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SOCIAL MEDIA AS A TOOL FOR INTERCULTURAL COMMUNICATION

Master's Thesis
Speciality: 1-23 80 11 Communication

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ABSTRACT

The master's thesis "Social media as an instrument of intercultural communication" by LIU YIFEI, a graduate student of the Department of social communication of BSU of the Faculty of Philosophy and Social Sciences, is dedicated to studying and promoting the operation mode and development direction of social media for intercultural communication in the context of globalization. This paper reviews the development of social media and intercultural communication, discusses the operating mechanism of the main social media platforms, describes the promotion and change of intercultural communication by examples such as media diplomacy, we media operation and the impact of the COVID-19, and takes the intercultural communication between China and Belarus as the main narrative object.

This master's thesis aim is to explain how social media creates a platform for intercultural communication and to explore the current scope of social media.

Keywords: social media, intercultural communication, Chinese culture, Belarusian culture, cultural difference, media diplomacy, globalization, national soft power.