

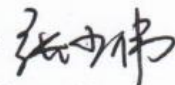
参评人员诚信承诺书

我就申报的《中国共产党赢得信任的秘诀是什么？》作品参评本届中国新闻奖作如下承诺：

一、根据《中国新闻奖评选办法》和有关通知要求申报作品评选。对申报的作品以及推荐表等材料，如实填写，认真审查。作品内容和材料均已经过确认，符合参评要求。

二、申报的作品不存在导向问题、抄袭、造假或内容失实；不存在重新制作、虚报刊播信息、虚报作者（主创人员）和编辑，以及参评作品与刊播作品不一致；不存在参评人员违反职业道德或因违反评奖规则等行为受到处罚并在影响期内；不存在未按规定程序开展推荐、初评、公示。

如违反上述承诺，我愿根据中国新闻奖评选有关处罚规定承担全部责任，接受中国记协对作者（主创人员）和编辑的处罚。

承诺人（签名）：

2022年5月

自荐他荐作品公示情况表

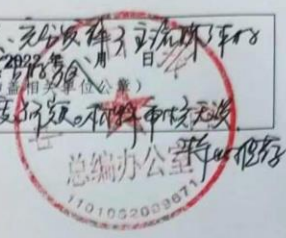
公示地点或网址	https://caijing.chinadaily.com.cn/a/202205/20/WS62906ec6a3101c3ee7ad788b.html		
公示起止时间	2022年5月20日13:00至2022年5月26日13:00	完整公示作品推荐表及表内信息	√
完整公示参评作品	√	完整公示作品相关附表	√
举报情况	未收到举报情况。		
核查处理情况	未收到核查处理情况。		
单位意见	 <p>同意。 总编办公室 2022年5月27日</p>		

中国新闻奖自荐、他荐作品推荐表

作品标题	《中国共产党赢得信任的秘诀是什么?》		参评项目 国际传播		
			体裁 新闻专题		
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推荐人姓名	高启辉	单位及 职称	中国日报社 主任编辑	电话	13810993514
推荐人姓名	赵展雁	单位及 职称	中国日报社 主任编辑	电话	15811116979
联系人姓名	张少伟	手机	18611275680	电话	010-64996140

<p>(作品 编过 程介)</p>	<p>中国共产党百年华诞全球瞩目，中国日报采用解释性视频（Explainer Video）形式，制作党史故事科普视频《中国道路：中国共产党赢得信任的秘诀是什么？》，灵活运用海外流行范式，多角度阐释中国道路，抨击偏见，取得较好的国际传播实效。</p> <p>史实开篇增加客观体验。视频以一段与中共党史相关的小故事开头，调动海外受众的情绪，以获得客观体验。例如，视频开篇讲述1949年3月中共中央前往北平的历史事件，毛泽东同志在临行前说，“今天是进京赶考的日子”。后引出习近平总书记“时代是出卷人，我们是答卷人，人民是阅卷人”的精辟论断，呼应片头比喻，点出中国共产党的初心和使命，引发共鸣。</p> <p>中外专家论述丰富视频内涵。为了让海外受众了解中国共产党并产生认同，团队专访郑永年、金灿荣、阳和平等专家，通过他们风趣幽默、鞭辟入里的分析，提升理论高度，深入浅出地讲述“中国概念”。</p> <p>多技术手段降低观看门槛。视频采用“历史画面+动画演示+数据可视化+专家访谈”的形式，灵活运用三维动画、可视化数据、原声、音效等，从“看”和“听”两方面为海外受众还原历史。例如，视频以“阅卷”概念为例，让“电子任务单”、“试卷”动画跃然屏幕，有效化解了党史科普信息量大、理解门槛高的难题。</p>
<p>社会 效果</p>	<p>《中国道路：中国共产党赢得信任的秘诀是什么？》播发后，在海外社交媒体平台，获得外交使领馆人员账号、海外学者点赞转发，并迅速引发国内外网友热议。该视频是系列视频《中国道路》的第二集。不同于以往“你听我说”式单向输出的叙事方式，《中国道路》深挖海外受众的主要关切点和偏见误解，归纳出四个问题——“为什么是中国共产党”“为什么相信中国共产党”“党为何如此重视对外开放”“党如何践行人类命运共同体的理念”。以中外熟知的“C位”概念为主线，阐释历史和人民选择C（CPC，中国共产党）、党带领人民建设C（China，新中国）、走向C（Center stage，国际舞台中央）、形成C（Chinese way，中国道路）的历史背景与生动实践。帮助外国人对视频中的四个关键词“选得对”“信得过”“放得开”“扛得起”树立全新认识。</p> <p>策划团队打通海内外多平台传播渠道，构建立体传播格局，形成“话题”效应，触达1亿用户，评论正向率高达77%，收获了大批海外网友的点赞。海外网友表示，“时间会证明中国是正确的”“我为中国共产党打满分”等等。《新闻阅评》专期表扬称，该系列视频选题重导向，叙事有特色，表述有新意，既有历史坐标点的场景重现，又不乏历史时间线的总结概括，是对外讲好中共党史的一个创新案例。</p>
<p>推 荐 理 由</p>	<p>该视频充分调动各种手段和元素，有效降低海外受众接触、认知、理解中国话语的门槛，传播效果显著。如何对外讲好中国共产党的故事，这些创新实践值得重视。特此推荐。</p> <p>推荐人（两名）签名：高启辉 赵晨阳</p> <p>2022年5月20日</p> <p>自荐（他荐）人签名：栗德月 （单位自荐、他荐的，由单位 负责人签名并加盖单位公章） 2022年5月20日 7101052009617</p>

