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**PROMOTION OF BELARUSIAN-CHINESE PROJECTS
IN THE INTERNET MEDIA**

Master's thesis
ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

The purpose of the work is to identify the specifics of promoting joint Belarusian-Chinese projects.

The object of research is the Internet media of Belarus and China.

Research methods: formal and logical research methods (definition, classification, analysis, comparison, conclusions).

The following results were obtained: project promotion as a social technology was studied: development of communication strategies, choice of tools and methods, evaluation of effectiveness, and the practice of organizations promoting Belarusian-Chinese commercial and cultural projects on the Internet was presented.

The novelty of the results lies in recommendations and proposals for promoting Belarusian-Chinese commercial and cultural projects on the Internet.

The author confirms that the work is done independently and are analytical material correctly and objectively reflects a condition of researched process, and all borrowed from literary and other sources of theoretical, methodological concepts are accompanied by references to their authors.

Keyword: Confucius Institute, Great Stone, media, strategy, project, promotion.