

中国日报社会责任报告 (2025 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、提升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，促进文明交流互鉴，助力提升中华文明传播力影响力，积极服务党和国家工作大局。

HAPPY SPRING FESTIVAL
CHINA DAILY WISHES TO READERS A PROSPEROUS
YEAR OF THE SNAKE. WE'LL BE BACK ON FEB 5

CHINADAILY
HOLIDAY EDITION
February 28 - February 29, 2025
中国日报
chinadaily.com.cn

**XI HAILS FRUITFUL 2024,
CALLS FOR NEW PROGRESS**

Nation makes firm strides in Chinese modernization, president says

Restive greeting card sent in reply to US friends

China and the United States have shared a long history of friendship and cooperation. The Chinese New Year is a time for reflection and looking forward. The Chinese government will continue to work with the United States to promote mutual understanding and cooperation between the two peoples.

Year of the Snake

To mark Chinese New Year, which has been inscribed by UNESCO on the Representative List of the Intangible Cultural Heritage of Humanity, China Daily presents this special edition related to the snake of the ancient zodiac. The edition looks at the cultural significance and traditions of Spring Festival, when families gather together and look forward to a prosperous future.

CULTURE · FOOD · HERITAGE · TRADITION · ARTS · LIFE

TWO SESSIONS
See news updates on www.chinadaily.com.cn
www.chinadaily.com.cn

CHINADAILY
WEDNESDAY, March 5, 2025
中国日报
chinadaily.com.cn

Commitment to control of narcotics reiterated

China is committed to strict control of narcotics and will continue to cooperate with the international community to combat drug trafficking. The government has taken significant measures to reduce drug consumption and has achieved notable success in this regard.

Advisers urged to enhance consultation

Efforts stressed to propose targeted, forward-looking policy suggestions. The government encourages advisers to provide practical and innovative ideas to support national development.

Confidence voiced on economic prospects

China will continue to implement a science-based approach to economic work, maintaining a steady pace of growth and improving the quality of development.

Countermeasures taken to US unilateral tariff hikes

China will take necessary and effective measures to protect its legitimate interests in response to the unilateral tariff increases imposed by the United States.

2月28日《2025春节文化专刊》版面

3月5日全国两会专版版面

1945-2025
See news updates on www.chinadaily.com.cn
www.chinadaily.com.cn

CHINADAILY
THURSDAY, September 4, 2025
中国日报
chinadaily.com.cn

V-DAY CELEBRATIONS USHER IN A BETTER FUTURE

Honoring history shows way for great rejuvenation

The 80th anniversary of the victory in the Chinese People's War of Resistance Against Japanese Aggression is a moment of reflection and inspiration. It reminds us of the sacrifices made and the path forward for the nation.

Victory a historic turning point for the Chinese nation, Xi says

President Xi Jinping has announced that the Chinese People's War of Resistance Against Japanese Aggression is a historic turning point for the Chinese nation. It marks the beginning of a new era of national rejuvenation.

Solemn duty

China is committed to upholding the peace and stability in the region and the world. The government will continue to work with the international community to promote a just and equitable world order.

Xi's quotes

Only when nations and ethnicities across the world treat each other as equals, live in harmony and mutually support one another can common security be safeguarded, the root cause of war eliminated, and historical traumas prevented from recurring.

Today, humanity is again faced with a choice of peace or war, dialogue or confrontation, and win-win outcomes or zero-sum games.

The Chinese people will stand firmly on the right side of history and on the side of human progress, adhere to the path of peaceful development, and join hands with the rest of the world to build a community with a shared future for humanity.

The rejuvenation of the Chinese nation is inseparable and humanity's cause of peace and development will prevail.

Xi reviews troops participating in grand parade at Tian'anmen Square, reiterates China's commitment to peaceful development

President Xi Jinping reviewed the troops participating in the grand parade on Tian'anmen Square, marking the 80th anniversary of the victory in the Chinese People's War of Resistance Against Japanese Aggression. He emphasized the importance of honoring history and maintaining peace.

9月4日《纪念中国人民抗日战争暨世界反法西斯战争胜利80周年阅兵专刊》(跨版)版面

（三）2025 年度获奖情况

2025 年全国宣传系统“双先表彰”评选中，中国日报获评“全国宣传系统先进集体”称号 1 个、3 名同志获评“全国宣传系统先进个人”。1 名外籍编辑荣获 2025 年度“中国政府友谊奖”。第三十五届中国新闻奖评选中，共有 9 件作品获奖，包括一等奖 2 件、二等奖 3 件、三等奖 4 件。第四十六届世界新闻设计大赛评选中，荣获“特别报道”等 5 个类别共 23 个奖项。“2024 年香港最佳新闻奖”评选中，《中国日报香港版》荣获 17 个奖项，含冠军奖 5 个。

