

Seminar for Young Media Professionals from BRI Countries

Program name	Seminar for Young Media Professionals from BRI Countries		
Organized by	Zhejiang Normal University		
Time	2025-10-31 -- 2025-11-13	Language used	English
Countries invited	BRI Countries		
Planned number of participants	25		
Requirements for the Participants	Age	Under 45 for officials at or under director's level; Under 50 for officials at director general's level.	
	Health condition	In good health with health certificate issued by the local public hospitals; without diseases with which entry to China is disallowed by China's laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular/cerebrovascular diseases and diabetes; without metal diseases or epidemic diseases that are likely to cause serious threat to public health; not in the process of recovering after a major operation or in the process of acute diseases; not seriously disabled or pregnant.	
	Language competence	Capable of listening, speaking, reading and writing in English during the training	
	others	Family members or friends shall not follow	
Venue	Jinhua City, Zhejiang Province	Weather conditions	5°C~25°C
Cities to be visited	Shanghai City Hangzhou City, Zhejiang Province	Weather conditions	Shanghai City:5°C~20°C Hangzhou City, Zhejiang Province:5°C~25°C
Remarks	1. Please prepare the discussion materials related to the theme of the program; 2. Please wear formal or traditional ethnic clothing or working uniform to formal activities; 3. Please carry a small amount of common medications; 4. The Chinese side will not provide computers, please bring your own if necessary; 5. It is generally prohibited to alter international flight tickets personally. If necessary, please consult the Economic and Commercial Office of the Chinese embassy in your country to handle the process of flight ticket change; 6. If unexpected circumstances prevent your timely departure, or if your connecting flight is delayed, please contact the Economic and Commercial Office or the contact person of the organizer in a timely manner and inform them of the latest flight information for pick - up arrangements; 7. When transferring flights, please confirm whether you need to recheck your luggage; 8. After collecting your luggage upon landing, please wait patiently at the international arrival exit or domestic arrival exit. Our staff will pick you up with a sign bearing the name of the organizer. If the wait exceeds 15 minutes, you can contact with the contact person of the organizer by phone; 9. It is recommended to download and register WECHAT in advance.		
Contact information of	Contact person for the program	Ms.Van Jiahuan, Mr.Chen Rui	

the organizer	Office phone	0086-579-82298817(Ms.Van), 0086-579-82288817(Mr.Chen)
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About the Organizer	<p>Zhejiang Normal University (ZJNU), established in 1956, is a key provincial university known for its teacher education. Over the past 68 years, ZJNU has nurtured more than 300,000 talents including 210,000 in the educational field. It is thus acclaimed as the “cradle for basic education teachers in Zhejiang Province”. ZJNU offers a wide range of academic programs, with 11 doctoral programs on Level-1 subjects, 1 doctoral program category, and 11 postdoctoral research stations. It has developed a distinctive profile in education research, African studies, and children’s studies. ZJNU upholds the value of educational internationalization and has established partnerships with more than 280 foreign educational institutions situated in over 60 countries and regions spanning 5 continents. It has collaborated on study abroad and exchange programs with more than 70 foreign universities. The university has the qualification to enroll in short-term, long-term, and CSC scholarship programs for international students. The university has built 5 Confucius Institutes, 1 independent Confucius Classroom and 1 Chinese Language Teaching Center overseas, and is the only local university in China that has been awarded “Advanced Chinese Partner of Confucius Institutes” 6 times.</p> <p>Over the past decades, ZJNU has played an active role in international exchanges and cooperation by taking full advantage of its strength. It serves as the “Base for Educational Aid and Development” approved by the Ministry of Education, the “China Aid Training Center for Primary and Secondary Education” approved by the Ministry of Commerce, and the “China-ASEAN Education and Training Center” approved by the Ministry of Foreign Affairs and the Ministry of Education. ZJNU has long been responsible for high-level foreign-aid training sessions. It has held 240 foreign aid training programs with 5,459 participants, including outstanding alumni such as Faustin-Archange Touadéra, the sitting president of the Central African Republic. In 2023, ZJNU successfully hosted 25 sessions of the foreign aid training program, which was widely acclaimed.</p>	
Training content	<p>The seminar employs various teaching methods, including lectures, on-site teaching, discussion sessions, visits and cultural activities, aiming at introducing China’s practical experience in the field of journalism and communication, spreading China’s advanced experience in national economic and cultural development and the role and function of journalism and communication in this process for young media professionals from Belt and Road countries. In this way, the purpose of “mutual promotion” will be realized. In addition, this seminar aims to provide participants with an in-depth experience and understanding of Chinese culture through visits and cultural activities, and then to have better understanding on China.</p> <p>1. Main training lectures and contents</p> <p>(1) Lecture: Contemporary China’s national conditions and reform and opening-up. China’s current political, economic, cultural situation, as well as the achievements and challenges faced in the process of reform and opening-up will be introduced, to help students better understand the historical background, current situation and future trend of today’s China, and to provide a theoretical basis for future learning and exchange.</p> <p>(2) Lecture: Mass media and social changes in contemporary China. The type, quantity and development trend of China’s mass media will be introduced, helping participants further understand the current situation and trend in the field of mass communication in China and its</p>	

