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**NATION-BRANDING THROUGH ART:
THE CASE OF PROMOTING TRADITIONAL CHINESE CALLIGRAPHY
AND PAINTING VIA NEW MEDIA**

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 Zeng Xiaoqing «Nation-Branding through Art: the Case of Promoting Traditional Chinese Calligraphy and Painting via New Media» is dedicated to the promotion of traditional Chinese calligraphy and painting for the purpose of nation-branding. The thesis presents an overview of the history of traditional painting and calligraphy and their contemporary representations in the new media and suggests new opportunities for their more efficient use in nation-branding.

The master's thesis aims to identify and substantiate the uses of new media in nation-branding by means of the traditional Chinese painting and calligraphy.

Keywords: new media, nation branding, art, traditional painting, Chinese calligraphy.