

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

CHEN RAN

**ANALYSIS OF THE COMMUNICATION ELEMENTS  
OF THE OFFICIAL ACCOUNT FROM THE PERSPECTIVE  
OF COMMUNICATION SCIENCE**

Master's Thesis

ABSTRACT

Specialty 1-23 80 11 Communications

Scientific adviser:

Elena V. Lebedeva

Doctor of Philosophy in Sociology,  
Associate Professor

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## ABSTRACT

The aim of this master's thesis is to analyze the communication elements of the official account from the perspective of communication science. The basic methodological principles include following scientific methods: general analysis, synthesis, deduction, description, analogy, diagnosis, comparison, prognosis, analysis of statistics, survey, interview, case study.

The focus of research presented this master thesis is official social media communication. Subject of research includes the communication elements of the official account.

In the process of completing this master thesis the following main results were obtained by a candidate: definition of the main features of social network communication; classification of the communication elements social network communication patterns; analysis of the role of communication elements of the official account from the perspective of communication science; comparison of the different communicative approaches to the official account construction as well as suggestion of the recommendations for improving the official account from the perspective of communication science.

*Keywords: communication; social media; official account; communication elements; communication science.*