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**SOCIAL MEDIA IN CHINA AND BELARUS:
COMPARATIVE ANALYSIS**

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 Jian Zheng “Social media in China and Belarus: comparative analysis” is to prove that a high level of cooperation has been achieved between the Republic of Belarus and the People's Republic of China. It is worth noting that over a twenty-year period of diplomatic relations. An important factor in strengthening and developing bilateral cooperation is the mass media (media) of both countries. It is thanks to their efforts that the peoples of China and Belarus, historically and culturally diverse, can receive diverse and complete information about each other. With the development of new information technologies, the influence of the media on the formation of the image / image of the country and people in the mass consciousness has increased many times. Depending on the nature of the information transmitted through the media channels, they can create an atmosphere of trust between countries, facilitate public diplomacy, or, conversely, stimulate mistrust and hostility.

The master's thesis aims to analyze the features and trends of Social Media in China and Belarus.

Keywords: Social Media, China and Belarus; communication technology, cultural interaction, features, trends