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**PHENOMENON OF RUSSIAN LANGUAGE AND LITERATURE IN
INTERCULTURAL COMMUNICATION OF CHINESE YOUTH**

Master's thesis
ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

The purpose of the work is to determine the actual directions for optimizing the intercultural communication of Chinese and Belarusian youth through the Russian language and to develop an author's project of social advertising that promotes the possibilities of Belarusian education.

The object of research is the Russian language and literature as a phenomenon of international communication in the modern conditions of the Belarusian higher school.

The subject of the study is the Russian language in Belarusian higher education in the training system for Chinese youth.

In the process of writing a master's thesis, the following results were obtained: the contribution of the Russian language and culture to the development of intercultural contacts between China and other countries is shown; The main trends in the development of the Russian language in the Soviet period are disclosed; studied the activities of Russian teachers in training Chinese specialists; analysis of the contribution of the Belarusian higher school to the development of international communications in Russian; the role of the Chinese media in intercultural communication is shown, the communication channels of information available to Chinese youth for education in Russian are studied; The author's project of social advertising (video) "I study Russian in Belarus!" was developed

Keywords: language, culture, youth, Sino-Belarusian cultural exchange, higher education, advertising, information and communication technologies.