

中国日报社会责任报告

(2024 年度)

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一、前言

（一）媒体概况

中国日报社是中央主要宣传文化单位和国际传播主力军，是中国走向世界、世界了解中国的重要窗口。作为国家英文日报，中国日报积极履行“联接中外、沟通世界”的职责，认真学习宣传贯彻习近平新时代中国特色社会主义思想特别是习近平文化思想，加强国际传播能力建设、促进文明交流互鉴，构建更有效力的国际传播体系，对外讲好中国故事、传播好中国声音，展现可信、可爱、可敬的中国形象，努力营造良好国际舆论环境、增强中华文明传播力影响力、推动构建人类命运共同体。

《中国日报》创刊于1981年6月1日，现已发展为拥有传统媒体、移动媒体、社交媒体的全球化、分众化、多语种、全媒体传播平台，全媒体用户总数约4.7亿，是国内外高端人士首选的中国英文媒体，也是境外媒体转载率最高的中国信息源之一。

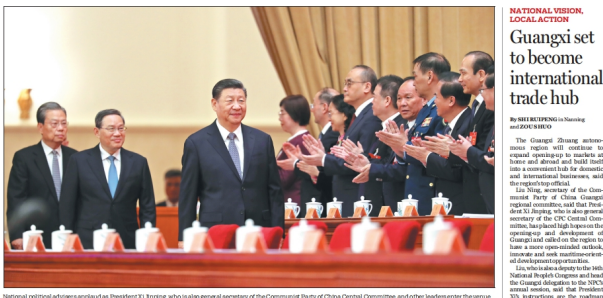
（二）社会责任理念

中国日报牢记“联接中外、沟通世界”的职责，加快构建多渠道、立体式对外传播格局，积极构建中国话语和中国叙事体系，深入参与建设全球文明倡议践行机制，促进文明交流互鉴，积极服务党和国家工作大局。

（三）2024年度获奖情况

2024年度，中国日报6件作品获评第三十四届中国新闻奖，其中一等奖2件，二等奖3件，三等奖1件；1人获评第十八届长江韬奋奖之韬奋系列；2人获评中国政府“友谊奖”；在第

45届世界新闻设计大赛评选中获评“新闻内页”“插画”等5个类别的11项卓越奖；《中国日报香港版》在“2023年香港最佳新闻奖”评选中获评11个奖项。



National political advisers applaud as President Xi Jinping, who is also general secretary of the Communist Party of China Central Committee, and other leaders attend the venue of the opening meeting of the 19th National Committee of the Chinese People's Political Consultative Conference in Beijing on Monday. (Xinhua/China Daily)

Advisers urged to pool more wisdom

Specialized role of Chinese People's Political Consultative Conference stressed as annual meeting opens

By ZHANG YU and YANG YANG
 Chairman political adviser, Wang Hong, said in his speech at the opening meeting of the 19th National Committee of the Chinese People's Political Consultative Conference (CPPCC) in Beijing on Monday that the country's political advisers should pool more wisdom to better serve the country's development.

Wang, chairman of the 19th CPPCC National Committee, made the remarks at the opening of the annual meeting of the CPPCC in Beijing on Monday. He said that the CPPCC should continue to play a special role in the country's political life, and that its members should pool more wisdom to better serve the country's development.

President Xi Jinping, who is also general secretary of the Communist Party of China Central Committee, and other leaders attended the opening meeting of the 19th National Committee of the Chinese People's Political Consultative Conference in Beijing on Monday. Wang Hong, chairman of the CPPCC National Committee, made the remarks at the opening of the annual meeting of the CPPCC in Beijing on Monday.

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Agenda

NPC session
 The report on the Government Work Report and the report on the implementation of the 2023 State and Local Government Work Reports will be presented to the NPC and the CPPCC National Committee.

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Other news
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Rule of law to consolidate high-level opening-up

By CHAO YIN
 China will continue to promote high-quality opening-up through rule of law, with reform and opening-up to continue to advance the high-level opening-up of the country and the world, according to the Chinese People's Political Consultative Conference (CPPCC) National Committee in Beijing on Monday.

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Envoy hails new height of China-France relations

By ZHANG YU and YANG YANG
 Chinese and French governments are working hard to promote the high-level opening-up of the country and the world, according to the Chinese People's Political Consultative Conference (CPPCC) National Committee in Beijing on Monday.

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Party, State leaders pay tribute to people's heroes



By ZHANG YU and YANG YANG
 An oversight act was held in Beijing on Monday to honor national heroes and people's heroes who have made outstanding contributions to the country's development and the people's happiness.