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，认真学习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历次全会精神，以坚定拥护“两个确立”、坚决做到“两个维护”的高度自觉，全力服务党和国家工作大局。

深入实施“领航工程”，用心用情向世界展现总书记思想和形象。2025 年，全平台发布核心报道篇数和传播量较上年度稳中有增。紧跟总书记高访足迹，在越南、马来西亚、柬埔寨、俄罗斯、哈萨克斯坦、韩国等国推出《高访专刊》，精准覆盖当地重点场所，有效影响海外“有影响力的人”。重点建强“核心观”“思想的味道”“暖风习习”等品牌栏目，其中，“幸会中国”系列 12 集纪录片，生动讲述我国在习近平生态文明思想指引下推进绿色发展故事，传播量超 1 亿。创新建立习近平新时代中国特色社会主义思想国际传播协作机制，与多家研究

机构签署合作协议，全力提高学理化阐释和国际化表达水平。其中，“研习路”栏目推出《一个中国乡村的新“海经”》等系列纪录片，聚焦总书记在福建、浙江等地工作期间开创的重要理念和生动实践，传播量6.6亿，被美联社等外媒转引超3600频次。



Trip to give momentum to cooperation

APEC offers members unique platform to strengthen solidarity

By MAO JINXU

In President Xi Jinping's efforts to visit the Republic of Korea to attend the APEC Economic Leaders' Meeting, observers and the international community are seeing new momentum in regional dialogue and cooperation, and increasing China's openness and economic growth.

China is expected to continue working with all parties to discuss plans for regional growth and development. After discussing on-site and on-line, APEC members will continue to work together to address global challenges and jointly chart a new chapter for Asia-Pacific development, they said.

During this trip, Xi is expected to meet with South Korean President Yoon Suk-yeol and South Korean Vice President Han Dongun, and hold bilateral meetings with leaders of other APEC member economies. Xi, as the Chinese president, has attended every APEC Economic Leaders' Meeting since 2001 and consistently led the country's participation in the region's highest-level, most inclusive and most influential economic cooperative mechanism.

PRESIDENT XI JINPING'S VISIT TO THE ROK

FROM THURSDAY TO SATURDAY

- Attends the APEC Economic Leaders' Meeting
- Plays a visit to the ROK
- Holds bilateral meetings with foreign leaders

Trade value: 35.41 billion yuan (\$5.7 billion) of total exports of each country

Exports of high-tech products: over 2 billion yuan (\$300 million) of total exports of each country

Imports of high-tech products: over 600 million yuan (\$85 million) of total imports of each country

China, as a major economy with a growing market and abundant resources, has played an important role in strengthening regional dialogue and cooperation. Xi said, "Observers expect that small and medium-sized enterprises, which account for 90 percent of businesses in the region, will be able to challenge such as production and distribution."

According to Liu, from Nishan University, the opening meeting will once again highlight APEC's unique role as "a hub for" and a "21st century" of the region's trade growth and prosperity.

"In particular, as the US imposes high tariffs against various countries, member economies expect APEC to serve as a regional platform to discuss and help each other to improve their competitive advantages."

Li said, "This is why cooperation is so important."

Xi, Trump to meet amid hopes for stabilities

By ZHANG YINXI

In President Xi Jinping's meeting with United States President Donald Trump on Thursday, observers and the global community are seeing new momentum in regional dialogue and cooperation, and increasing China's openness and economic growth.

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Xi urge more efforts to boost basic research

Xi Jinping, President of the Communist Party of China, urged more efforts to boost basic research during his visit to the Republic of Korea.

Xi said, "Basic research is the source of innovation and the key to technological breakthroughs. We must increase investment in basic research, improve the innovation environment, and attract top talent."

XIFS QUOTES

Xi Jinping: "The new journey of Chinese modernization, we must be a little bit more confident."

Xi Jinping: "We will continue to work together to address global challenges and jointly chart a new chapter for Asia-Pacific development."

XIFS VISION

Xi Jinping: "We will continue to work together to address global challenges and jointly chart a new chapter for Asia-Pacific development."

