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**INTERGENERATIONAL COMMUNICATION ON THE INTERNET:
MAIN BARRIERS AND APPROACHES FOR OVERCOMING
THEM ON WECHAT PLATFORM**

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 Mr Zhou Songhuang "Intergenerational communication on the Internet:main barriers and approaches to overcome on wechat platform" is devoted to to serving and promoting better intergenerational communication in the Internet environment . This thesis reviews the current situation of intergenerational Internet communication in China and its main obstacles, discusses how WeChat, as a major platform for intergenerational Internet communication, can improve the state of Internet intergenerational communication, and identifies the main factors that contribute to the development of Internet intergenerational communication in China. Spread the practice.

The aster's thesis aims to identify and demonstrate the role of the WeChat platform in promoting the intergenerational Communication of the Internet in China.

Keywords: intergenerational communication, internet, major barriers, digital divide, cultural feedback, WeChat, channel, platform.