud Tour", which makes it possible to go to national media organizations such as China Media Group, new media organizations such as China Network Television, radio & television technology and engineering companies Such as Beijing BBEF Science & Technology Co.,ltd. At the same time, the seminar organized the "Cloud Tour" for trainees to visit radio & television stations at provincial and prefecture (City) levels with local characteristics. The trainees had a more comprehensive understanding of the development level of radio & television in China & Pakistan.

- Part 7: "Cloud Seminar" of media exchanges between China and Pakistan

Through the online instant messaging platform, experts, well-known journalists, senior media personnel and representatives from CCTV, People's Daily, Xinhua News Agency and other institutions were invited to have online communication with the representatives. Departmental leaders of the NRTA as well as industry experts were invited to discuss with their media counterparts from Pakistan on radio & television policy exchanges, media cooperation and capacity building, digitalization of radio & television, and development of new media, then explore media exchange and cooperation under the background of media integration.

9. Being a special initiative, which proved helpful for young media personnel in Pakistan and reflected as positive initiatives of the Senate Standing Committee and in turn that of Senate of Pakistan; the Committee decided to present a special report in this regard in the House for the perusal of all members of the Senate.


(HAUSA FAROOQ)
Secretary Committee


(SENATOR FAISAL JAVED)
Chairman Committee