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China, APEC must pursue openness, cooperation

By ZHANG YINXI

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BELING-SEOUL JOINT EFFORTS CONTRIBUTE TO APEC'S SUCCESS

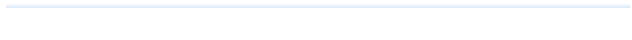
By ZHANG YINXI

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10月30日，《高访专刊》版面

中国日报网“学习时代”专题

<https://www.chinadaily.com.cn/china/xismoments>



3月2日，“研习路”栏目推出纪录片《一个中国乡村的新“海经”》

（二）舆论引导

加强舆情跟踪研判，针对性开展舆论引导和舆论斗争，积极抢占国际话语权。针对“关税战”及中美经贸磋商，刊发社论《停止欺骗美国公众》，被 300 余家外媒转引。针对日本首相错误言论，AI 灵感工作室创新打造《军国主义幽灵只会把日本诱入深渊》等“时政漫画+AI 创意”系列评论短视频，传播量超 7000 万。做好西藏自治区成立 60 周年、新疆维吾尔自治区成立 70 周年的报道，刊发《西藏：每一帧都是幸福画面》《新疆各族群众共绘团结发展幸福图景》等系列报道，总传播量超 10 亿。针对台湾问题，在及时揭批赖清德“台独”言行的同时，策划推出 12 集专题纪录片《光阴的故事》，生动讲述两岸融合发展的故事，被 500 余家外媒转载，传播量近 2 亿。持续建强高端撰稿人队伍，围绕完善全球治理等议题，刊发巴西总统卢拉、哈萨克斯坦总统托卡耶夫等署名文章 500 余篇，引发各界强烈反响。在联合国总部举办以“80 载同舟共济：联合国的使命传承与全球治理新路径”为主题的新时代大讲堂，系统深入宣介全球治理倡议。



9月15日，在纽约联合国总部举办“新时代大讲堂”



《光阴的故事》先导片和海报

(三) 舆论监督

回应舆论关切，紧扣“十五五”时期资本市场的公平性和投资者权益保障重点议题，推出全媒体产品《以制度性改革筑牢市场发展根基》，既客观呈现我国资本市场稳中向好的发展韧性，也不回避深层风险隐患，清晰阐释投融资协调发展的治理逻辑。聚焦社会热点，刊发《专盯老年人的“玄学骗局”》又出新花样》等短评快评，积极助力基层治理，为完善社会治理贡献媒体力量。

(四) 对外传播

展现中国式现代化生动实践，让世界更好认识中国、读懂中国。宣传阐释党的二十届四中全会精神，刊发《中国“十五五”

规划建议对世界意义重大》等报道近 1600 篇，传播量 5.4 亿，有力向世界宣介“十四五”时期突出成就和“十五五”时期发展前景。“中国式现代化的地方实践”栏目持续专访地方党政主要领导，获境外媒体广泛转载。推出《纪念中国人民抗日战争暨世界反法西斯战争胜利 80 周年专刊》等融媒产品，传播量 6.5 亿。“七·一”当天推出视频《外籍记者跨国对比，发现中央八项



ADVANCING CHINESE MODERNIZATION

Key meeting sets out major objectives for the country's economic and social development in next five years

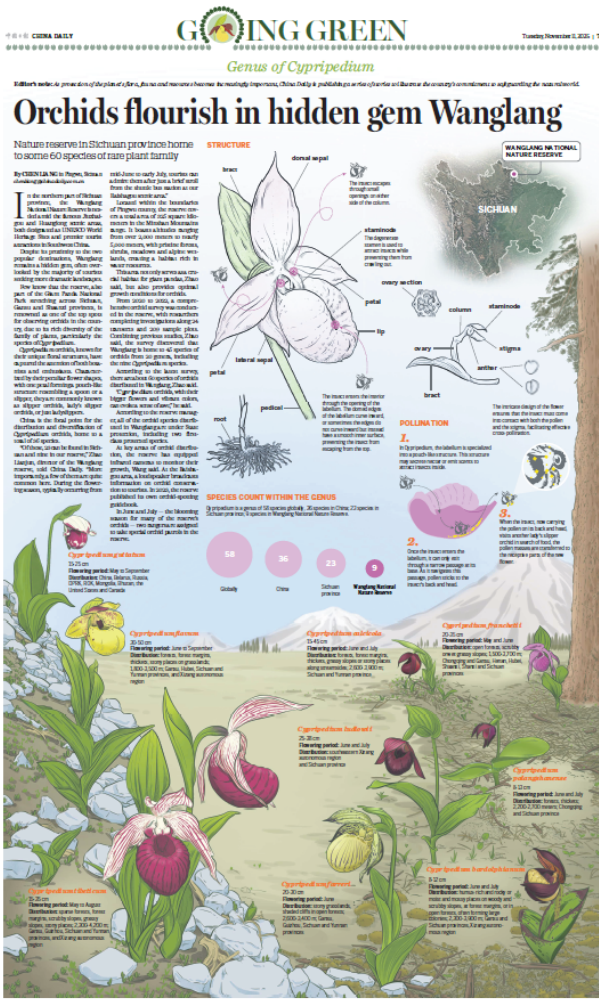
China will continue to hold on to the... **CPC Central Committee to hold press conference on plenary session**... **Inside**... **Editorial**... **Plenum sets clear guidance**...

