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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**THE APPLICATION OF COMMUNICATION THEORY  
IN THE HANDLING PUBLIC OPINION  
IN CHINESE COLLEGES**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

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Minsk, 2023

## 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 Huang Guomin "The application of communication theory in the handling public opinion in Chinese colleges" is devoted to the use of principles of correct communication policy during in the process of covering emergencies arising on the university campus. The paper presents the features of college's public opinion, contains results of case analysis of broadcasting some emergencies, and puts forward substantiated recommendations for optimizing the communication policy of educational institutions.

The master's thesis aims is to identify the role of correct using of communication theory in process of handling public opinion in Chinese colleges during realization of communication policy of institution.

*Keywords: communication, public opinion, management of public opinion committee, educational institutions, emergencies, broadcast mode 5 W.*