单位意见	该文立意高远，旨在向全球受众讲好中共党史，充分体现了政治性和思想性，以数据可视化手段，图文并茂，内容详实，可读性强，值得推广。
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作品二维码



作品二维码（中国日报网）



The leadership of the Communist Party of China was leaving its last rural headquarters in Xibaipo village for Beijing, preparing to build a new republic after all those years of wars.

Mao Zedong said something interesting at the time. "Today we are going for a big exam in the capital city."

The "exam" metaphor that has resonated with generations of CPC leaders somehow reveals how the Communist Party sees itself. If it considers itself a test-taker, then who is supposed to be "grading" its performance? The answer, as President Xi Jinping has made very clear, is the Chinese people.

During wartime, the CPC scored highly by leading the people to independence. Sure, it had won fights, but what could it do for the people as a governing party in peaceful days?

After the founding of the People's Republic of China, the Party moved quickly to solve the economic mess left by the previous regime. In September 1956, the 8th CPC National Congress was held in Beijing.

As the socialist system was basically established in China, the CPC leadership reached a fresh consensus that the principal contradiction within the country resulted from the need of the people for rapid economic and cultural development, which fell short of their requirements.

Simply put, the CPC knows the people's desire for a better life and has made it its mission. This consensus ultimately led to the Party's promise to concentrate all efforts on economic development since the introduction of reform and opening-up policies.

The CPC is a party with a clear mission but its mission is not inflexible doctrine. It keeps pace with the times and renovates its mission continually.

The CPC governs by fulfilling its mission, which is its promises to the people. So did the CPC delivered on this promise to its people?

With China remaining as the second-largest economy for over ten years and having lifted more than 850 million people out of extreme poverty, the answer is quite self-evident.

How did the CPC deliver on this promise? One of the strategies is that China has a governing party good at building long-range plans they can execute. In spring of 1951, the CPC set about making China's first Five-Year Plan to start up the engine of industrialization and initiated the plan in 1953 while continuing to make necessary changes.

With its successful implementation, the country's basic industrial network took shape and the people saw many historic firsts of China's industrialism dream.

From the strategy of invigorating China through science and education in the 9th Five-Year

Plan and the program to dig up the potential of western China in the 10th plan, to the drive of building the nation into a strong cyberpower set in the 13th plan, long-range plans are the guideposts of China's development.

From the 1st plan to the 12th plan, our study finds that the CPC can, on average, meet over 90 percent of its targets, sometimes even exceeding them. For example, it took 3 years to complete the First Five-Year Plan. The CPC takes its promises seriously and works to deliver on them. In general, when China makes a five-year plan, it spends at least two years opinion gathering. More than 60,000 people are involved in writing the plans, and millions of people's opinions are consulted. I think this is a kind of incomparable decision-making process.

This year, China has announced its 14th Five-Year Plan. The targets in the plan are again "peaches that could be picked if the country jumps up hard enough". If the plan only benefits a small group, then other people don't support that plan. They sabotage the plan. So to make the plan work, it has to work for the interests in majority, for the majority of people to participate, support rather than sabotaging.

Throughout its history, the CPC has been bold in making promises based on the true aspiration of the Chinese people and has worked to fulfill them step by step. That's what people say, *xìn dé guò*, or "worthy of trust".

Just as President Xi Jinping said, "there is no one-size-fits-all development model in this world. A development path is most viable only when it brings benefits to the people in a sustained way. "

经历了多年战乱后 中国共产党领导人
The leadership of the Communist Party of China

即将离开全国最后一个农村指挥所 西柏坡
was leaving its last rural headquarters in Xibaipo village

前往北京
for Beijing, preparing to build a new republic

为建立一个新的共和国做准备
after all those years of wars.

