**Promote the in-depth development of media integration and consolidate the common ideological foundation of the whole party and the people of the whole country**

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Xi Jinping stressed at the 12th collective study session of the Political Bureau of the CPC Central Committee

Promote the in-depth development of media integration and consolidate the common ideological foundation of the whole party and the people of the whole country



On January 25, the Political Bureau of the CPC Central Committee held its twelfth collective study session at the People's Daily on the all-media era and media integration development. Xi Jinping, General Secretary of the CPC Central Committee, presided over the study session and delivered an important speech.

Photo by Xinhua News Agency reporter Xie Huanchi



On January 25, the Political Bureau of the CPC Central Committee held its twelfth collective study session at the People's Daily on the all-media era and media integration development. This is Xi Jinping, Li Keqiang, Li Zhanshu, Wang Yang, Wang Huning, Zhao Leji, Han Zheng and others listening to reports on the construction of the newspaper's Weibo, WeChat public account, and client at the People's Daily New Media Center, and watching the display of new media products.

Photo by Xinhua News Agency reporter Rao Aimin

■ Promoting the development of media integration and building all-media has become an urgent issue we face. We must use the achievements of the information revolution to promote the in-depth development of media integration, expand and strengthen mainstream public opinion, consolidate the common ideological foundation for the unity and struggle of the whole party and the people of the country, and provide strong spiritual strength and public opinion support for achieving the "two centenary" goals and realizing the Chinese dream of the great rejuvenation of the Chinese nation.

■We must plan according to the situation, act in response to the situation, and follow the trend to accelerate the development of media integration, so that the mainstream media has strong communication, guidance, influence, and credibility, forming concentric circles online and offline, so that all people can be closely united in ideals, beliefs, values, and moral concepts, making positive energy stronger and the main theme more uplifting.

■The People's Daily is the official newspaper of the Party Central Committee. A newspaper connects the Party's heart above and the people's heart below. We must run the People's Daily better, expand its geographical coverage, expand its coverage of people, expand its coverage of content, and give full play to its guiding, banner and leading role in public opinion.

Beijing, January 25 (Xinhua) -- The Political Bureau of the CPC Central Committee held its 12th collective study session on the all-media era and media integration development on the morning of January 25. Xi Jinping, General Secretary of the CPC Central Committee, presided over the study session and stressed that promoting the development of media integration and building all-media has become an urgent issue facing us. We should use the achievements of the information revolution to promote the in-depth development of media integration, expand and strengthen mainstream public opinion, consolidate the common ideological foundation for the unity and struggle of the whole party and the people of the whole country, and provide strong spiritual strength and public opinion support for achieving the "two centenary" goals and realizing the Chinese dream of the great rejuvenation of the Chinese nation.

This time, the collective study of the Political Bureau of the Central Committee set the "classroom" at the forefront of media integration development, and adopted a combination of research, explanation and discussion.

On the morning of the 25th, led by Xi Jinping, the Political Bureau of the CPC Central Committee came to the New Media Building of the People's Daily. They first visited the People's Daily Digital Communication Company to inspect and understand the construction and promotion of the electronic newspaper rack. Upon learning that such a digital terminal integrates functions such as browsing news, conducting ideological and political studies, and providing book and journal borrowing, and has become an important integrated communication platform, Xi Jinping expressed affirmation and emphasized that the electronic newspaper rack is an important innovation in media communication. We must constantly sum up experience, continue to explore concepts, systems and mechanisms, and methods, and continue to work hard to expand to the grassroots, extend to buildings, and get closer to the masses, so as to provide more and better cultural and information services to the people, so that the People's Daily is closer to the people and the People's Daily is for the people.

Reengineering the editing and publishing process and building a media integration center are important parts of media integration development. Xi Jinping and others came to the "Central Kitchen" of the People's Daily and learned about the situation of connecting various resources of "newspapers, networks, terminals, microblogs, and screens" and realizing all-media communication with the help of video clips. Xi Jinping had cordial conversations with editors and reporters from studios such as "Mala Finance", "One Book of Politics and Economics", "Xia Ke Island", and "Learning Power". Xi Jinping pointed out that mainstream media such as party newspapers, party journals, party radio stations, and party websites must keep up with the times, boldly use new technologies, new mechanisms, and new models, accelerate the pace of integrated development, and maximize and optimize the propaganda effect.