President Xi Jinping, who is also general secretary of the Communist Party of China Central Committee, and other leaders attended the ceremony in Beijing on Monday. Wang Hong, chairman of the CPPCC National Committee, made the remarks at the opening of the annual meeting of the CPPCC in Beijing on Monday.

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3月5日，中国日报两会专版版面

10月1日，中国日报头版版面

二、政治责任

（一）政治方向

坚持以习近平新时代中国特色社会主义思想为指引，认真贯彻习近平文化思想和习近平总书记致中国日报创刊40周年重要贺信精神，深入贯彻党的二十大和二十届二中、三中全会精神，以坚定拥护“两个确立”、坚决做到“两个维护”的高度自觉，全力服务中心大局。

创新中国话语体系与叙事体系，全方位彰显习近平新时代中国特色社会主义思想的真理力量。2024年，全平台发布核心报道篇数和传播量较2023年均增长9%。坚持移动优先，全力打造中国日报宣传习近平总书记和习近平新时代中国特色社会主义思想的“第一账号”，2024年账号发稿量、浏览量、互动量分别是2023年的2.1倍、3.6倍和4.4倍，粉丝量实现翻番。紧跟总书记高访足迹，持续在中亚、俄罗斯、秘鲁、巴西等地推出《高访专刊》，精准覆盖当地重点场所和主要受众，有力彰显中国日报的独特外宣优势和特殊重要作用。创新内容形式，“小彭的外交观察”Vlog、“跟着习主席看世界”等栏目解读元首外交故事，传播量超13亿。凸显全球化视野，重点打造“核心观”全媒专栏，深入阐释习近平新时代中国特色社会主义思想的世界意义。促进民心相通，在俄罗斯喀山牵头主办“金砖机遇”青年交流对话会，被200多家海外主流媒体报道。

Xi: China, Brazil ties at 'best period in history'

The two nations also agree to align Belt and Road Initiative with Brazil's development strategies

By Xu Wei and Feng Yixuan

China and Brazil announced on Wednesday that they would deepen their bilateral ties to a comprehensive level, and that the two nations will continue to work together to promote the Belt and Road Initiative and other areas of cooperation.

The Chinese and Brazilian Presidents, Xi Jinping and Luiz Inácio Lula da Silva, held a video conference on Wednesday after the Chinese president's visit to Brazil.

"The China-Brazil relationship is at a historic high level," Xi said. "The two nations have entered a period of the best period in history."

The two presidents agreed to align the Belt and Road Initiative with Brazil's development strategies, and to promote the Belt and Road Initiative in a comprehensive way.

The two presidents also agreed to strengthen cooperation in the areas of trade, investment, and infrastructure, and to promote the Belt and Road Initiative in a comprehensive way.

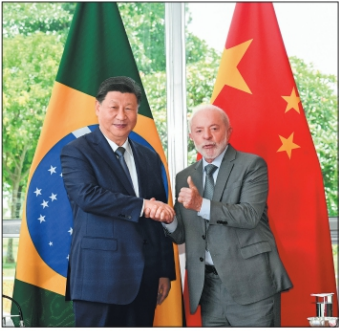
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Left: President Xi Jinping and President Luiz Inácio Lula da Silva. Right: President Xi Jinping and President Luiz Inácio Lula da Silva.

It marks the beginning of a new era in the relationship between the two nations, and the Belt and Road Initiative will play a more important role in the development of the two nations.

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Xi calls for jointly striving for a brighter digital future

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HOME LATEST XI'S QUOTES XI'S VISION XI'S STORIES XI'S INSPECTIONS XI'S VISITS XI'S LETTERS SPECIALS AND ARTICLES SPECIAL



Xi inspects central Chinese city of Luoyang

LATEST

Xi sends congratulatory letter to Chinese Young Pioneers national congress

Book about Xi features at Kuala Lumpur fair

Anticent roads paved foundation of national unity

Xi greets opening of Chinese Young Pioneers congress

New opportunity for green cooperation

XI'S QUOTES

Xi Jinping: Family is people's first classroom, and parents are children's first teachers.

Xi Jinping: The new era has brought a new dawn.

Xi Jinping: We will continue to work together to promote the Belt and Road Initiative.

