

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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CRISIS PR STRATEGY OF THE OFFICIAL CHINESE MEDIA

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

The purpose of this master's thesis is to describe the actions of Chinese official media in public opinion dissemination and crisis management, analyze their impact on society and government credibility, and investigate the strategies employed by official media in guiding public opinion, disseminating information, and controlling discourse.

The main research focus of this master's thesis is the crisis PR strategies of Chinese official media, their actions, and their actual effects, which encompass societal impact, public opinion, and government trust.

In the process of completing this master's thesis, the candidate achieved the following main results: explored government crisis PR strategies, the role of social media in crisis events, and mechanisms of public opinion formation. Summarized the current information dissemination structure between Chinese official media and the government's internal channels. Analyzed local government crisis PR actions and their societal impact through case studies. Identified potential challenges faced by Chinese official media in crisis PR and provided recommendations for improvement.

Keywords: crisis PR strategy, public opinion, disinformation, official media, public relations strategy, social influence.