

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

CHEN MEIYU

**SOCIAL MEDIA COMMUNICATIONS PROMOTING FEMINIST  
AWAKENING**

Master's Thesis

**ABSTRACT**

Specialty 1-23 80 11 Communications

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## ABSTRACT

The aim of this master's thesis is to investigate the role of the social media communication in feminist awakening promoting. The basic methodological principles include following scientific methods: literature research method, investigation method, case research method, content analysis method.

The focus of research presented this master thesis is social media communication. Subject of research includes the social media communication promotes feminist awakening.

In the process of completing this master thesis the following main results were obtained by a candidate: the determination of the social media communication; the identification of the role feminist awakening in the modern culture; conduction the case study of feminist-oriented social media communication; tracing the influence of the feminist-oriented social media communication on the feminist awakening in modern media sphere as well as revealing trends, prospects, challenges, and opportunities for overcoming the problems of feminist awakening in the media sphere.

*Keywords: social media; communication; feminism; influence; promotion.*