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**COMMUNICATIVE PRACTICES IN SOCIAL MEDIA  
(THE CASE OF CHINESE NETWORK DOUYIN)**

Master's Thesis

ABSTRACT

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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. Qiu Junhong "Communicative practices in social media (the case of Chinese network Dou Yin)" is devoted to the identifying the essential characteristics of diverse communicative practices presented in social media. The study was conducted on the example of the Chinese social network Dou Yin, an analogue of the Tik Tok network. The study examined the history of the formation and development of the Dou Yin network, identified the most common communication practices in it related to the creation of short videos, users' reactions to content, and changes in users' daily lives.

The master's thesis aims to review the peculiarities of communicative practices that rise in social networks, taking Dou Yin network as a demonstrative case.

*Keywords: social media, social network, social interaction, communicative practices, Dou Yin, values.*