China-US economic, trade talks to be held in Malaysia

China will hold talks with... **For trendy homes**... **Greater Sophistication New Hallmark of Foreign Business**... **Depth**...

10月24日，二十届四中全会闭幕头版版面

规定精神的智慧》，多重视角剖析中国共产党持之以恒推进作风建设的内在逻辑，传播量 2000 万。办好“微观中国”“见证华章”等专栏，讲好中国高质量发展、高水平对外开放故事。“绿色中国”融媒体专栏面向国际社会深入阐释习近平生态文明思想，2025 年在脸谱与 X 平台覆盖量突破 1 亿。



“绿色中国”栏目

7月1日，推出视频《外籍记者跨国对比，发现中央八项规定精神的智慧》

<https://weibo.com/1663072851/5183564125045272>

强化落地传播，持续优化海外传播布局。着力打造《中国日报国际版》这一“大国外宣重器”，积极拓展在全球南方国家覆盖面，2025年新增在埃及、沙特发行。旗下《中国观察报》与30个国家的近40家媒体开展多语种供版合作。联动全球130余家主流媒体深化协作，全年实现海外落地刊发报道近1.7万篇。

Mandarin surge
Global learners embrace Chinese: AI helps students grasp language
2 WEEKS / PAGE 13

Nation's parcel market leads for 11th straight year
CHINA, PAGE 11

Swimming prodigy
Teen smashes Asian record, heralding fresh era
25th NATIONAL GAMES, PAGE 16

GLOBAL EDITION 中国日报 WEDNESDAY, NOVEMBER 19, 2025

Fairness and justice in rule of law stressed

Xi highlights nation's remarkable progress in exercising law-based governance

BY WU WEI

Xi Jinping has called for greater emphasis on strengthening law-based governance with ethics, development and innovation, and strengthening and promoting socialist rule of law in a practical way. He stressed that the government must respect and protect people's rights and welfare, and maintain social justice.

Xi also gave a general overview of the Communist Party of China Central Committee's 20th National Congress, announced the party's new program, and highlighted the party's commitment to the rule of law by the people and law-based governance.

The instruction was read out at the central conference on work related to overall law-based governance and socialist rule of law in November, with Xi Jinping presiding. The meeting coincided with the 10th anniversary of the promulgation of the Constitution of the People's Republic of China.

Xi highlighted China's remarkable progress in comprehensively strengthening law-based governance in all areas, and stressed that the party must continue to lead with Chinese characteristics in law-based governance, and maintain close cooperation with China's international partners in promoting law-based governance.

Xi also stressed the importance of law-based governance in the reform and opening-up, and the need to continue to improve the legal system, and strengthen the judicial system, and promote the rule of law in all areas of society.

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Japan blasted for troubling, military buildup

Xi Jinping criticizes Japan's military expansion and regional destabilization

BY JIN YAN

Xi Jinping, leader of the Communist Party of China, has criticized Japan's military expansion and regional destabilization. He said that Japan's military buildup is a clear violation of the spirit of the Joint Declaration on the Normalization of Sino-Japanese Relations, and that it is a serious challenge to the regional peace and stability.

Xi also stressed that China will continue to maintain a peaceful foreign policy, and that it will continue to improve its military and defense capabilities to protect its national sovereignty and territorial integrity.

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Japanese PM's remarks on Taiwan misguided, defy logic

Xi Jinping criticizes Liao's remarks on Taiwan and the One-China principle

BY WU WEI

Xi Jinping has criticized Japanese Prime Minister Liao's remarks on Taiwan, saying they are misguided and defy logic. He said that Liao's remarks are a clear violation of the One-China principle, and that they are a serious challenge to the regional peace and stability.

Xi also stressed that China will continue to maintain a peaceful foreign policy, and that it will continue to improve its military and defense capabilities to protect its national sovereignty and territorial integrity.

'FIELD POETRY' GIVES VOICE TO RURAL CHILDREN'S HOPES

Poetry competition highlights rural children's dreams and aspirations

BY WU WEI

A poetry competition titled 'Field Poetry' has given a voice to the hopes and dreams of rural children. The competition was held in a rural area, and it attracted thousands of children from across the country. The children's poems reflected their love for their hometowns, their dreams of a better future, and their aspirations for a more prosperous and harmonious society.

2

CHINA WATCH

CHINA DAILY 中国日报

Marcha para la paz y el progreso

El 3 de septiembre, China celebró un desfile militar en Beijing para conmemorar el 80º aniversario de la victoria en la Guerra de Resistencia del Pueblo Chino contra la Agresión Japonesa y la Guerra Antifascista Mundial.

