

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

LI Yujie

**THE IMAGE OF CHINA FORMED
BY BELARUSIAN MEDIA RESOURCES**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:
Irina I. Kalacheva
Doctor of Science in History
Professor

Minsk, 2023

ABSTRACT

The aim of this master's thesis is in the analysis of the image of China in the Belarusian media. The data and conclusions of this study can be used for an in-depth exchange between Belarus and China in the field of social journalism and state information exchange in the Internet media. They can be used as a basis for further research in these areas. The study proposes to use general analytical, synthesis, deductive, descriptive, analogical, diagnostic, comparative, survey and interview methods.

The object of the study is the Belarusian mass news media on the Internet and the paper media, presented in the form of newspapers, news reports, headlines, etc. The scientific significance of this article lies in the fact that China is a priority partner of the Republic of Belarus and the coverage of China-Belarus relations must also reach a higher status and quality level for Belarus.

In the process of completing this master thesis the following main results were obtained by a candidate: to study the role of the media in shaping the image of the country, to identify the specificities of Belarusian coverage of China, to identify the specificities of the deepening of Sino-Belarusian relations, and to determine the role of the media in shaping the image of China. A comprehensive analysis of the Belarusian media was carried out to identify the objectives of Belarusian communication on the image of China, strategic directions for improving the level of coverage and increasing the effectiveness of communication, and to summarise the challenges of Belarusian media on the image of China, as well as recommendations for addressing these challenges.

Keywords: Belarusian media; mass media; image of China; national image; impact; strategy.