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MA TENG

**DIGITALIZATION OF CHINESE YOUTH DAILY**

Master's thesis  
ABSTRACT

Speciality 1-23 80 11 Communications

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## ABSTRACT

The purpose of this work is to identify the features of everyday practices of Chinese youth in the context of digitalization.

The research object of the thesis is the digital transformation of everyday life in China.

The subject of the thesis is digitalization of everyday practices of Chinese youth.

The methodological basis of the thesis was made up of: the method of theoretical generalization of scientific literature, the method of scientific observation and description, as well as General scientific methods (analysis, synthesis and deduction), private scientific methods (content analysis).

In the process of writing the thesis, the following results were obtained: the features of everyday practices of Chinese youth in the conditions of digitalization were considered; the role of everyday practices of Chinese youth was determined.

The relevance of the research is due to the fact that the success in the socio-economic development of China at the end of the XX century became an important event on the world stage. The active introduction of digital technologies into everyday life and the implementation of socio-economic reforms have turned China into a dynamically developing world power. Currently, China occupies a leading position in the consumption of digital technologies (products). For example, the mobile audience in China's domestic market is (2019).

The results obtained are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process.

The results were obtained on the basis of reliable materials and independently conducted practical research.

*Keywords: culture, digital transformation, Internet resources, social media, communication*