Esta es la segunda vez desde 2015 que China realiza un desfile militar para conmemorar la arduamente lograda victoria en la guerra de resistencia contra la agresión japonesa desde 1931 hasta 1945. Helicópteros sobrevolaron la Plaza Tian'anmen con pancartas que decían "La justicia prevalece", "La paz prevalece" y "El pueblo prevalece". Las tropas marcharon en formaciones compactas y poderosas, con el rostro iluminado por la confianza y el orgullo. Columnas de tanques, artillería y otros novedosos equipos militares refulgaron por la plaza. A continuación, presentamos algunos momentos de este gran evento.

Arriba: Las Guardias de Honor del Ejército Popular de Liberación escoltan la bandera nacional china durante el desfile militar por el Día de la Victoria de China. FEI YONGHUA / XINHUA. Izquierda: La formación de armas de infantería avanza a bordo de buques en mar abierto durante el desfile. LI BO / XINHUA. Derecha: Un vehículo blindado de combate participa en el desfile. LI BO / XINHUA.

Desde arriba: Los veteranos de guerra saludan durante el desfile del Día de la Victoria. CHEN YONGHA / XINHUA. Un escuadrón de siete aviones de entrenamiento J20 realiza un colorido despliegue sobre Beijing como parte del acto conmemorativo. SUN FANYUE / XINHUA.

Los soldados chinos que han participado en los operativos de mantenimiento de la paz de la ONU hacen su primera aparición en un desfile del Día de la Victoria. WU YONGHA / XINHUA.

左图：11月19日，《中国日报国际版》头版揭批日本首相错误言论
右图：9月10日，《中国观察报》为阿根廷《商业纪事报》供版

促进中外人文交流，不断壮大知华友华青年“朋友圈”。扎实推进 Z 世代国际传播研究中心建设，发布《“Z 世代眼中的世界”全球青年调查研究报告》，相关报道获 700 余家境外媒体转载。优化“请进来”“走出去”双向交流，成功举办第七届“一带一路”青少年英语演讲比赛暨第 30 届“21 世纪杯”全国英语演讲比赛系列活动，赴新加坡开展中新“高质量合作”青年交流对话会暨 Z 世代辩论交流会，以青年互动增进彼此了解，夯实中外民心相通根基。



11 月 17 日，英语演讲比赛颁奖典礼

三、阵地建设责任

（一）融媒体矩阵

全面推进系统性变革，构建全媒体指挥体系，深化频道制建设，实现一体策划、一次采集、多元生成、全球分发。优化客户端建设运营，强化人工智能等前沿技术赋能，全球下载量超 4500 万。针对抖音、微博、小红书等国内社交媒体平台调性

与用户偏好，实施差异化内容运营，提升传播精准度与实效性。完善海外社交媒体矩阵，中国日报脸谱账号粉丝数超 1.1 亿，稳居全球媒体第二；X、图享账号粉丝数分别为 415 万、158 万，均位居央媒前列。



中国日报新媒体矩阵

(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。纪录片《穿梭生死：探寻古埃及文明的底座》依托中埃两大文明古国底蕴，诠释两国文明承载的全人类共同价值，总传播量破 12 亿，被超 700 家境外媒体转载。聚焦“世界第一高桥”——贵州花江峡谷大桥通车这一国际热点，系列报道被英国广播公司等境外主流媒体转引 440 余次，德国《焦点》杂志主动联系转载，有效触达欧洲高端受众群体。重大主题报道“破圈”传播，视频《看了九三阅兵外国人应该害怕吗？俄罗斯记者反问：为什么要害怕呢？》传播量突破 1 亿。

（三）融合采编平台建设

国际传播大模型“河图”完成相关备案，专业化应用能力进一步提升。智能体平台“洛书”持续服务采编业务和内容生产，年调用量超过 760 万，入选中国记协“融媒有技”优秀案例。全媒体指挥调度、考核评价和运营分析的数据支撑体系进一步完善。智能勘误系统“灵果”全年辅助审核稿件超过 45 万篇；智能审片系统持续强化视频审核能力，切实筑牢内容安全防线。

四、服务责任

（一）信息服务

全面升级“新闻+服务”信息服务模式，构建“向·往中国”对外智慧服务平台，为海外受众提供及时、全面、权威的政务信息服务，平台用户达 4500 万，年阅读量达 7 亿。国际服务门户建设取得新突破，海南自由贸易港国际服务门户正式上线，上海国际服务门户运营取得新成效。

（二）社会服务

发挥专业优势，累计承接中央和国家机关与各地数百家机构的委托项目，助力构建“大外宣”格局。中国观察智库发挥公共平台功能，积极搭建开放包容的国际对话机制，精心组织全球战略对话（2025）高端论坛、2025 欧亚经济论坛智库会议等，相关报道被近 700 家外媒转载。