profound influence on social form and culture.

(3) Lecture: Operation and management of media industry. Introduce the development history, market size and industry ecology of the media industry, and analyze the current trend and future development direction of the industry. Discuss how media enterprises can formulate business strategy and business model that suit their needs.

(4) Lecture: Current situation of Chinese new media. The current development situation, competition pattern and market supply and demand situation of China's new media industry will be analyzed in detail, and the opportunities and challenges facing the industry will also be analyzed in terms of its policy, economic, social and technological environment, so as to explore how to develop effective marketing strategies on China's new media platforms, and to provide practical case analysis.

(5) Lecture: Media convergence from news to "news plus". Introduce the change and trend of news communication, and how to meet the needs of readers and commercialize through "news plus".

(6) Lecture: Production and operation of short video, its development trend and popularity in recent years and its importance and prospect. Explain short video's production process and skills, as well as its marketing strategy, brand building and operation, so that participants can acquire the relevant skills and strategies, and lay a solid foundation for the future career in related industries.

(7) Lecture: Construction of film and television bases and cultural tourism development in China. This course will discuss how major cities in China have begun to invest heavily in film and television bases over recent years, and how these bases are being used in film production at home and abroad. Also, it will introduce how the film and television bases construction can boost the development of the local tourism industry and attract more tourists to experience the process and scenes of film production.

(8) Lecture: Social media and new media application in China. It will introduce the current popular social media platforms and new media forms in China, and how to formulate appropriate content strategies and interactive ways for different social platforms to attract users' attention and improve brand awareness. Case studies of brands' marketing practices on social media will be used to draw out feasible practical methods.

(9) Lecture: Chinese television and cultural communication. It will introduce the rise and development of Chinese TV industry and its important role in cultural communication. Explore the changes brought about by digital technology in the field of television in the TV field, as well as the future development trends and challenges of China's television industry.

(10)Lecture: Development of China's film industry and international communication of Chinese film and television industry. The rise and development of China's film industry will be introduced, and its current development and future trend in terms of policy, market and technology will also be analyzed. Furthermore, this course will expound the performance and competitiveness of Chinese film and television in the international market, and discuss how to improve the international visibility and brand image of Chinese film and television, as well as how to obtain better box office returns overseas.

(11)Lecture: China's reform and opening-up and the development of film industry. This course will introduce the historical background of China's reform and opening-up policy and the enlightenment and opportunities it has brought to the development of China's film industry. Also, the future development trend and challenges of China's film industry will be discussed, and some countermeasures and suggestions will be given, such as technological innovation, talent training, financial investment and so on.

The lectures may be adjusted according to the actual situation.

2. Visits

(1) It is proposed to arrange the fellow participants to visit Shanghai City and Hangzhou City in Zhejiang Province to study cultural communication, so as to establish a more comprehensive and in-depth understanding of China's development of film industry, and also to better comprehend what they have learned in the classroom.

(2)It is proposed to arrange for the participants to visit the Hengdian World Studios in Dongyang, Jinhua of Zhejiang Province. This will enable the participants to gain a more comprehensive and in-depth understanding of the diversified development of China's media industries, and to better comprehend the knowledge learned in the classroom.

