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**CHINESE MEDIA IN THE FORMATION OF FAMILY VALUES
AMONG YOUTH**

Master's thesis
Specialty 7-06-0321-02 Communications

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Minsk, 2024

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INTRODUCTION

The role of mass media in creating social norms and values has garnered significant attention in academic circles. Recognizing the swift evolution of China's media environment and the growing exposure of its younger population to a variety of informational channels underscores the crucial role of mass media in shaping family norms among the Chinese youth. This research seeks to examine how Chinese mass media affects the familial values of young people, especially how media portrayals and stories shape and alter these values.

The principles and standards embedded in family values shape and define one's perspectives and actions within family interactions. It covers perspectives on factors as diverse as marriage, parenting, gender, and more. The Chinese family is very close to Confucian values, emphasizing and maintaining a hierarchical structure that always manifests itself in collective management responsibilities. China's cultural evolution began in the late 1970s, with policies emphasizing economic transformation and novel Western social norms that blended ancient and modern family traditions.

A variety of mass media platforms, including TV, press, magazine articles, movies, and more recently digital mediums like social media and internet videos, act as powerful means for socializing. These opportunities enable the youth to grasp and understand societal norms, expectations, and values. Media channels possess the authority to either reinforce or challenge existing familial standards. Depictions of successful career women in the media frequently inspire young females to pursue career goals amidst family responsibilities, thus challenging traditional gender norms in home environments.

This research aims to stimulate academic discussions on media impacts and cultural evaluations by revealing the complex interplay between Chinese mainstream media and the familial beliefs of younger people. Such understanding will be crucial for media specialists, teachers, and policy makers dedicated to promoting the healthy development of children and maintaining affirmative family ethics in the era of digital technology. Understanding the impact of Chinese mass media on the moral behavior of young people's families cannot be ignored at the national level, given the rapid changes in our entire social and cultural standards. The aim of this study is to explore the use of media influence to expand our understanding of the role of media in contemporary Chinese society. This research focuses on how Chinese mass media influences the family values occupied by youth.

The subject covers a range of academic fields including media communication, sociology, and psychology, creating a cross-disciplinary study domain. Our attention is on the impact of mass media on the familial integrity of Chinese youth, covering their viewpoints and beliefs about matrimony, child-rearing, and familial bonds.

Principal inquiries include:

1. How do Chinese mass media affect and disseminate familial values?
2. How do young people assimilate, comprehend, and assimilate the familial values propagated through media?
3. In what ways does mass media impact familial values, whether in a good or ill light?
4. How does the family habits of the Chinese youth correlate with their media exposure?
5. What media approaches can foster the development of healthier and healthier family values among the youth?

Key Research: With the swift progress of digitalization and globalization, young adults are increasingly coming across a wide range of media content. Family morality is an important support point in cultural inheritance, and it will undoubtedly develop with social changes and the progress of each era. China is a country dominated by young people. China is a country of rapid transformation. Studying how mass media shapes the family values of young people has important educational significance and also has policy guidance for the family as a management unit.

Principal methodologies: The study integrates a mix of quantitative and qualitative strategies, including examining literature, material, data, case analyses, observational studies, and statistical information.

The practical areas: The scope of practical domains encompasses crafting and disseminating media, providing education and counsel to families, formulating policies, and undertaking studies in social and cultural contexts.

Through the use of the above comprehensive research methods, this study aims to provide a comprehensive and in-depth perspective for understanding the role of the media in the formation of Chinese youth family values, and to provide strategic suggestions for using the power of the media to positively influence young people's family values.

OVERVIEW

Master's thesis: 84 p., 60 sources.

Keywords: FAMILY VALUES, MASS MEDIA, YOUNG PEOPLE, TRADITIONAL CHINESE FAMILY VALUES, CULTURAL INHERITANCE, SOCIAL CHANGE, TRADITIONAL MEDIA, NEW MEDIA PLATFORMS, GOVERNMENT

The purpose of this study is to analyze the role of the media in shaping the family values of young people in China, to provide theoretical support for education in the spirit of family values and to provide recommendations on the positive role of the media.

This can be achieved within the framework of the following research **tasks**:

1. to determine the theoretical and methodological foundations of the study of family values, having studied their definition and the evolution of research approaches;
2. to analyze the transformation of the concept of family as a cultural phenomenon;
3. to study the features and changes of traditional family values in Chinese culture;
4. to identify new family values in modern China;
5. to determine the influence of mass media on the family values of Chinese youth;
6. to study the role of mass media in the formation of family values among Chinese youth.

The **research object** of the study is family values of Chinese youth.

The **research subject** of the study is the role and influence of the media on the formation of family values of Chinese youth.

Research results: Chinese media, especially new media, have played a significant role in disseminating modern family values. The media not only reflects the cultural changes, but also shapes the contemporary Chinese youth's perception and behavior towards family. The data analysis further confirms the media's direct impact on the youth's family values.

The **structure of the master's thesis** includes an introduction, three main chapters, conclusion, list of sources used and appendices.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Магистерская диссертация: 84 с., 60 источников.

Ключевые слова: СЕМЕЙНЫЕ ЦЕННОСТИ, СРЕДСТВА МАССОВОЙ ИНФОРМАЦИИ, МОЛОДЕЖЬ, ТРАДИЦИОННЫЕ КИТАЙСКИЕ СЕМЕЙНЫЕ ЦЕННОСТИ, КУЛЬТУРНОЕ НАСЛЕДИЕ, СОЦИАЛЬНЫЕ ИЗМЕНЕНИЯ, ТРАДИЦИОННЫЕ СМИ, НОВЫЕ МЕДИАПЛАТФОРМЫ, ПРАВИТЕЛЬСТВО.

Целью данного исследования является анализ роли средств массовой информации в формировании семейных ценностей у молодежи Китая, оказание теоретической поддержки воспитанию в духе семейных ценностей и предоставление рекомендаций относительно позитивной роли средств массовой информации.

Это может быть достигнуто в рамках следующих исследовательских **задач**:

1. определить теоретические и методологические основы изучения семейных ценностей, изучив их дефиницию и эволюцию исследовательских подходов;
2. проанализировать трансформацию понятия семьи как культурного феномена;
3. изучить особенности и изменения традиционных семейных ценностей в китайской культуре;
4. выявить новые семейные ценности современного Китая;
5. определить влияние средств массовой информации на семейные ценности китайской молодежи;
6. изучить роль средств массовой информации в формировании семейных ценностей среди китайской молодежи.

Объектом исследования являются семейные ценности китайской молодежи.

Предметом исследования является роль и влияние средств массовой информации на формирование семейных ценностей китайской молодежи.

Результаты исследования: китайские СМИ, особенно новые медиа, сыграли значительную роль в распространении современных семейных ценностей. СМИ не только отражают культурные изменения, но и формируют восприятие и поведение современной китайской молодежи по отношению к семье. Анализ данных еще раз подтверждает прямое влияние СМИ на семейные ценности молодежи.

Структура магистерской диссертации включает введение, три основные главы, заключение, список использованных источников и приложения.

