Digital age redefines media role in society

Tech evolution brings not just opportunities but challenges, social responsibility, officials stress

BY CAN GWEI
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In Wuzhen, Zhejiang

Traditional media must learn to adapt like digitalization to continue survival and development, said top public-relations officials.

The fifth session of the Publicity Department of the Communist Party of China Central Committee and provincial officials, and top mediapeople at the conference, said that digitalization should get the initiative and come up with new solutions to performance and innovation.

“Traditional media will reach a dead end if they do not change,” said Shen Haixiong, deputy head of the Publicity Department of the Communist Party of China Central Committee and minister of Cyber Space Administration of China, as the internet has become the main channel for people to produce, disseminate and share information.

Suzhou's high-tech sales in 2017, up 47.3 percent

Shang Haoling, deputy head of the Publicity Department of the Communist Party of China Central Committee, said at a forum during the Fifth World Internet Conference in Wuzhen, Zhejiang province on Thursday, that 5G is coming.

“The media’s value will keep pace with the time and technology,” said the official on Wednesday. Sun Lijun, a partner at Alibaba Group Holding Ltd, said earlier this month that the e-commerce giant is expanding in the areas to sell their products through online platforms and improve their quality of life.

In East China’s Jiangsu province has invested 210 billion yuan ($1.44 billion) to establish an e-commerce area in “Belt and Road” with 14 other countries in the Belt and Road Initiative.

On October, the park had 312,000 active families and had helped 141 million consumers to set up online stores. The store opening rate of 91 percent in 2017, up 43 percent year-on-year.

Tang Yingdong, deputy mayor of Taizhou in Zhejiang’s development district, said that from January to September this year, the factory has shipped 110 million value-added agricultural products online, which include fresh vegetables, fruits and meat products.

E-commerce helps local government to tackle poverty issues

BY CAN GWEI

Local governments and e-commerce companies are working together to help people bring in poverty-stricken areas to sell their products online and improve their quality of life.

Fifth World Internet Conference in Wuzhen, Zhejiang province on Thursday.

China’s battle against poverty.

With the help of local governments and Pinduoduo, which has invested more than 30 billion yuan in poverty alleviation, the company has helped more than 50,000 workers find new jobs and promote products from poverty-stricken counties.

Some platforms are designed to provide more products and activities for the public to participate in.

Experts discuss ways to use poverty alleviation at a roundtable discussion during the Fifth World Internet Conference in Wuzhen, Zhejiang province on Thursday.

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Zhai Yingdong, deputy mayor of Longnan in Gansu, who contrasted that the more developed areas in China’s remote areas often produce higher-quality agricultural products with lower levels of poverty.

Wang Xiaoping, deputy director of the Publicity Department of the Communist Party of China Central Committee, said at the conference that the digitalization should get the initiative and come up with new solutions to performance and innovation.

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