The city visits may be adjusted according to the actual situation.

3. Cultural Experience

Arrangements will be made for participants an opportunity to immerse themselves in the enriching traditional Chinese martial arts dedicated to health preservation – Yang Taijiquan. This hands-on experience aims to cultivate a deeper understanding of China’s profound traditional culture.

Contents may be adjusted according to the actual situation.

4.Lecturer Profile

(1)Zhang Genfu: Deputy Director of the University Affairs Committee of ZJNU.

(2)Yang Zhenhua: PhD, Associate Professor, Education Director of the Zhejiang Ecological Civilization Cadre College, former Associate Dean and Party Committee Member of the School of Economics and Management at Huzhou Normal College. Associate Prof. Yang has presided over more than 10 projects, including the National Social Science Fund of China and Zhejiang Soft Science Programme, and published over 20 papers in international journals such as SSCI and SCI. Besides, he has been honored as one of young top-notch talents in the Humanities and Social Sciences Field under the “South Taihu Special Support Program for Talents” and as a talent under the Zhejiang Province Youth Expert Training Program for Tourism.

(3)Wang Xin: Director of the Public Service Department of the Jinhua Bureau of Culture, Radio, Television, and Tourism.

(4)Yi Xiaolong: PhD, Lecturer, teacher at the College of International Education and Social Development of ZJNU, and member of China Folklore Society. He is mainly engaged in research and teaching of folklore and intangible cultural heritage, and presided over the project of Ministry of Education, “Poetic Residence: Aesthetic Study of Huizhou Residence in Ming and Qing Dynasties”, which was published by Taiwan’s Hua Mulan Publishing House in 2017 with the same title. He has also been involved in many projects, such as “General Annals of Zhejiang · Folklore Annals” and “Research on the Construction of Space for the Twenty-four Solar Terms and Farming Culture in Zhejiang Province Under the Background of Rural Revitalization”.

(5)Lin Minxia: PhD, Associate Professor at the College of International Education and Social Development of ZJNU, Master’s Supervisor, MPA Supervisor, Vice Chairman of the Youth Forum Committee of the Chinese Anthropology Advanced Forum, part-time researcher at the Center for Jiangnan Culture Studies of ZJNU, the Key Research Center of Social Sciences of Zhejiang Province, and researcher at Guilin Jinzhongshan Tourism Research Institute.

(6)Sun Facheng: PhD, Professor, Supervisor of Master and PhD, Vice Dean of the School of Design and Innovation at ZJNU, Deputy Secretary-General of Society for the Promotion of Zhejiang Folk Culture, expert in the Zhejiang Provincial Intangible Cultural Heritage Expert Database, and Vice Dean of the National Industrial Design Research Institute (Eco-Design) Branch of ZJNU.

(7)Wang Chenhui: Associate Professor at the School of Design and Innovation of ZJNU, Director of Arts and Technology Major of ZJNU, instructor for the Ministry of Education’s “Intangible Cultural Heritage Research and Training” project, member of the Academic Committee of Zhejiang Advertising Association, member of Zhejiang Provincial University Student Advertising Creative Design Competition Expert Committee, member of Zhejiang Cultural and Creative Industry Association, member of "Jinhua City Cultural IP Development and Operation Team" of Zhejiang Cultural and Tourism Innovation Team, head of the Cultural and Creative Design Studio, and mentor of the Credit System Society.

(8)Lu Jiajia: PhD, Associate Professor at the School of Arts/the Institute for Silk Road Culture and International Sinology, Supervisor of Master, member of the Shanghai Film Critics Society. Associate Prof. has mainly been engaging in research on the film industry and film history, and has presided over one project of the National Social Science Fund Youth Project in the Arts, and participated in major projects of the National Social Science Fund in the Arts as well as Shanghai Philosophy and Social Sciences Project. She has also published over 20 papers in core journals such as Contemporary Cinema, Film Art, and Journal of Beijing Film Academy, two of which were reprinted in Abstracts of New China (online edition) and Renmin Photocopying Newspaper Materials.