

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

XUE ZHENGQING

**COMMUNICATIVE PERSPECTIVES
OF PERSONAL WE-MEDIA
(ON THE EXAMPLE OF WECHAT OFFICIAL ACCOUNT)**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

Scientific adviser:

Ina M. Nalivaika

Doctor of Philosophy in Philosophy,
Associate Professor

Minsk, 2023

ABSTRACT

The aim of this master's thesis is to gain a comprehensive understanding of the dynamics and effects of personal self-publishing in terms of communication and information dissemination in the context of the WeChat public platform in the field of contemporary communication with a communication science perspective. The basic methodological principles include the following scientific methods: case study, qualitative analysis, empirical summary, questionnaire survey, literature research, etc.

The main research focus of this master's thesis is to explore aspects of personal self-media messaging using the WeChat public platform as an example. Research topics include how communication science can adapt to the age of self-media and how personal self-media, exemplified by WeChat Public, can influence communication in the digital age through a communication science lens.

In the process of completing this master thesis the following main results were obtained by a candidate: Identifies the relationship between self-media and communication studies, identifies the pluralistic elements of public platforms, identifies the communication elements of public platforms, analyses the reasons for the efficiency of self-media communication from a communication studies perspective, and clarifies the importance of personal self-media in shaping contemporary communication models.

Keywords: Communication perspectives, personal self-media, WeChat public platforms, information dissemination, communication effectiveness, social influence, audience participation, media theory, democratisation of the media.