11月21日，中国日报《高访专刊》版面

中国日报网“学习时代”专题
<https://www.chinadaily.com.cn/china/xismoments#Special>

(二) 舆论引导

加强热点跟踪监测并快速反应，积极抢占国际话语权，美国大选结果初步确认后，第一时间推出社论快评《中美关系新未来需要务实态度》，被近270家海外主要媒体转载。强化舆论引导，起底工作室推出纪录片《旧世界与新大路》，通过实地走访三大洲重点合作“一带一路”项目，在澄清谬误中增进国际社会对中国的认同，全球传播量超4亿。加强人文交流，在纽约举办中美关系主题新时代大讲堂，倡导推动中美关系健康平稳发展。做好人脉拓展，进一步扩大中外高端撰稿人队伍，邀请国际政要、前政要和专家学者发表评论、言论文章。



9月12日，举办“传承与发展 携手向未来”中美关系主题新时代大讲堂



2月22日，推出纪录片《旧世界与新大路》
<https://weibo.com/1663072851/01JTUIInJf>

（三）舆论监督

积极承担主流媒体应有的社会责任，科学、依法、建设性地开展舆论监督。报道《聚焦实体经济金融改革势在必行，上市公司造假必严查》，紧扣习近平总书记关于金融高质量发展

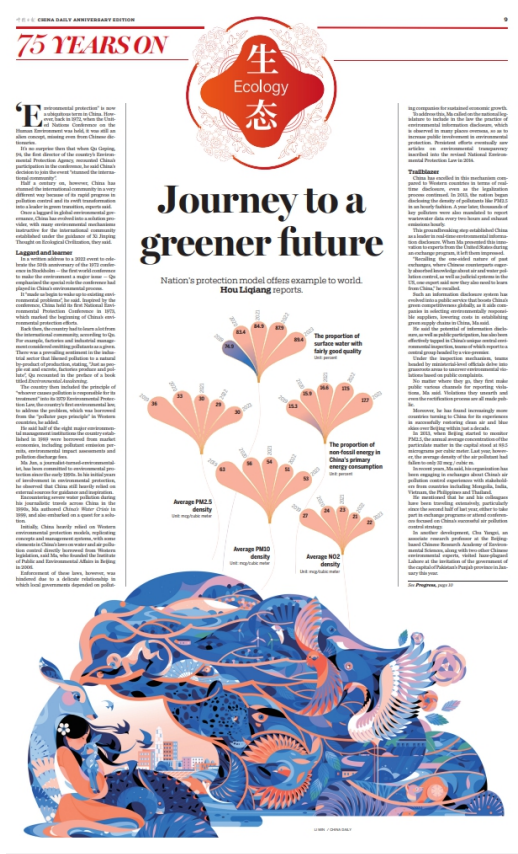
重要讲话精神，关注资本市场制度性短板，呼吁打击欺诈发行、虚假披露等违法行为，被海内外财经媒体广泛转载。针对零食配料表造假、卫生巾集体塌房、羽绒服骗局等各类消费安全事件，及时推出快评，强调唯有企业敬畏质量、消费者敢于较真、监管持续高压，各方共同努力才能确保安全底线。

（四）对外传播

创新话语叙事，多维度向国际社会呈现中国式现代化的万千气象。推出“习近平的改革愿景”系列报道、庆祝新中国成立75周年特别专刊《中国式现代化 世界的新机遇》等，向全球宣介党的二十届三中全会的精神实质与深远意义。唱响中国经济光明论，创办“智见中国”融媒栏目，对话朱光耀、林毅夫等20余位知名经济学家，传播量超1.5亿。讲好中国高质量发展的故事，“中国式现代化的地方实践”专栏专访云南、辽宁、广西、甘肃、宁夏等省、自治区党委书记，被近400家海外主要媒体转载。讲好全过程人民民主故事，《人大70年：民意之桥》系列双语纪录片被230多家海外主要媒体转载，推出《党纪学习为什么是终身必修课？三个老外这番话讲明白了》等系列视频，借“外嘴”讲好中国共产党的故事，传播量超5500万。



9月4日，“智见中国”专访江小涓教授。<https://weibo.com/1663072851/0vpL3vfZo>



10月1日，庆祝新中国成立75周年特别专刊部分版面

强化落地传播，不断完善海外传播布局。《中国日报国际版》优化渠道建设，覆盖60余个国家和地区。《中国观察报》深化与海外主要媒体的全媒体合作，与全球32个国家39家媒体合作出版英、法、西、俄、日、阿、意等多语种供版。与近百家海外主要媒体官网开展网络供稿合作，更好影响“有影响力的人”。

5月31日，《中国观察报》俄文版



加强文化交流，深化全球“Z世代”文化合作。创办“中美未来在青年”全媒专栏，在美国举办中美“Z世代”辩论交流会，聚焦中美两国“Z世代”相知相亲的故事，传播量超4000万。第六届“一带一路”青少年英语演讲比赛吸引50余个国家和地区的上万名青年参赛。

