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**RESEARCH ON CHINA'S REPORTS BY THE BELARUSIAN MEDIA-
FROM THE PERSPECTIVE OF NATIONAL IMAGE**

Master's thesis
ABSTRACT

Speciality: 1-23 80 11 Communications

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ABSTRACT

In recent years, the economies of China and Belarus have developed rapidly and the relationship between the two countries has become increasingly enthusiastic. The relationship of comprehensive cooperation and mutual help between the two countries is not only reflected in the hard powers such as politics and economy, but also in soft power such as social culture. The national image belongs to a kind of "soft power", so the Belarusian media influences the attitude of the Belarusian people towards China by shaping the spread of China's image. With the popularity of the Internet, news sites play an important role in this regard. Previously, the Belarusian Journalism community had relatively little research on China's national image, and the existing research was outdated. Therefore, this article takes the two most popular newspapers in the Belarusian media as the research object, and selects the latest 2020 report as an example to analyze how the Belarusian media views China.

The aim of the master's thesis is to describe the situation between China and Belarus and the current state of the Belarusian media.

The specific contents of the study are as follows: First, the paper briefly describes the situation between China and Belarus and the current status of the Belarusian media. Secondly, this paper quantitatively analyzes the sample and uses statistical methods to see the overall trend of Belarusian media coverage in 2020. At the same time, a preliminary analysis of each topic is also made. After that, this paper starts from the analysis results, analyzes the representative texts, and obtains the most common discourses about China from the Belarusian media from the text structure and keywords. Finally, this article explains the characteristics of the Belarusian newspapers and networks in the process of presenting the image of China, and thus makes some suggestions for the media management and reports in the country where the author is located.

Keywords: National Image, International Communication, Belarus, The Belt and Road