

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

QIAN YIJING

**THE GENERATION MECHANISM  
AND GUIDANCE STRATEGIES  
OF ONLINE POLITICAL OPINION**

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 Qian Yijing "The generation mechanism and guidance strategies of online political opinion" is devoted to the study of interactive public political opinion, its role and real influence on the course of social processes. The paper presents a description of the mechanism for the formation of public political opinion, examines its psychological, emotional, and behavioral components, identifies strategies for managing public political opinion, and provides an overview of studies on the mechanism for the formation of public political opinion and strategies for managing it.

The master's thesis aim is to study the mechanism of education and strategies for managing interactive political opinion.

*Key words: interactive political opinion, Internet, mechanism for the formation of interactive political opinion, strategies for managing interactive political opinion.*