三、阵地建设责任

（一）融媒体矩阵

坚持全媒为本，持续强化融媒体矩阵建设。中国日报客户端作为推进深度融合的主阵地、旗舰平台，下载量达4350万，继续保持国内领先、国际一流的英文新闻客户端地位。拓展海外社交账号矩阵，脸谱主账号粉丝数1.16亿，稳居全球媒体账号粉丝数第二位；X主账号粉丝数415万，位列央媒前列；海外垂类账号矩阵发展稳健，粉丝量超4300万，其中优兔、TikTok主账号分别增长111%、68%。

（二）融媒体报道

推动主力军全面挺进主战场，融合传播亮点频出。图文报道《习近平：使中秘全面战略伙伴关系不断迈上新台阶》被近340家海外主要媒体转载，覆盖海外受众逾2.04亿。“小彭的外交观察”Vlog等栏目紧随总书记高访足迹，凸显创意性和现场感，打造系列视频《法国雪山遇知音》《直击秘鲁接机现场》等，全球传播量超8亿。巴黎奥运会期间推出短视频《中国小姐姐在巴黎卢浮宫跳青花瓷》，传播量超1亿，文化之美惊艳世界。“风物图志”栏目将饱含浓郁地方特色和具有传统底蕴的风物，以信息可视化的全媒体形式推向海外。

BEHIND THE LUBAN LOCK PLAYFUL MAZE

LU BAN, THE CREATOR
The Luban lock is attributed to the legendary Chinese inventor Lu Ban, who is said to have lived in the Zhou Dynasty (11th century BC). The lock is a complex mechanical device that is difficult to pick and is often used as a metaphor for a complex problem.

SIX ROD LOCK
The six-rod lock is a type of lock that uses six rods to secure a door. It is a traditional Chinese lock that is still used in some parts of China.

FATHER OF CARPENTRY
Lu Ban is often referred to as the "father of carpentry" in China. He is credited with inventing many tools and techniques that are still used in carpentry today.

ARCHITECTURAL INSPIRATION
The Luban lock is inspired by the intricate designs of traditional Chinese architecture, particularly the complex wooden structures of palaces and temples.

ASSEMBLE IT
The lock is made of six rods that are inserted into a wooden frame. The rods are arranged in a specific pattern that makes it difficult to pick. The lock is often used as a metaphor for a complex problem that requires a specific solution.

READY!
The lock is ready to be used. It is a complex mechanical device that is difficult to pick and is often used as a metaphor for a complex problem.

THE HISTORY OF YIXING TEAPOTS ARTISTRY IN CLAY

600+ YEARS
The history of Yixing teapots dates back over 600 years. They are made from a special type of clay called Zisha, which is known for its ability to absorb tea flavors and improve the taste of the tea.

HOW ZISHA TEAPOTS ARE MADE
The process of making a Zisha teapot is a traditional craft that involves several steps: 1. Clay selection, 2. Hand-throwing, 3. Drying, 4. Firing, 5. Polishing. Each step is performed with great care and attention to detail.

UNIQUE CLAY
Zisha clay is a unique type of clay that is found only in the Yixing region of Jiangsu province. It is known for its reddish-brown color and its ability to absorb tea flavors.

EARTH COLORS
The color of a Zisha teapot is determined by the natural color of the clay and the firing process. There are several different colors, including red, purple, and black.

YIXING'S ECONOMIC DATA
The value of Yixing teapots has increased significantly over the years. The value of Yixing teapots in 2013 was 1.2 billion yuan, up from 1 billion yuan in 2012.

MAIN STYLES
There are several different styles of Yixing teapots, including the Gourd style, the Fish style, and the Elephant style. Each style has its own unique characteristics and is highly valued by collectors.

BEHIND THE FUJIAN HAKKA TULOU RAISED FROM EARTH

THE CIRCULAR BUILDING
The Tulou is a circular building that is built on the earth. It is a traditional form of housing that is found in the Fujian province of China. The Tulou is known for its thick walls and its circular shape.

THE ROOF
The roof of a Tulou is made of a special type of clay that is fired at a high temperature. The roof is designed to be waterproof and to last for many years.

EIGHT-DIRECTION TOWER AND FENG SHUI
The Tulou is built according to the principles of Feng Shui, a traditional Chinese belief system. The circular shape of the building is believed to be a good form for protecting the inhabitants from evil spirits.

BLACK GLAZED CAP
The Tulou has a black glazed cap that is made of a special type of clay. The cap is designed to be waterproof and to last for many years.