In front of the mobile reporting command platform, Xi Jinping communicated with reporters and the first secretary of the poverty alleviation village who were interviewing in Yuying Village, Pingfang Manchu Township, Luanping County, Chengde City, Hebei Province, to learn about the progress of the village's poverty alleviation work. Xi Jinping emphasized that poverty alleviation is a historic project and a solemn promise made by the Communist Party of China to the people. Our party is the most serious, and it always keeps its word and does what it says. He hopes that the majority of journalists will carry forward their fine style, throw themselves down, calm down, take root at the grassroots level, and take the grassroots, especially the front line of poverty alleviation, as a platform and rare opportunity for learning and training, increase their knowledge, enhance their feelings, and increase their talents, and truly solve practical problems for local people and bring new changes to poor villages. Xi Jinping also expressed cordial greetings and good wishes to all the first secretaries of poverty alleviation villages and the majority of grassroots cadres across the country, and to hundreds of millions of fellow villagers through video.

Afterwards, Xi Jinping and others listened to the report on the construction of the People's Daily Weibo, WeChat public account and client at the People's Daily New Media Center, and watched the display of new media products. Xi Jinping stressed that party newspapers and periodicals should strengthen the construction and innovation of communication means, develop various new media such as websites, Weibo, WeChat, electronic newspaper racks, mobile newspapers, and online TV, actively develop various interactive, service-oriented, and experiential news information services, achieve all-round coverage, all-weather extension, and multi-field expansion of news dissemination, promote the party's voice to directly enter various user terminals, and strive to occupy new public opinion fields.

After the visit, Xi Jinping and others came to the People's Daily All-Media Broadcasting and Control Center, where People's Daily President Ye Zhenzhen gave an explanation on the development of media integration and everyone had a discussion.

Xi Jinping delivered an important speech. He stressed that the continuous development of all-media has led to the emergence of full-process media, holographic media, all-staff media, and full-effect media. Information is everywhere, all-encompassing, and used by everyone, which has led to profound changes in the public opinion ecology, media structure, and communication methods, and news and public opinion work is facing new challenges. We must plan, act, and follow the trend, accelerate the development of media integration, enable mainstream media to have strong communication, guidance, influence, and credibility, form concentric circles online and offline, and unite all people in ideals, beliefs, values, and moral concepts, so that positive energy is stronger and the main theme is more uplifting.

Xi Jinping pointed out that to promote the development of media integration, we must adhere to the direction of integrated development, achieve effective integration of various media resources and production factors through process optimization and platform reconstruction, realize the integration and interconnection of information content, technology applications, platform terminals, and management methods, catalyze the qualitative change of integration, amplify the efficiency of integration, and create a group of new mainstream media with strong influence and competitiveness. We must adhere to the mobile-first strategy and let mainstream media use mobile communication to firmly occupy the commanding heights of public opinion guidance, ideological guidance, cultural inheritance, and serving the people. We must explore the application of artificial intelligence in news collection, production, distribution, reception, and feedback to comprehensively improve the ability to guide public opinion. We must coordinate the relationship between traditional media and emerging media, central media and local media, mainstream media and commercial platforms, popular media and professional media, and form an all-media communication system with intensive resources, reasonable structure, differentiated development, and coordinated efficiency. We must strengthen the management of emerging media in accordance with the law to make our cyberspace clearer.

Xi Jinping stressed that we must speed up the top-level design, build a new communication platform, build a new mainstream media, expand the influence of mainstream values, and make the voice of the Party spread wider, wider, and deeper. We must clearly adhere to the correct political direction, public opinion orientation, and value orientation, and make a significant improvement in the quality and level of positive propaganda through innovations in concepts, content, forms, methods, and means. Mainstream media should provide more real, objective, and clear-cut information content in a timely manner, and grasp the initiative and dominance in the public opinion field. We must strengthen the construction of network content from the perspective of maintaining national political security, cultural security, and ideological security, so that all media communications can operate on the track of the rule of law. We must comprehensively improve the ability and level of technical network governance, standardize the use of data resources, and guard against risks brought about by new technologies such as big data.

Xi Jinping pointed out that the Party committees and governments at all levels should increase their support for the development of media integration in terms of policies, funds, talents, etc. Propaganda management departments at all levels should reform and innovate management mechanisms, implement supporting policies and measures, and promote the development of media integration in the right direction. Leading cadres at all levels should enhance their ability to deal with the media and continuously improve their ability and level of governance.

Xi Jinping stressed that the People's Daily is the official newspaper of the CPC Central Committee. A newspaper connects the hearts of the Party and the people. We must run the People's Daily better, expand its coverage of regions, people and content, and give full play to its guiding, banner and leading role in public opinion.

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