

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

ZHAO Bingbing

**CONFLICT AND INTEGRATION
OF TRADITIONAL MEDIA AND NEW MEDIA IN CHINA**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:

Larisa G. Titarenko

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Professor

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ABSTRACT

The aim of the master's thesis is to study the current state of development of traditional and new media in China, to identify the problems in the development of traditional media and to locate the possible direction of the integration of traditional and new media.

The main focus of this master's thesis is on traditional and new media in China. The research topics include the description of current situation of the development of traditional media and new media in China and suggestions for their integration.

In the process of completing the master thesis the following main results were obtained by a candidate: comprehensive analysis of characteristics of Chinese traditional media and new media, identification of the specific circumstances of the development of Chinese traditional media and new media, selection of strategies for the integration of traditional media and new media under the conditions of Internet development, description of the causes of conflicts between the traditional media and new media, review of the evolution of Chinese traditional media and new media, definition of the challenges posed by Chinese new media to traditional media, and suggestions for the integration of Chinese traditional media and new media.

Keywords: traditional media, new media, conflict, integration, China.