THE WALL
The walls of a Tulou are made of a special type of earth that is mixed with lime. The walls are very thick and are designed to be fireproof and to last for many years.

WALL CONSTRUCTION
The walls of a Tulou are built in a circular shape. The walls are made of a special type of earth that is mixed with lime. The walls are very thick and are designed to be fireproof and to last for many years.

MORE THAN CIRCULAR TULOU
There are many different types of Tulou, including square, rectangular, and circular. Each type has its own unique characteristics and is highly valued by collectors.

EARTHEN BUILDINGS BY TYPE
There are several different types of earthen buildings, including the Tulou, the Hakka Tulou, and the Hakka Tulou. Each type has its own unique characteristics and is highly valued by collectors.

WU FISH & BRONZA
The Tulou is a traditional form of housing that is found in the Fujian province of China. It is known for its thick walls and its circular shape.

BEHIND THE FUJIAN HAKKA TULOU RAISED FROM EARTH

THE CIRCULAR BUILDING
The Tulou is a circular building that is built on the earth. It is a traditional form of housing that is found in the Fujian province of China. The Tulou is known for its thick walls and its circular shape.

THE ROOF
The roof of a Tulou is made of a special type of clay that is fired at a high temperature. The roof is designed to be waterproof and to last for many years.

EIGHT-DIRECTION TOWER AND FENG SHUI
The Tulou is built according to the principles of Feng Shui, a traditional Chinese belief system. The circular shape of the building is believed to be a good form for protecting the inhabitants from evil spirits.

BLACK GLAZED CAP
The Tulou has a black glazed cap that is made of a special type of clay. The cap is designed to be waterproof and to last for many years.

THE WALL
The walls of a Tulou are made of a special type of earth that is mixed with lime. The walls are very thick and are designed to be fireproof and to last for many years.

WALL CONSTRUCTION
The walls of a Tulou are built in a circular shape. The walls are made of a special type of earth that is mixed with lime. The walls are very thick and are designed to be fireproof and to last for many years.

MORE THAN CIRCULAR TULOU
There are many different types of Tulou, including square, rectangular, and circular. Each type has its own unique characteristics and is highly valued by collectors.

EARTHEN BUILDINGS BY TYPE
There are several different types of earthen buildings, including the Tulou, the Hakka Tulou, and the Hakka Tulou. Each type has its own unique characteristics and is highly valued by collectors.

WU FISH & BRONZA
The Tulou is a traditional form of housing that is found in the Fujian province of China. It is known for its thick walls and its circular shape.

3月29日、4月26日、9月10日中国日报“风物图志”栏目分别报道鲁班锁、紫砂壶、福建土楼

（三）融合采编平台建设

探索生成式人工智能的应用，通过开发并规范 AI 工具辅助内容生成、翻译和多媒体内容创作，大幅提升信息生产的效率和速度；推进实用高效的中国话语语料库建设，积极拓展“智能体”这一新型传播渠道和载体，构建自主可信的“洛书”国际传播智能体平台，面向各级国际传播中心、政府部门和出海企业提供能力输出，有效服务党和国家外宣工作大局。

四、服务责任

（一）信息服务

中国对外政务信息服务平台不断完善“新闻+政务+服务+互动”多元信息服务体系，通过立体化、垂直化、分众化的平台渠道，为海外受众提供及时、全面、权威的英文政务信息服务，满足海外受众来华投资、旅游、留学、生活、就业等各方面需求。



中国日报客户端上线法语、西班牙语新闻服务宣传海报

（二）社会服务

积极服务国家大外宣格局，站在国际传播前沿，深度参与各级党政机关、企事业单位的国际传播及对外服务平台建设，累计承接中央和国家机关与各地 400 余家机构的委托项目，助力政府信息化建设。

中国观察智库通过深度对话推动全球公共议题的解决，与中国社科院共同主办“全球战略对话（2024）”智库论坛，受到 600 余家海外主要媒体关注并报道；与中央党校（国家行政学院）等单位共同主办第五届“发展中国家国家治理高端智库论坛”，受到 570 余家海外主要媒体关注并报道。

（三）公益活动

深化公益传播体系建设，创新形式传递社会正能量。聚焦经济赋能、低碳发展、妇儿友好、生态守护等主题，全年刊登公益广告 101 个版面。公益作品立意明确，兼具思想深度与艺术表现力，收到良好的传播效果。



2月8日、11月14日《中国日报》刊发公益广告版面

强化使命担当，助力乡村振兴。举全社之力持续投入帮扶资金支持定点帮扶县江西省会昌县的振兴发展。发挥媒体优势，向外界展示“独好会昌”新形象，助推乡村特色产业和文旅产业发展，有效赋能会昌农特产品销售。深化教育帮扶，多种形式支持白鹅乡初级中学办学。



