

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF JOURNALISM
Department of International Journalism

GAO RUIQI

**EDUCATIONAL TELEVISION IN THE PEOPLE'S REPUBLIC OF
CHINA: HISTORICAL EXPERIENCE AND CURRENT STATE**

Master's thesis
Specialty 7-06 0321 02 Communications

Scientific supervisor:
D.A. Pankou
Doctor of Economy, Professor

Approved to defense
«__» ____ 2024
Deputy Dean

E.R. Khmel
PhD in Philology, Associate Professor

Minsk, 2024

TABLE OF CONTENT

INTRODUCTION.....	3
GENERAL CHARACTERISTICS OF THE WORK.....	5
INTRODUCTION.....	3
OVERVIEW	5
ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ.....	6
CHAPTER 1	Ошибка! Закладка не определена.
THEORETICAL FRAMEWORK AND RESEARCH CONTEXT OF EDUCATIONAL MEDIA	Ошибка! Закладка не определена.
1.1 Theoretical foundations of educational television	Ошибка! Закладка не определена.
1.2 Socio-cultural significance of educational television	Ошибка! Закладка не определена.
1.3 Educational Television Policy and Regulatory Framework...	Ошибка! Закладка не определена.
CHAPTER 2	Ошибка! Закладка не определена.
HISTORICAL DEVELOPMENT OF EDUCATIONAL TELEVISION IN CHINA	Ошибка! Закладка не определена.
2.1 Origins and Early Development of Educational Television ..	Ошибка! Закладка не определена.
2.2 Analysis of Educational Television since the Reform and Opening Up	Ошибка! Закладка не определена.
2.3 Transformation and Challenges into the 21st Century	Ошибка! Закладка не определена.
CHAPTER 3	Ошибка! Закладка не определена.
CURRENT STATUS AND FUTURE TRENDS OF EDUCATION TELEVISION IN CHINA.....	Ошибка! Закладка не определена.
3.1 Current Policy Environment and Practice	Ошибка! Закладка не определена.
3.2 Technological and Content Innovation of Educational Television	Ошибка! Закладка не определена.
3.3 Future Development Trends and Prospects.....	Ошибка! Закладка не определена.
CONCLUSION	Ошибка! Закладка не определена.

REFERENCES.....**Ошибка! Закладка не определена.**

INTRODUCTION

In the 21st century, with the rapid development of the Internet and digital technology, China's educational television is facing unprecedented challenges and opportunities. Digitalization and networking have not only changed the way programs are disseminated, but also made content more diverse and interactive. In addition, in the context of promoting educational equality and lifelong learning society, the government has increased investment and support in educational television, making it an important tool for promoting educational policies and improving national quality. At the same time, educational television programs have also begun to combine more with the needs of the audience, focusing on enhancing the educational value and viewing value of the programs to adapt to the trend of marketization and audience diversification.

Currently, the development of educational television in China is at a critical period. With the increasing emphasis on education quality and information technology application by the country, educational television has been endowed with new missions and expectations. For example, using educational television to narrow the urban-rural education gap, promoting distance education and lifelong learning, and playing a role in spreading Chinese culture and values. At the same time, educational television programs are also facing competition with new media, requiring continuous innovation and adaptation to new communication environments. Therefore, exploring the historical experience and status of Chinese educational television not only helps to understand its role in the development of Chinese society, but also has important significance for predicting and guiding its future development.

The main purpose of this paper is to explore in depth the development process of China's educational television from its inception to the present day, analyze its role in different historical periods, as well as the challenges and opportunities it faces. The research will focus on how educational television can adapt to China's rapidly changing educational needs and media environment, especially in the context of technological innovation and social and cultural transformation. In addition, this study aims to evaluate the current status of educational television in China, including its content quality, audience acceptance, and contribution to the development of China's education system and society. Through this study, the aim is to provide profound insights into the development trends of educational television in China, and to provide guidance for future policy formulation and practice.