（三）公益活动

深耕公益传播，传递时代正能量。全年刊登公益广告 97 个版面，围绕生态文明、乡村振兴、尊老爱幼等主题，以优质创意传播主流价值，发挥主流媒体公益引领示范作用。

强化使命担当，助力乡村振兴。定点帮扶江西省会昌县的振兴发展，为会昌戏剧小镇拍摄专题片，推出《对话赖声川：好戏，上场》，传播量超 3000 万。改版优化会昌振兴专题网页，帮助销售农特产品 7000 余万元。累计培训乡村基层干部和专业技术人员 2100 人次。



左图：1月1日，《中国日报》刊发整版公益广告

右图：6月13日，推出访谈节目《对话赖声川：好戏，上场》

<https://enapp.chinadaily.com.cn/a/202506/13/AP684b6386a310f193d8765f6b.html>

五、人文关怀责任

（一）民生报道

聚焦民生关切，彰显报道温度。受权推出《全球妇女峰会英文会刊》，全景展现 30 年来特别是新时代以来中国妇女事业发展成就。刊发《刚刚开始：这个俱乐部引爆“银发经济”》等报道，聚焦青年群体投身养老服务领域。深度探访江苏太仓“融创工场”，政企协作，为心智障碍者提供庇护性就业岗位，实现助残公益价值与企业社会责任有机统一。

（二）灾难和事故报道

秉持专业精神，坚持生命至上。西藏日喀则市定日县发生 6.8 级地震后，网站及客户端首页首屏同步开设“西藏震后救援”专题，实时跟进救援动态。及时发布《贵州榕江县启动 I 级防汛应急响应，当地提醒“紧急撤离”》等视频报道，总传播量 2500 万。缅甸曼德勒遭遇强震灾害后，报道团队深入灾区，采写刊发《缅民：中国总是第一时间抵达救援》等，传递人道主义关怀，展现我国负责任大国形象。

（三）以人为本

凸显以人为本，传递爱心正能量。刊发《外卖骑手也能有社保了？劳动者权益保障，落实是关键》《拒绝歧视 为劳动者撑腰》等报道，聚焦外卖骑手等新业态劳动者的权益保障，切实维护劳动者合法权益。推出《“12345”热线 接的是诉求 暖的是人心》等稿件，为群众关心的大事小情积极发声，用心用情回应民生关切。



“今日西藏”海外社交媒体账号发布“地震中的暖心故事”系列海报

六、文化责任

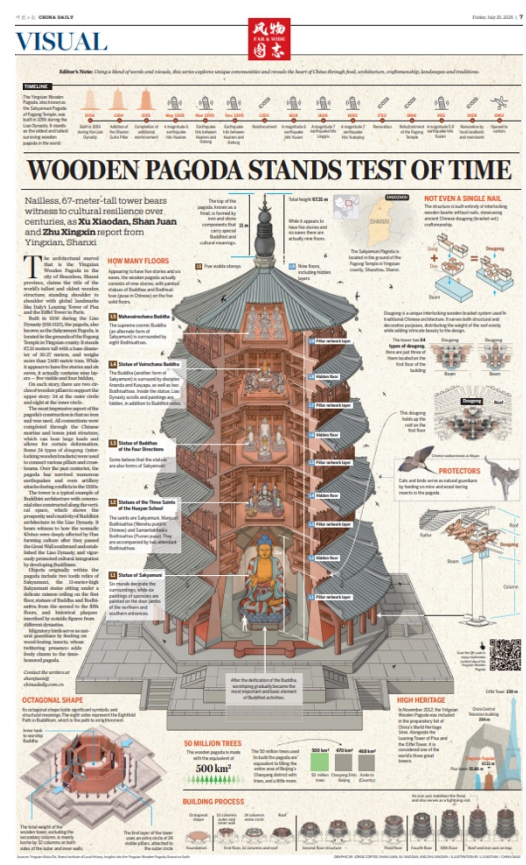
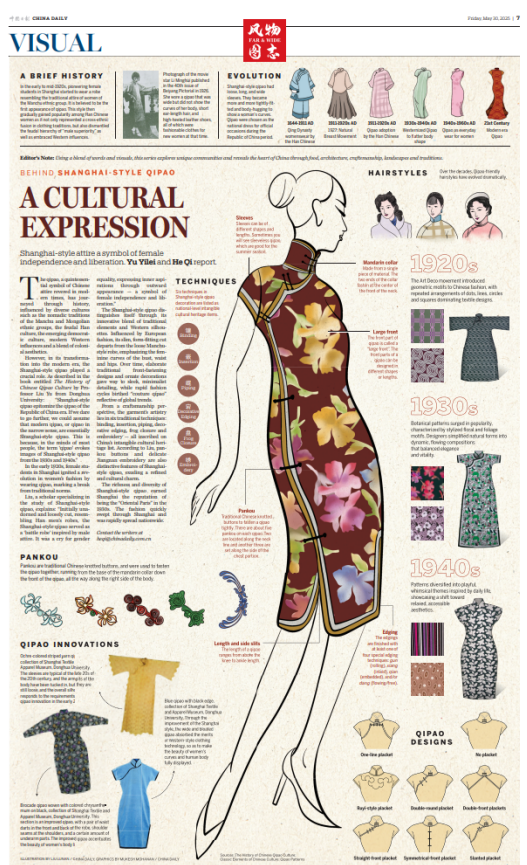
（一）弘扬践行社会主义核心价值观