出发之际 毛泽东意味深长地说
Mao Zedong said something interesting at the time.

"今天是进京的日子
"Today we are going for a big exam

进京赶考去"
in the capital city."

"赶考"这一隐喻
The "exam" metaphor that has resonated with

在一定程度上反映了
generations of CPC leaders somehow reveals

历代中共领导层对党的定位
how the Communist Party sees itself.

如果中国共产党将自己视为"答卷人"
If it considers itself a test-taker,

那么谁来为党的表现"打分"呢
then who is supposed to be "grading" its performance?

对此
The answer,

习近平总书记已经给出了明确的答案
as President Xi Jinping has made very clear,

中国人民是"阅卷人"
is the Chinese people.

战争年代

During wartime,

共产党领导中国人民实现了民族独立

the CPC scored highly by leading the people

取得了很好的成绩

to independence.

当时有人说 共产党是会打仗

Sure, it had won fights,

但是成为执政党后

but what could it do for the people

在和平年代又能为中国人民做些什么呢

as a governing party in peaceful days?

中华人民共和国成立之初

After the founding of the People's Republic of China,

共产党就迅速采取措施

the Party moved quickly to solve

收拾之前遗留下来的经济烂摊子

the economic mess left by the previous regime.

1956年9月

In September 1956,

中国共产党第八次全国代表大会在北京召开

the 8th CPC National Congress was held in Beijing.

大会指出 社会主义制度在我国已经基本建立起来

As the socialist system was basically established in China,

国内的主要矛盾

the CPC leadership reached a fresh consensus that

已经是

the principal contradiction within the country

人民对经济文化迅速发展的需要

resulted from the need of the people

同当前经济文化不能满足人民需要的状况
for rapid economic and cultural development,

之间的矛盾
which fell short of their requirements.

简单来说
Simply put,

中国共产党了解到人民对更好生活的渴望
the CPC knows the people's desire for a better life

并把这一点的实现作为自己的承诺
and has made it its mission.

基于对社会主要矛盾的判断
This consensus ultimately led to the Party's promise

中国共产党把中心工作转移到经济建设上来
to concentrate all efforts on economic development

推行改革开放
since the introduction of reform and opening-up policies.

中国共产党是一个使命性的政党
The CPC is a party with a clear mission

这个使命不是一成不变的
but its mission is not inflexible doctrine.

我们要与时俱进
It keeps pace with the times

要不断地调整现在的新使命
and renovates its mission continually.

共产党是靠履行完成使命来执政的
The CPC governs by fulfilling its mission,

什么是使命呢 使命就是
which is its promises to the people.

共产党向老百姓的许诺 是 promise
which is its promises to the people.

那么 中国共产党是否兑现了对人民的承诺呢
So did the CPC delivered on this promise to its people?

看到中国十多年来
With China remaining as the second-largest economy

稳居世界第二大经济体
for over ten years and having lifted

8.5 亿中国人摆脱绝对贫困
more than 850 million people out of extreme poverty,

答案已经不言自明
the answer is quite self-evident.

中国共产党又是如何兑现这一承诺的呢
How did the CPC deliver on this promise?

其中一个关键在于
One of the strategies is that

中国有一个善于制定并执行
China has a governing party good at

长期计划的执政党
building long-range plans they can execute.

1951 年春天
In spring of 1951,

中国共产党着手编制新中国的第一个五年计划
the CPC set about making China's first Five-Year Plan

是新中国工业化的奠基之作
to start up the engine of industrialization

"一五"计划于 1953 年开始实施
and initiated the plan in 1953

并不断进行完善
while continuing to make necessary changes.

"一五"计划的成功实施

With its successful implementation,

奠定了中国工业化的初步基础

the country's basic industrial network took shape

让全国人民见证了

and the people saw

中国工业发展的许多历史性时刻

many historic firsts of China's industrialism dream.

从"九五"计划中的

From the strategy of invigorating China

科教兴国战略

through science and education in the 9th Five-Year Plan

到"十五"计划的

and the program to dig up the potential of western China

西部大开发战略

in the 10th plan,

再到"十三五"规划中

to the drive of building the nation into a strong cyberpower

实施网络强国战略

set in the 13th plan,

长期规划是中国发展道路上立起的路标

long-range plans are the guideposts of China's development.

从中共的"一五"计划研究到"十二五"规划

From the 1st plan to the 12th plan, our study finds that

基本上我们的五年规划 90%都是完成的

the CPC can, on average, meet over 90 percent of its targets,

有时候是超额(完成)

sometimes even exceeding them.

"一五"计划三年就完成了

For example, it took 3 years to complete the First Five-Year Plan.

就是言出必行

The CPC takes its promises seriously

说到做到

and works to deliver on them.

