

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

WANG QIAN

HEARING AS A FORM OF COMMUNICATION

Master's thesis
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

Supervisor: Maksim N. Mazanik
Candidate of Sociology,
Associate Professor

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ABSTRACT

This work is the theoretical justification and practical identification of factors, the specifics of the emergence and spread of rumors, as a special form of communication.

An object research - rumors as an element of the mass communication system of modern society.

Subject - the research advocates factors and social consequences of integrating rumors into the space of people's communication activities.

The following results of the master's work: theoretically substantiated author's vision of the essence, the nature and criteria of rumors as a communicative phenomenon, proposed copyrights variation influence of rumors on the processes of interpersonal and group communication, a sociological analysis of the specifics of the spread of rumors in the information and communication environment of modern society, The author's vision of the rumor management process, which consists in countering them, as well as preventing their occurrence, is substantiated.

Materials master's thesis can be used: marketing, consulting companies in the development and implementation of communication campaigns. In addition, the results obtained can also be successfully applied in order to prevent and correct rumors in society during election campaigns and in business.

Key words: hearing aracteristics classification of hearings, factors of appearance, distribution and perception of hearing.