

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

HUANG YISHU

**THE NEW TRENDS  
IN THE COMMUNICATION AESTHETICS**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:

Larisa G. Titarenko

Doctor of Sciences in Sociology,

Professor

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## ABSTRACT

The aim of the master's thesis is to analyze the disciplinary system of communication aesthetics in order to find some theoretical foundations for the construction of the discipline, to make some new expansions for the development of communication aesthetics, and to analyze the new trends in communication aesthetics.

The main focus of this master's thesis is to study the disciplinary system of communication aesthetics, including its definition, research object, disciplinary scope, nature, and future development trend. This thesis takes aesthetic theory as the point, communication science as the surface, and through a variety of other disciplines such as semiotics, journalism, psychology, etc., thus developing the study of the disciplinary system of communication aesthetics, and analyze the new trends in communication aesthetics.

In the process of completing master thesis the following results were obtained: description of a new perspective on communication aesthetics in the new media era; practical recommendations on the construction of a communication aesthetics system in the new media era. The master thesis provides the new direction for research on the subject of communication aesthetics, including new reference material for researchers in related fields, helps to consolidate theoretical knowledge of communication aesthetics and establish the basis for training of specialists in communication aesthetics courses.

*Keywords: communication aesthetics, disciplinary orientation, new media era: new trends in communication aesthetics.*