

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

LUO Yangbin

**PHOTOJOURNALISM IN THE NEW MEDIA:
CASE OF NEW MEDIA CHINESE**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:

Efimova V. Nadezhda

Doctor of Philosophy in Philosophy,

Associate Professor

Minsk, 2023

ABSTRACT

This thesis examines the development of photojournalism in China's new media landscape. Consisting of four chapters, it examines the history and role of photojournalism in society, the regulatory environment for new media in China, the evolution of photojournalism in the field of new media in China, and case studies of photojournalism projects in China. The first chapter outlines the historical and social significance of photojournalism and introduces the concept of new media in China. Chapter 2 analyzes the regulatory framework of China's new media landscape and explores the various media channels available. Chapter 3 explores the challenges and opportunities social media platforms present for photojournalism, and the impact of emerging technologies such as virtual and augmented reality. Finally, Chapter 4 presents a case study of a successful photojournalism project in the Chinese new media field.

Through the analysis of historical and contemporary developments, *this master's thesis aims to gain a comprehensive understanding of the unique challenges and opportunities that photojournalism faces in China's new media landscape*. It believes that emerging technologies and social media platforms present challenges and opportunities for photojournalists in China. Additionally, it highlights the importance of storytelling skills in engaging audiences and raising social awareness through photojournalism. The case studies in this paper provide insights into successful storytelling strategies in the new media environment. Overall, this article contributes to the scholarly discussion on the evolution of photojournalism in China and provides valuable insights for practitioners and scholars interested in the field.

Keywords: photojournalism, china, new media, social media, regulatory environment, media landscape, case studies.