

# CHINA GLOBAL TELEVISION NETWORK

PREPARED BY YUROVA MARIYA



# INTRODUCTION

CCTV International, is a group of six international multi-language television channels owned and operated by China Central Television.

It was launched by the national broadcaster China Central Television (CCTV) on December 31, 2016.

CGTN provides coverage of public and government affairs, world news, politics, business tech & sci culture & sports, opinions and more.

Our **mission** is to create a better understanding of international events across the world, bridging continents and bringing a more balanced view to global news reporting. Ultimately, we believe facts should speak for themselves and are committed to neutral, objective reporting

# PROGRAM ON CGTN

In the first  
half of each  
hour

- a generic news program: a live news bulletin
- specialist bulletin: Chinese and Asian news, such as China 24 and business news BIZ ASIA.

In the  
second half  
of each hour

- sports bulletins
- a travel show called Travelogue which takes viewers to destinations around China and the world
- magazines covering the arts, science and sports

# THE PROGRAMS ON CGTN INCLUDE

- News Update and News Hour, providing comprehensive global coverage; and China 24 and Asia Today, delivering the latest domestic and regional developments.

## **Specialized programs :**

- Biz Asia,
- Biz Talk,
- New Money,
- Culture Express
- Sports Scene,

providing news and information on business, finance, economics, culture, and sports.

Shows such as Dialogue and World Insight extend balanced and critical perspectives on current affairs affecting all corners of the globe.



# PROGRAMS ON CULTURE, HISTORY, AND MODERN SOCIETY OF CHINA AND ASIA.

## Crossover

- hosts and guests of various backgrounds and experiences talk about issues throughout China.

## Travelogue

- the ticket to dynamic and exciting landscapes in China and abroad

## Rediscovering China

- explores contemporary Chinese and Asian culture and social changes through the eyes of international visitors

## Story Board :

a visual profile of all Asian countries.

# CURRENT PROGRAMS

- Africa Live
- America's Now
- Asia Today
- Assignment Asia
- Big Story
- China 24
- China Insight
- Closer To China with Robert Kuhn
- Crossover
- Culture Express
- Dialogue with Yang Rui
- Faces of Africa
- Full Frame
- Global Business
- Global Watch
- Match Point
- My China
- New Money
- Rediscovering China
- Spectrum Asia
- Sports Scene
- Talk Africa
- The Heat
- The Link
- The Point with Liu Xin
- The World Today
- Travelogue
- World Insight with Tian Wei

# FEATURES

In review CGTN uses **neutral tone** when reporting national political news such as “Yizhuang will host Beijing’s first test road for self-driving vehicles.”

utilize **credible sources** such as Xinhua News Agency and further, when reporting world and USA news (CGTN) utilizes minimally loaded words in their articles

present **low biased coverage** of USA news through the use of credible sources such as AFP, and Reuters.



Program that is translated each hour. Analyzing realizes of this program we can make a conclusion that it covers most actual news of the world. However around 40-50% of content connected with China.

## EXAMPLE OF CONTENT OF THE WORLD TODAY ON 2018.12.11



### World news

#### "YELLOW VEST" PROTESTS

Macron unveils new measures to end demonstrations

#### BREXIT TALKS

British PM delays parliament vote on withdrawal agreement



### News connected with China

#### CHINA IN THE WTO

Achievements and contributions over 17 years

#### HUAWEI CFO DETENTION

Bail hearing for Meng Wanzhou adjourned until Tuesday





THANK YOU FOR YOUR  
ATTENTION!