讲好全过程人民民主故事，视频《我在人民大会堂哭了》，生动诠释中国式民主“积微成著”的鲜明特质和实践伟力，传播量超 1.5 亿。专访最高人民法院院长张军、最高人民检察院检察长应勇，突出讲好法治中国的故事，被 600 余家外媒转载。在新疆维吾尔自治区成立 70 周年之际，发布《解码中国之大爱新疆》25 集原创视频，铸牢中华民族共同体意识，总传播量超 6000 万。纪录片《颜谳在延安》探寻“红星何以照耀中国”的青春密码，以年轻化表达传承弘扬爱国主义精神，传播量超 1 亿。“暖新闻”栏目挖掘凡人善举，讲述 4 名少年合力托举轮椅男孩观看升国旗等故事，彰显当代青年向善向美的精神风貌。

（二）传承繁荣优秀传统文化

充分展现中华文化恒久魅力与时代风采，精心打造“璀璨非遗”“风物图志”“开箱中国”等融媒专栏。“文明中国”栏目推出西夏陵跨版报道，被美联社、福克斯新闻等近 650 家境外媒体转载，视频《云游西夏陵》传播量 1500 万。除夕之际面向全球同步推出《春节文化专刊》，有力增进全球受众对中国春节文化的了解与认同。

积极拓展中华文化对外传播形态。建强“中华文明探源者”元曦 IP，先后推出 30 余部作品，总传播量超 7 亿。打造“崑崙”中华文化精神标识国际传播平台，入选 2025 年报业融合发展创新案例。推出中华文化英文知识库，全方位展示中华文化精髓。

