

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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PAN YINGJIE

THE IMAGE OF CHINA CONSTRUCTED BY WESTERN MEDIA

Master's thesis

ABSTRACT

Speciality: 1-23 80 11 Communications

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ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Pan Yingjie “The image of China constructed by Western media” is devoted to the study of images of China constructed by the Western media and deliberately distorting the content of the depicted content. The paper analyzes the mechanisms used by various Western media to distort the content of images representing China. Examples of distorted images are taken from well-known media (the New York Times, the BBC, Hollywood films, and video games), which are analyzed by the author on the theoretical basis of communication theories, and stereotyping of consciousness. Strategies for the reaching the global market of China's national images created by the Chinese media are proposed.

The master's thesis aims to explore the internal mechanisms of the formation of China's image in various types of Western media and their impact on the audience.

Keywords: national image, China, Western media, image construction, international communication.