

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

SHEN QIN

THE IMAGE OF BELARUS AS SEEN BY CHINESE YOUTH

Master's thesis
ABSTRACT

Speciality: 1-23 80 11 Communications

Scientific supervisor:
Irina. I. Kalachova
Doctor of Science in History,
Associate Professor

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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 Miss Shen Qin “The image of Belarus as seen by Chinese youth” is devoted to the main communication methods in forming the impression of Belarus and its people in the eyes of Chinese youth. The paper presents an overview of the image of Belarus as seen by Chinese youth , analyze and define the image of Belarus based on narrative materials, and show the influence of different communication methods on the knowledge, evaluation and behavioral patterns of the Chinese youth regarding Belarus and its people.

The master's thesis aims to define the role of the main communication methods in forming the impression of Belarus and its people in the eyes of Chinese youth and to create a project intended to present the country image to a foreign cultural environment.

Key words: Belarus, state image, the mechanism of social perception, communication methods, social awareness, Chinese youth, cultural environment.