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**THE IDEOLOGICAL IMPACT OF CINEMA OF USA
TO THE CHINESE AND BELARUSIAN AUDIENCE**

Master's Thesis

ABSTRACT

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ABSTRACT

The Hollywood film industry is not only the backbone of the American economy, but also an important means of exporting American values to the outside world. Feature films produced in the USA act as “soft power” and, in the context of studying intercultural communication and the media, their best ideas should be assimilated to improve their own ideological development. The plots and images of American films are worthy of study, and their ideology has certain inspiring goals that serve as guidelines for the national film production of other countries.

However, like any socio-cultural system, the American one is also not perfect, so you should develop a reasonable attitude towards understanding and evaluating American films in the context of your own cultural norms and values. Thus, the study of the influence of American films on the ideology of Belarus and China can increase the effectiveness of ideological and educational work, taking into account the moods of today's youth.

In this master's thesis a theoretical analysis of ideology as a sociocultural phenomenon has been carried out, the relationship between cinema and ideology, as well as its influence on the processes of film production, has been identified, the concept and functions of propaganda, including feature films as one of the forms of propaganda influence, have been analyzed, and the influence of American ideology on Chinese ideology has been analyzed. and the Belarusian audience through film propaganda. The study uses the method of a questionnaire survey of students of higher educational institutions in order to obtain information about their preferences and analyze their understanding of the ideology of American cinema.

Key words: mass consciousness, American film, ideology, film propaganda, university students.