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**THE PROBLEMS OF VERBAL COMMUNICATION IN DIFFERENT
ORGANIZATIONAL MODELS**

Master's thesis
ABSTRACT

Speciality: 1-23 80 11 Communications

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ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Huang Dijing “The Problems of Verbal Communication in Different Organizational Models ” is devoted to the research of communication skills in different organizational models, in particular the verbal communication skills of companies and individuals in the media industry across the business domain. The thesis reviews the various dominant forms of communication and the current state of cross-domain communication, as well as briefly analyzing the current state of the dominant media structures in different countries and regions, and discusses the conditions for business cooperation between Belarusian media companies and Chinese business or media companies in an open communication model, with profitable approaches. The main methods of communication that can help the media industry to develop and overcome barriers to communication across different spheres are identified.

The aim of the Master's thesis is to identify and demonstrate the feasibility of media communication across business domains in the Internet era and to promote the role and commercialization of media entertainment services for the public in the post-epidemic of COVID-19 era globally.

Keywords: communication, media, social interaction skills, cross-domain communication, cross-cultural dialogue, business models, streaming media, partnerships, innovation, online marketing.