

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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BAI FENGQI

**REPRESENTATION OF ORGANIZATIONAL CULTURE IN SOCIAL
MEDIA**

Master's thesis
ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

The purpose of this work is to analyze the representation of organizational culture in social media on the example of Internet resources of the Russian-language versions of Deutsche Welle, VVS, and the Internet newspaper "Lenta.ru".

The object of study of the thesis is the organizational culture of "BBC", "Deutsche Welle" and the online edition "Lenta.ru".

The subject of the study is the representation of the organizational culture of the BBC, Deutsche Welle and the online publication Lenta.ru in social media.

The methodological basis of the dissertation is: the method of analysis and synthesis, the method of induction and deduction, the historical method, as well as the private science used in conducting sociological research: the method of scientific observation and content analysis.

In the process of writing the thesis, the following results were obtained: features of using social media in the organization's communication system are revealed; the role of organizational culture in the activities of a social organization was determined.

The relevance of the research is due to the fact that today social media plays a significant role in the functioning of organizational culture, as the latter becomes more dependent on the information distributed in the social media environment. Nowadays many organizations are forced to take into account the changes that have occurred in the information space, as well as to include social media in their own set of strategies for external and internal communications. As practice shows, the inability to effectively use social media impedes the successful implementation of the organization's external and internal communication strategy.

The results obtained are characterized by wide possibilities of theoretical and practical application. Materials of the thesis can be used in the educational process, as well as in the development of strategies for external and internal communications of the organization.

The materials and results of the master's thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: culture, organizational culture, communication, representation, Internet resources, social media, communication.