一般来讲 我们国家制定一个五年规划

In general, when China makes a five-year plan,

会征集各方面意见 这个过程至少是两年

it spends at least two years opinion gathering.

参与写作的人都会超过六万人

More than 60,000 people are involved in writing the plans,

征求意见的人是数百万人

and millions of people's opinions are consulted.

这种决策在世界上我觉得是无与伦比的

I think this is a kind of incomparable decision-making process.

今年 中国宣布了第十四个五年规划

This year, China has announced its 14th Five-Year Plan.

规划中制定的指标就像

The targets in the plan are again

"奋力一跳

"peaches that could be picked

可以摘到的树上的桃子"

if the country jumps up hard enough".

如果规划只对小部分人有利

If the plan only benefits a small group,

那么其他人就不会支持它

then other people don't support that plan.

他们会破坏方案的实施

They sabotage the plan.

因此 若想使规划发挥作用

So to make the plan work,

就必须符合绝大多数人的利益

it has to work for the interests in majority,

让绝大多数人参与进来

for the majority of people to participate,

支持而不是妨碍规划的实施

support rather than sabotaging.

纵观党史

Throughout its history,

中国共产党总是根据中国人民的真实愿望

the CPC has been bold in making promises

大胆地作出承诺

based on the true aspiration of the Chinese people

并一步一步地履行承诺

and has worked to fulfill them step by step.

这就是人们口中的“信得过”

That's what people say, *xìn dé guò*, or "worthy of trust".

正如习近平总书记所说

Just as President Xi Jinping said,

“世界上没有放之四海而皆准的发展道路 只有能够持续造福人民的发展道路 才是最有生命力的”

"There is no one-size-fits-all development model in this world. A development path is most viable only when it brings benefits to the people in a sustained way. "

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Why is the CPC worthy of trust?

chinadaily.com.cn | Updated: 2021-06-25 13:31

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The CPC has always considered itself a test-taker, whose performance should be reviewed and "graded" by the people. A party governs by delivering on its promises, so how has it been doing? Watch the video.

Photo



President's trip to Australia joined hearts, minds



Book of Xi's discourses on rural work published



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The CPC has always considered itself a test-taker, whose performance should be reviewed and "graded" by the people. A party governs by delivering on its promises, so how has it been doing? Watch the video. #ChinalnWords #CPC100 #ChineseWay

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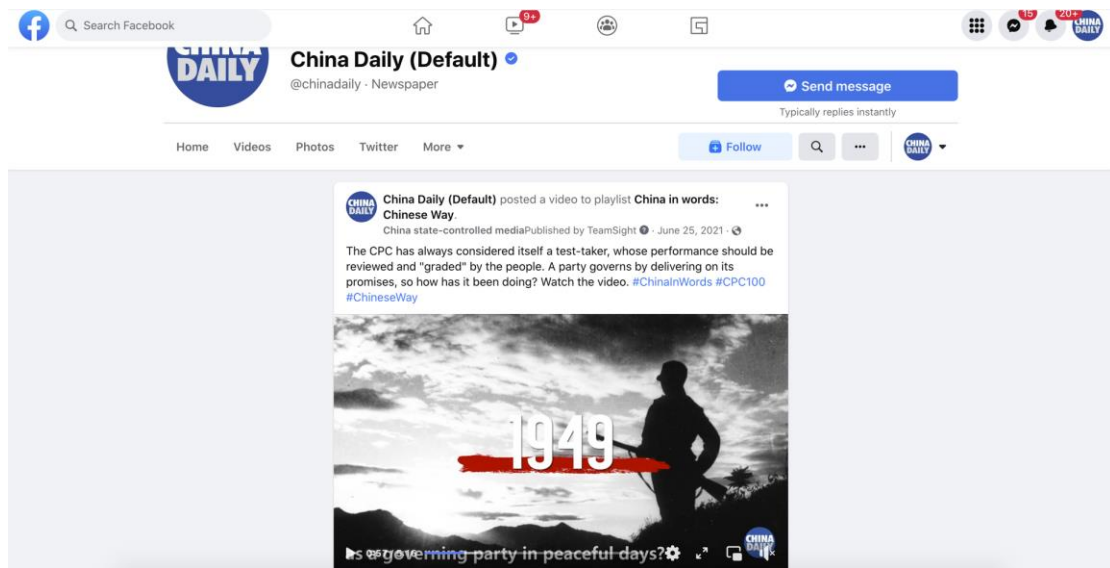
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作品《中国共产党赢得信任的秘诀是什么？》获得 2021 年度中国日报社好新闻奖。中国日报社好新闻奖不另设一、二、三等奖级，好新闻奖相当于二等奖以上奖级。

特此证明。

