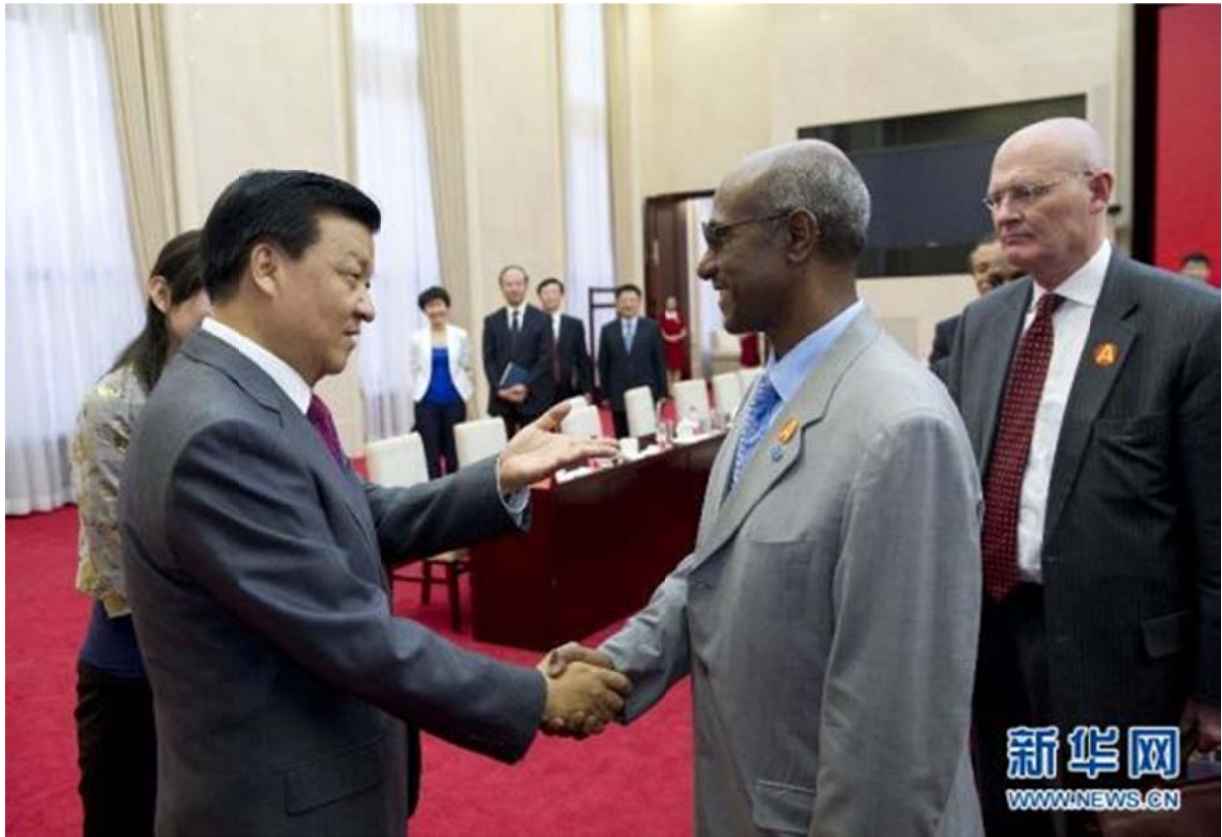


Liu Yun Shan met 60 Diplomatic Envoys who visited the Publicity Department of CPC Central Committee



On 24th May, Publicity Department of CPC Central Committee organized “Enter Publicity Department of CPC Central Committee” inviting Diplomatic Envoys to attend. Liu Yun Shan, a member of CPC Central Political Bureau, Secretary of CPC Secretariat and Minister of the Ministry of Publicity of CPC met the Diplomatic Envoys and had a deep discussion with them. At the end of the activity, Liu Yun Shan shook hands with the Diplomatic Envoy

Photo by Wang Ye, reporter of Xin Hua News Agency

The Publicity Department of CPC Central Committee organized an open day activity, nearly 60 Diplomatic Envoys entered the Publicity Department of CPC Central Committee

Xin Hua Net Beijing 24th May (reporters: Hao Ya Lin and Sun Yi), on the afternoon of 24th, Publicity Department of CPC Central Committee organized “Enter Publicity Department of CPC Central Committee” inviting Diplomatic Envoys to attend. Liu Yun Shan, a member of CPC Central Political Bureau, Secretary of CPC Secretariat and Minister of the Ministry of Publicity of CPC met the Diplomatic Envoys and had a deep discussion with them.

During the discussions with the Diplomatic Envoys, Liu Yun Shan said: the publicity work is an important part of the work of CPC, an excellent tradition and political advantage of CPC . It has played an irreplaceable role in the Chinese revolution, construction and reform in various historical era.

Liu Yun Shan introduced to the Envoys, the main task of the publicity work of CPC in the new era covers four aspects: firstly, arm the people with scientific theory, adhere to the theory construction as fundamentals and always arm the whole Party and educate the people with scientific theories. Upholding the Party’s theoretical innovation moves every step forward, armed theory will go one step further, learning and education will deepen one step. Secondly, guide the people with correct public opinions, encourage and support the medium to effectively undertake their social responsibilities, foster health social trends , spread advanced culture and continuously improve the timeliness and credibility of the guidance of the public opinions. Thirdly, shape the people with noble spirits, adhere to the fundamentals to establish the socialist core value system , make

great efforts to strengthen the ideological and moral constructions, improve national and era spirits, vigorously advocate a civilized and harmonious social climate, try best to improve people's ideological and moral qualities and level of social civilization. Fourthly, inspire people with outstanding works, adhere to the reform to promote the development and prosperity. Through institutional innovation, accelerate the development of cultural cause and cultural industry, strengthen the guidance to creative productions of cultural products, introduce masterpieces to the masses and meet the people's cultural need.

During the discussions, Liu Yun Shan said, there are three distinct features of the publicity work in the new era. The first one is constructiveness focusing on the construction, unite and mobilize people of all walks of life to develop and make progress together. The second is openness. The publicity work is not only people-oriented, socially-oriented, highly transparent and open, but modernization-oriented, world-oriented, future-oriented, active in learning from and absorbing the useful achievements of civilization as well. The third is for the people. The purpose of the publicity is to better mobilize the people and pay attention to attracting wide participation of the masses and guide them self-education and self-improvement.

Li Yun Shan said, we are now in an open era and the relationship between China and other countries in the world is increasingly close. Progress in any fields are not separated from the exchanges and cooperation among nations and learning from each other. We sincerely hope that we strengthen the communication and contacts with Diplomatic Envoys, learn from the Parties and governments their experience in managing state affairs, promote the cultural exchange and

cooperation , work together to push forward the civilization and progress of the human society.

Liu Yun Shan also answered the questions that the Diplomatic Envoys cared for Diplomatic Envoys from 49 countries and EU attended the event. They listened to the introductions on the Publicity Department, visited the relevant offices, observed the relevant working sites . The activity lasted nearly 3 hours. The atmosphere was very active. Exchanges were warm. Diplomatic Envoys spoke highly of the activity. Many of them expressed that this activity had not only enabled them to know directly about the publicity work of CPC but also experienced personally a good image of openness and sincerity of friendly cooperation of CPC .

This event is one of the serial activities “ enter the Party’s departments” jointly organized by International Department of Central Committee of CPC and relevant Departments of Central Committee of CPC.