

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

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**THE IMPACT OF NEW MEDIA
ON CONTEMPORARY COMMUNICATION**

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 Zhou Xiaoqi "The impact of new media on contemporary communication: the case of western media" is devoted to the influence of new media on modern communication. The work examines the positive and negative aspects of new media from the point of view of modern communication, the problems of their convergence and audience trust, and provides the results of an empirical study of audience trust in new media; trends and prospects for the development of new media in society have been identified.

The purpose of the master's thesis is to determine the influence of new media on modern communication, their positive and negative aspects and ways to manage the spread of new media.

Keywords: media, audience, social media, communication, video, new media.