The significance of this study is to provide a comprehensive perspective for understanding and evaluating the role of educational television in modern Chinese society. Given the potential of educational television in improving the level of national education, disseminating social and cultural knowledge, and promoting the application of information technology, this study has important reference value for educators, policy

makers, and media professionals. At the same time, it also provides valuable cases and experiences for educational television practice and research on a global scale, especially for countries and regions facing similar social and technological challenges. Through in-depth analysis of the history and current situation of educational television in China, this study helps to promote more effective educational communication strategies and broader cultural understanding.

OVERVIEW

Master's thesis: 65 p., 55 sources

EDUCATIONAL TELEVISION, DIGITAL LEARNING, MEDIA IN EDUCATION, PEDAGOGICAL INNOVATION

Object of the research: educational television within the People's Republic of China.

Subject of the research: the impact of educational television on learning together with educational development in China.

Aim of the research: to analyze the historical development of educational television in China, to establish the factors of its current state, to identify its contribution to the improvement of education and the development of society.

Research methods: empirical (observation and description), general scientific (analysis, synthesis), theoretical (induction and deduction), special (content analysis, comparative analysis), sociological (questionnaire survey, interviewing).

The obtained results and their novelty: This study provides a comprehensive overview of the evolution and current dynamics of educational television in the People's Republic of China, tracing its development from early experiments in the 1950s to its sophisticated forms today. A significant finding is the strategic shift in educational content to meet the demands of a rapidly changing society together with economy, incorporating digital technologies and interactive platforms to enhance learning outcomes. The novelty of the research lies in its detailed examination of the policies, technologies, together with pedagogical approaches that have shaped Chinese educational television, offering insights into its role in national development together with education reform.

Area of possible practical application: The insights from this study have significant implications for educators, policymakers, and media producers. They provide a framework for integrating educational television into broader educational strategies, suggest ways to leverage technology for enhanced learning, together with offer guidance for developing content that is both educational and engaging. These findings can inform the design of educational television programs in other countries, contribute to policy formulation on educational media, together with inspire innovation in educational technology and content delivery.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Магистерская диссертация: 65 стр., 55 ист.

ОБРАЗОВАТЕЛЬНОЕ ТЕЛЕВИДЕНИЕ, ЦИФРОВОЕ ОБУЧЕНИЕ, МЕДИА В ОБРАЗОВАНИИ, ПЕДАГОГИЧЕСКИЕ ИННОВАЦИИ

Объект исследования: образовательное телевидение в Китайской Народной Республике.

Предмет исследования: влияние образовательного телевидения на обучение и развитие системы образования в Китае.

Цель исследования: проанализировать историческое развитие образовательного телевидения в Китае, установить факторы его текущего состояния, выявить его вклад в улучшение образования и развитие общества.

Методы исследования: эмпирические (наблюдение и описание), общенаучные (анализ, синтез), теоретические (индукция и дедукция), специальные (контент-анализ, сравнительный анализ), социологические (анкетный опрос, интервьюирование).

Полученные результаты и их новизна: исследование дает всесторонний обзор эволюции и текущей динамики образовательного телевидения в Китайской Народной Республике, прослеживая его развитие от ранних экспериментов в 1950-х годах до его современных сложных форм. Важным открытием является стратегический сдвиг в содержании образования в соответствии с требованиями быстро меняющегося общества и экономики, включающий цифровые технологии и интерактивные платформы для повышения результатов обучения. Новизна исследования заключается в детальном рассмотрении политики, технологий и педагогических подходов, которые сформировали китайское образовательное телевидение, предлагая понимание его роли в национальном развитии и реформе образования.

Область возможного практического применения: результаты исследования имеют важное значение для педагогов, политиков и производителей средств массовой информации. Они обеспечивают основу для интеграции образовательного телевидения в более широкие образовательные стратегии, предлагают способы использования технологий для улучшения обучения и предлагают рекомендации по разработке контента, который является одновременно образовательным и увлекательным. Эти результаты могут послужить основой для разработки образовательных телевизионных программ в других странах, внести вклад в разработку политики в области образовательных медиа и вдохновить на инновации в области образовательных технологий и доставки контента.