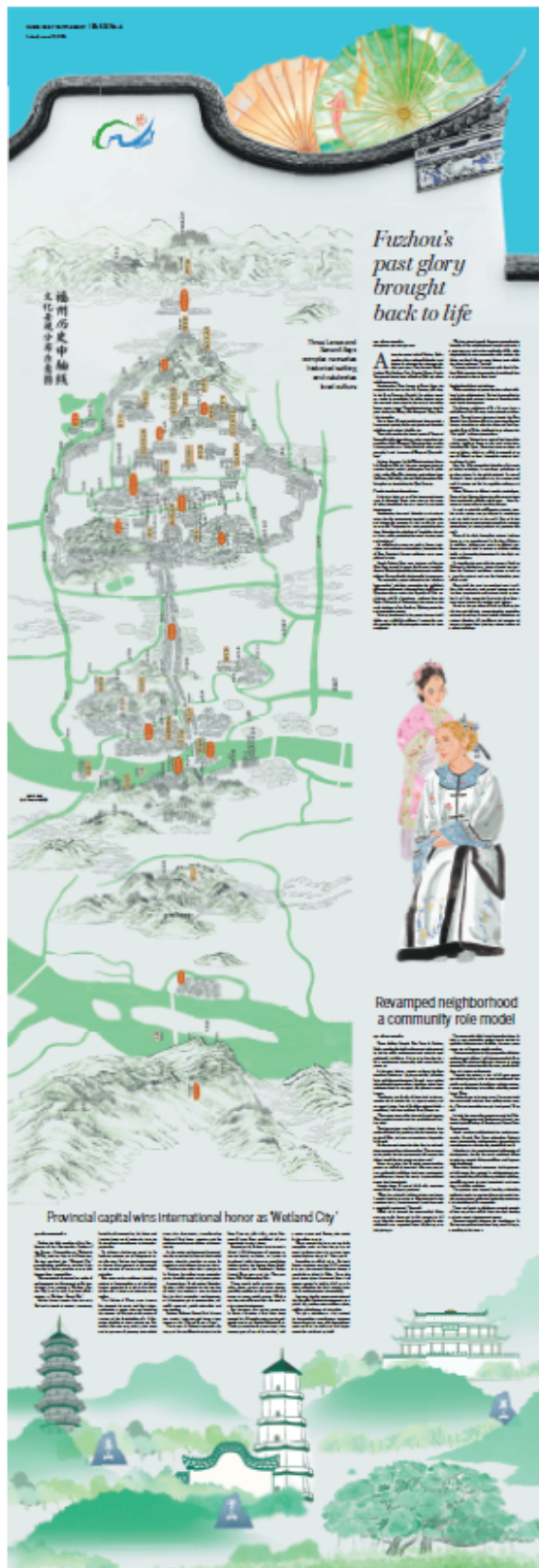


5月30日、7月25日，《中国日报》“风物图志”栏目
报道海派旗袍、应县木塔



6月10日“文明对话国际日”，推出“元曦探源中华文明”短视频

<https://weibo.com/1663072851/5175995691698966>



8月29日、9月20日，《中国日报》推出福州八联版、敦煌八联版（竖版）

七、安全责任

持续夯实制度体系建设，全年新制定、修订各类制度十余项。深化人工智能技术应用，持续优化智能勘误系统。从严落实差错管控机制，定期梳理汇总采编差错并形成专项报告。开展系列业务培训，切实提升采编人员风险防范能力。

严格规范采编流程管理，加大检查督导力度，督促各采编环节严守工作规范，实现全程留痕、可查可溯。突出重大报道安全保障，强化统筹调度，完善各类预案，确保报道安全。

八、道德责任

（一）遵守职业规范

严格落实党管媒体原则，始终坚持政治家办报、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、媚俗内容。持续强化新闻作品版权保护，促进新闻事业健康有序发展。

（二）维护社会公德

牢记“联接中外、沟通世界”职责，用心用情讲好人类命运共同体故事。深入宣传阐释“明大德、守公德、严私德”价值理念，引领文明风尚，弘扬社会正气。

（三）接受社会监督

严格执行国家和报社新闻记者证管理相关规定，严禁无证或持工作证、采访证等其他证件开展新闻采访工作，主动接受群众监督、举报与投诉。

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，充分发挥机关工会等相关部门职能作

用，切实保障全体员工合法权益。大力支持新闻采编工作，积极引导广大记者深入基层一线，自觉践行“四力”要求。

（二）保障从业人员薪酬福利

严格遵守国家法律法规，依规足额发放薪酬，依法缴纳五险一金，规范签订聘用及劳动合同，并按照国家相关规定保障员工休息休假权益。

（三）规范新闻记者证管理

抓实新闻记者证全流程管理，坚持从严审核，结合人员变动及时完成证件申领、发放、注销等工作。有序推进新闻记者证年度核验，坚决维护新闻记者证的权威性和严肃性。

（四）开展员工教育培训

选派 80 余人次参与上级组织的干部调训和专题研修，组织 200 余人次参加新闻采编、融媒运营等专项培训。开展思想政治、采编业务等各类培训 70 余期，覆盖 5200 余人次，持续强化政治思想引领，全面提升队伍政治素养与专业能力。



6月4日，报社邀请专家就学习《习近平文化思想学习纲要》做专题辅导

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》及网信、新闻出版等行政管理部门各项规定，制定并严格执行《中国日报社授权代理机构开展经营工作管理办法（试行）》等制度要求，切实强化制度刚性。

（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，严禁经营人员参与新闻采访报道工作。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指标、收取管理费用。

（三）不刊播违法违规广告

坚决落实各项管理规定，将广告作为特殊舆论阵地从严审核把关。坚决杜绝刊播违法违规、违背公序良俗的广告内容，严守经营合规底线，全年未发生相关行政处罚。

十一、后记

（一）回应

针对2024年工作中的不足，中国日报以自我革命精神加快推进系统性变革，坚持把习近平新时代中国特色社会主义思想作为开展国际传播工作的核心思想资源，强化打造“第一频道”“第一账号”以及“核心观”等融媒栏目，创新建立习近平新时代中国特色社会主义思想国际传播协作机制。持续改进文风，出新出彩讲好中国式现代化故事、传播好中华文化。提高知外及外能力水平，开展形式多样的国际人文交流合作。

（二）不足

2025年工作中还存在一些不足，主要是：在深入推进系统性变革、强化数智技术赋能、构建适应全媒体生产传播的评价

体系等方面还需进一步发力。

（三）改进

以纵深推进系统性变革为牵引，完善国际传播机制，加快推进内容一体化生产、技术一体化支撑、经营一体化统筹，加快构建中国话语和叙事体系，持续提升国际话语权；推进采编全流程智能化重构，构建采编与技术紧密联动的常态化机制；锻造一支政治过硬、专业精湛的国际传播铁军，提升知外、及外、入外能力，强化发挥绩效评价体系指挥棒作用；坚定向“新闻+政务服务商务”转型，广泛开展国际人文交流合作，为以中国式现代化全面推进强国建设、民族复兴伟业营造良好外部环境。

中国日报社

2026年5月29日