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**CONTENT CHARACTERISTICS  
OF THE IMAGE OF WOMEN IN NEW MEDIA ERA:  
THE CASE OF SINA WEIBO**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

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## ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU He Yingqi "Content characteristics of the image of women in new media era: the case of Sina Weibo" is devoted to study trends in covering the image of women in modern media (using the example of Sina Weibo). The author examines the appearance and development of a new era of media, as well as the concept and factors of representation of the female image in the media; then the expression of the female image on Sina Weibo is analyzed, its diversity and changing trends are revealed.

The master's thesis aim is to characterize the content characteristics of the image of a woman in the media using the example of Sina Weibo.

*Keywords: communication, new media, image, image of women, mass media, China, Sina Weibo*