深化教育帮扶，支持白鹅乡初级中学办学

五、人文关怀责任

（一）民生报道

关注民生民意，体现报道温度。推出《“95后”国航女飞在蓝天拥抱梦想》《哈尼姑娘创业传承非遗文化》等，鼓舞更多年轻人在就业创业中勇敢追梦。“全国助残日”发布《科技进步助力残疾人群体享受更加美好的生活》，报道通过人工智能、外骨骼等新兴技术赋能残疾人群体。稿件《民办老年大学圈粉“银发族” “夕阳教育”成为“朝阳产业”》，展现老年人乐观向上的生活态度和终身学习理念。

（二）灾难和事故报道

秉持专业精神，坚持生命至上。刊发《习近平敦促加强台风救援和灾后重建工作》《台风“摩羯”检验应对措施》等报道，向世界展示中国政府和中国人民面对自然灾害昂扬奋进的精神状态，被近 860 家海外主要媒体转载。及时做好云南镇雄山体滑坡、广东梅大高速路面塌方等灾害报道，第一时间传递救灾现场讯息，力戒煽情炒作、二次伤害，传递人文关怀。

（三）以人为本

凸显人文精神，传递爱心正能量。献礼新中国成立 75 周年，“奔赴”特辑将重大主题内容平民化、表达网络化、话语年轻化，传播量超 2500 万。报道《重庆有条充满人情味的“背篓专线”》等，通过幸福路上“一个都不能少”的浓浓温情，宣传“以人民为中心”的发展理念。“同心同圆”栏目发布《家，是我们一辈子的馋》，生动展现两岸同胞血脉相连的情感纽带，引发广泛共鸣。



5 月 20 日，“同心同圆”栏目发布《家，是我们一辈子的馋》

<https://www.chinadaily.com.cn/a/202405/20/WS664aeda8a31082fc043c8147.html>

六、文化责任

(一) 弘扬践行社会主义核心价值观

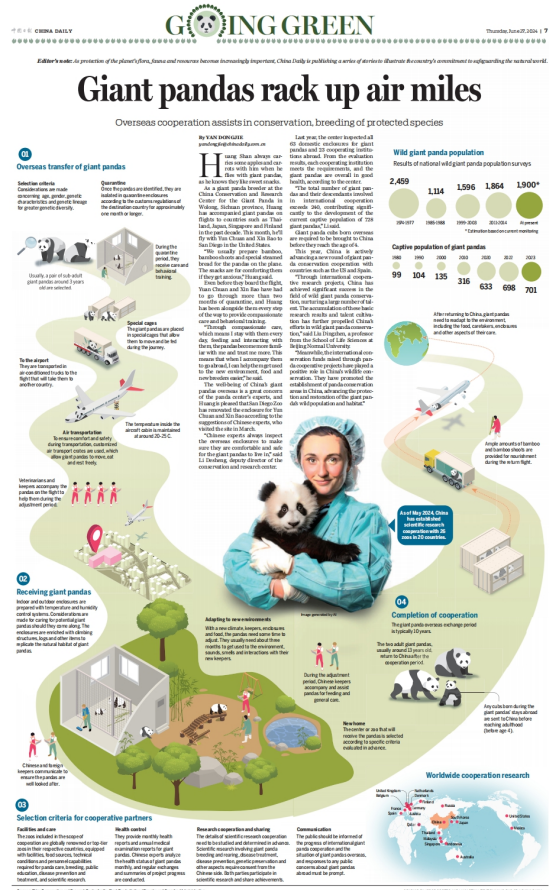
聚焦新时代，多元立体全面讲好中国故事。纪录片《接续·嘱托》，以“他视角”在以小见大中诠释习近平新时代中国特色社会主义思想的实践伟力。“绿色中国”融媒体栏目，深入宣传习近平生态文明思想，传播量约1000万。中国共产党成立103周年之际，刊发报道《中国共产党展现出愈发蓬勃的生机活力》，阐明我们党之所以能够始终保持蓬勃的生机与活力，一个关键因素在于党对年轻人具有强大的吸引力，不断有新鲜血液加入。



