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# SOCIAL MEDIA
# AS A TOOL FOR CROSS-CULTURAL COMMUNICATION

Master's thesis
ABSTRACT

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# ABSTRACT

In the information age of the Internet, the development of social media has brought about significant changes for people around the world. The social lives, lifestyles, and access to information of ordinary people have changed, as have the ranks of social media users. Social media has given individuals the opportunity and ability to export information externally, and new communicators have emerged from the new communication structure. The role of social media in intercultural communication has been shaped by the spread of interactive information, and new content platforms and content distribution mechanisms have made intercultural communication and diffusion possible. In recent years, the globalization of information and culture has led to the development of social media with unique identities and the creation of personalized and rich content, thus facilitating and accelerating social media intercultural communication.

It is the focus of this paper to analyze the intercultural communication and integration of cultures in the Great Stone Industrial Park through the lens of intercultural communication, to understand and grasp the conflicts and causes of intercultural conflicts in the enterprise, and to provide solutions to intercultural conflicts in Belarusian and Chinese joint ventures, based on respecting the differences between cultural entities, The paper discusses the relevance of social media to intercultural communication and its implications for the development and integration of cultures through cultural dialogue and interaction while respecting the differences of each cultural entity, treating and adapting to heterogeneous cultures with tolerance and positivity.

This paper is divided into three parts: the first part is a basic theoretical study of intercultural communication. In the second part, the special characteristics of WEB2.0 social media in intercultural communication are explained, including the characteristics of social WEB2.0 social media, content analysis, and the specific embodiment of social media in intercultural communication. The third part is a study of cultural communication and integration between Belarusian and Chinese companies in the Great Stone Industrial Park through the lens of intercultural communication.

*Keywords: social media, intercultural, Web2.0, identity construction, personal media, national image, soft power, great stone industrial park, culture conflict, cultural integration.*