

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

SHI XIAOLIN

**INFLUENCE OF CULTURAL DIFFERENCES ON TRADITIONAL
AND NEW MEDIA**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:
Larisa G. Titarenko
Doctor of Sciences in Sociology,
Professor

Minsk, 2023

ABSTRACT

The aim of the master's thesis is to gain insight into the different cultural backgrounds of the East and the West by analysing the cultural differences between the two sides and their impact on traditional and new media, exploring the balancing rules for cross-cultural communication.

The main focus of this master's thesis is the traditional and new media of the East and the West, presented in the form of newspapers, films, TV series and short videos. The research topics include the impact of cultural differences on traditional and new media of the East and the West.

In the process of completing the master thesis the following main results were obtained by a candidate: Eastern and Western cultures are different in different aspects, and the differences are manifested in different cultural dimensions, contexts and ways of thinking. Through specific examples and analysis, it is shown that the cultural differences between the East and the West have a profound impact on the media, and cultural differences will have effects on cross-cultural communication. Therefore, in an ideal situation, the media should follow appropriate rules to achieve the purpose of balancing the cultural differences between the East and the West.

Keywords: cultural differences, Hofstede's cultural dimension theory, high and low-context culture, traditional and new media.