左图：10月1日推出纪录片《接续·嘱托》，解码新质生产力。

<https://enapp.chinadaily.com.cn/a/202410/01/AP66f8be261a3103f0966a0615a.html>

右图：6月27日，《中国日报》第7版“绿色中国”专栏讲述保护大熊猫的故事。



(二) 传承繁荣优秀传统文化

以文化人，生动宣介中华文化的独特魅力和影响力。推出“龙腾中华”主题《龙年春节专刊》，融合中国风绘画、书法、剪纸等传统艺术元素，生动宣介中国龙文化和年文化，受到各界广泛赞誉。全媒联动，推出“匠心”系列纪录片及全彩专版《流光溢彩景泰蓝》《一笔千年 赓续文脉》等，讲述苏绣、湖笔、徽雕、文物修复、京式家具等传统文化和技艺的守护故事，推动文化遗产在新时代焕发活力，总传播量超 3000 万。《二十一世纪学生英文报》初、高中版推出专栏“非遗探索”，解密非遗的独特魅力，培养青少年对文化遗产的尊重和热爱。

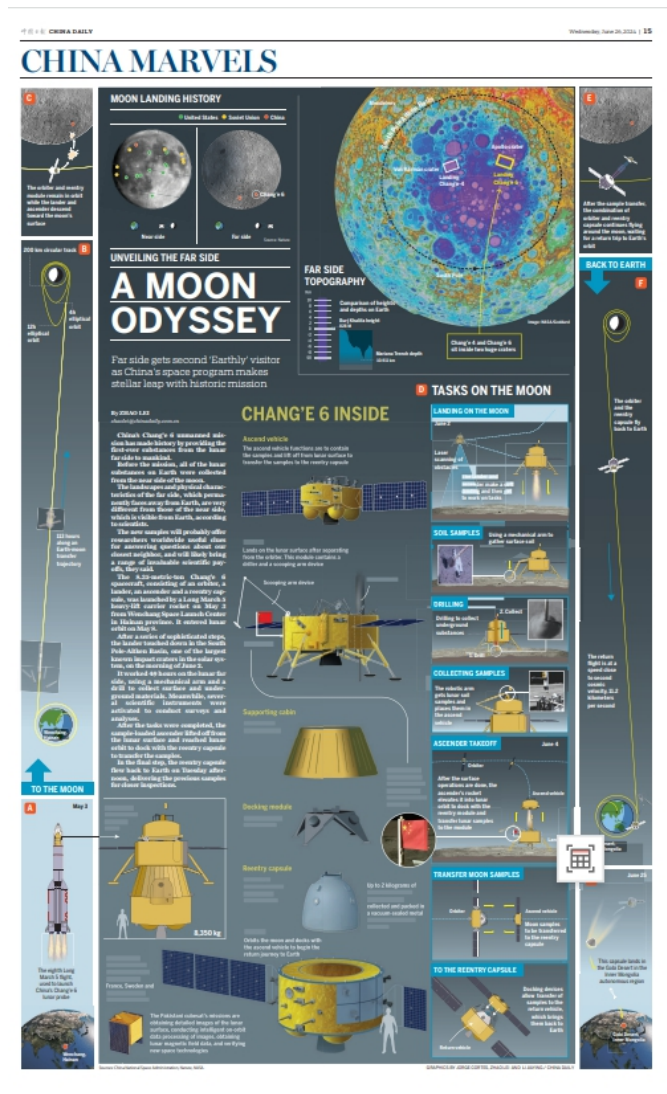


2月9日除夕，《中国日报中国版》和《中国日报国际版》同步推出《龙年春节专刊》，图为头版和二版。

加强人文交流，充分彰显中华文化的独特魅力。中国日报数字员工元曦出镜“一城一街”系列Vlog《潮州，包“潮”的》《汕头真的很“上头”》《嘛是天津卫？》等，传播量1.4亿。“你好！中国”元宵灯会全球24小时直播活动以彩灯为媒，中、法、匈、意四国记者和嘉宾出镜直播，实时互动，话题阅读量超5700万。

（三）推动提升科学素养

创新传播形式，积极做好科普宣传工作。“趣说航天”栏目发布10期视频，趣味解读我国航空航天领域取得的重大成果。刊发专版，图文并茂地介绍嫦娥六号探月任务，引发积极反响。《二十一世纪学生英文报》小学版刊发《去月球上造个“蛋形屋”》，助力青少年了解中国航天事业的丰硕成果。稿件《新型列车CR450动车组亮相，具有更高的速度和能效》被近150家海外主要媒体转载。特别策划《跨海卧波的中国隧道》解读大国重器背后的故事，传播量超2000万。



6月26日，《中国日报》第15版刊发嫦娥六号专版

七、安全责任

持续完善采编制度体系，提升编务管理效能。制定《高访专刊工作流程（试行）》《中国日报编辑体例（2024年）》等，下发各采编部门遵照执行。严格实施差错管理，定期汇总并形成采编差错管理情况报告。同时，强化统筹协调，完善各项预案，严格执行制度，确保报道安全。

