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**INTERACTION OF POLITICS
AND MASS COMMUNICATION MEDIA
IN CONSTRUCTING MEDIA AGENDA**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

The goal of master thesis is to explore the complex interaction between politics and mass communication media in constructing the media agenda. Specifically, the thesis aims to investigate how political actors use various strategies to influence the media agenda, and how the media in turn shape the public's perceptions of political events and issues.

This thesis's main task is to analyze the interactions between politics and the media and how they affect the process of creation of media agendas. In order to achieve this task, the paper will look at how media information and political reports influence media outlets' agendas. Another task of the master thesis is to describe the numerous ways the media organizations manipulate the audiences aimed to advance their own goals.

The research methods used in the master thesis: 1. Qualitative research: Qualitative research methods are used to explore and understand phenomena in-depth, often through interviews, focus groups, or observations. 2. Case study research: Case study research involves in-depth exploration of a single case or several cases of a particular phenomenon. 3. Content analysis this method involves analyzing the content of news articles, television broadcasts, or other media sources to identify the topics covered, the framing of those topics, and the sources cited. 4. Network analysis involves mapping the relationships between individuals, organizations, and media outlets involved in shaping the media agenda.

The research analysis allowed receiving some important results. First, the master thesis provides an in-depth understanding of the interaction between politics and mass communication media in constructing media agenda. Second, master thesis highlights the importance of this process for understanding the role of the media in shaping public opinion and influencing the political process. Third, the thesis shows that media outlets have their own biases and agendas, which can impact the topics and perspectives that are covered in the news.

Keywords: social media, political communication, ideology, civil rights, government management, interaction.