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**RESEARCH AND ANALYSIS  
OF THE COMMUNICATION STRATEGY  
OF MUSIC VARIETY SHOWS**

Master's Thesis

ABSTRACT

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## ABSTRACT

The master's thesis "research and analysis of the communication strategy of music variety shows" by Mr. MAO WENZHUO, a graduate student of the Social Communication Department of the Faculty of Philosophy and Social Sciences of BSU, committed to exploring a path conducive to the healthy development and effective dissemination of Music of China variety audiences. This thesis provides an in-depth analysis of the similarities and differences in communication strategies for various music diversity, and then takes the communication of music variety shows as a whole and a systematic object. In order to summarize the similar communication strategies, music variety shows influence people's views on music culture.

Within the research framework, the development history and construction process of media technology on music variety shows were summarized, and the similarities and differences of various communication strategies for music variety shows were explored. Based on the communication laws, different music variety shows were analyzed as a whole and systematic object, as well as the development of music variety shows under the influence of online media and their impact on different target groups.

The purpose of this master's thesis is to explore the nature and characteristics of different media and their relationship with Chinese popular music from the perspective of Communication studies through the research on the development of Chinese popular music in the period of print media, storage media, broadcast media, television media and network media. Its purpose is to explore a path conducive to the healthy development and effective dissemination of Music of China variety audiences.

*Keywords: Music variety show; Communication strategy; Communication channel.*