强化流程管理，加大培训力度。加强对各采编部门的检查督导，要求所有稿件改写和版面编辑工作必须严格遵守工作流程，做到全程可查、可追溯。组织系列培训，深入学习和掌握勘误系统升级后的新功能以及AI智能应用，提升编辑记者防范差错的能力。

八、道德责任

（一）遵守职业规范

严格落实党管媒体原则，坚持政治家办报办网办新媒体，坚持正能量与大流量“双向奔赴”，坚决抵制低俗庸俗媚俗信息。加大新闻作品版权保护和维权力度，促进新闻事业健康发展。

（二）维护社会公德

牢记“联接中外，沟通世界”职责，讲好人类命运共同体故事。加强对明大德、守公德、严私德的宣传引导，维护公序良俗，弘扬社会正气。积极展现新时代全面推进社会公德、职业道德、家庭美德、个人品德建设成果。

（三）接受社会监督

严格落实国家和报社有关新闻记者证管理办法等各项规定，严禁无证或持工作证、采访证等其他证件开展采访工作，

诚恳接受群众举报投诉。

九、保障权益责任

（一）保障从业人员合法权益

始终坚持以人为本，充分发挥报社机关工会等相关部门的作用，切实保障全体员工的合法权益。大力支持并保护新闻采访工作，积极鼓励记者深入基层，践行“四力”要求。2024年，深入一线采访的人次同比增加46%。

（二）保障从业人员薪酬福利

遵守相关法律法规，重视员工各项权益，按规定支付员工薪酬、缴纳五险一金，与员工依法签署聘用合同或劳动合同，保障员工休假休息权利。

（三）规范新闻记者证管理

严格贯彻《中国日报社新闻记者证管理办法》，积极为符合条件的采编人员办理新版新闻记者证的申领与换发手续，确保证件管理的规范性和时效性。认真开展持证人员年度核验工作，对转岗、离职、退休人员的新闻记者证及时收回和注销，以维护新闻记者证的权威性和严肃性。

（四）开展员工教育培训

着力强化政治素质，组织党的创新理论学习教育、理想信念教育、党性教育等脱产培训7期。开展新闻传播等专题讲座22场、深度研讨31期，线上线下累计参加5900余人次，总计超过68000学时。

十、合法经营责任

（一）严格遵守法律法规和有关规定

严格遵守《广告法》等法律法规，遵守网信、新闻出版等

行政管理部门发布的各项规定。制定《中国日报社授权代理机构开展经营工作管理办法（试行）》等并严格落实，确保制度的刚性。

（二）严格执行采编、经营“两分开”

坚决落实采编、经营“两分开”要求，经营人员坚决不能参与采访报道，依法规范驻地方机构新闻采编活动，不向驻地方机构下达经营任务、收取管理费用。

（三）不刊播违法违规广告

坚决落实相关规定要求，秉持“广告特刊业务也是外宣”的理念，将广告刊发看作是特殊的舆论场，禁止刊播任何违法违规和违背社会公序良俗的广告，严格落实意识形态工作责任制。

十一、后记

（一）回应

针对2023年工作中的不足，中国日报进一步推进全面深化改革，强化“领航工程”，全新改版“第一频道”，充分发挥“第一账号”作用，对外阐释总书记思想、展示总书记形象。持续推进话语体系建设，重点打造全媒体品牌专栏和品牌人文交流活动体系，深入全面讲好中国式现代化故事，出新出彩展示中华文化魅力，强化做好国际舆论引导。不断壮大全球媒体朋友圈，强化与130多家国际媒体常态合作，国际舆论影响力显著增强。

（二）不足

2024年工作中还存在一些不足，主要是：在加快构建中国话语和中国叙事体系、汇聚“全球南方”媒体和智库的力量等方面还需进一步发力。

(三) 改进

中国日报社将以习近平新时代中国特色社会主义思想为指导，深入学习贯彻习近平文化思想，全面贯彻党的二十大和二十届二中、三中全会精神，深化国际传播机制改革创新，推动系统性变革，着力构建更有效力的国际传播体系，打造世界一流新型国际传媒集团，重点夯实以“领航工程”为牵引的全媒体核心报道体系、深化重塑内容生产传播流程、完善全球传播平台体系、构建适应全媒体生产传播的评价体系、建强技术引领支撑体系，进一步对外讲好中国故事、传播好中国声音，促进文明交流互鉴。

中国日报社

2025年5月30日