

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

LI YUTONG

**NEW MEDIA AS A TOOL FOR FORMING PUBLIC OPINION
ABOUT SOCIAL ISSUES**

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Scientific supervisor:
I. V. Bialiayeva,
Senior lecturer

Approved to defense
«__» _____ 2024
Deputy Dean

L.R. Khmel
PhD in Philology, Associate Professor

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INTRODUCTION

The advent of new media has revolutionized way public opinion is formed on social issues. These platforms, which contain social networking sites, blogs, together with various online forums, have become critical spaces where individuals gather to discuss, debate, together with influence societal matters. dynamic nature about new media allows for real-time exchanges about information together with ideas, shaping collective consciousness together with response to social issues. This research aims to find role about new media in public opinion formation, examining its mechanisms, impact, together with potential for both positive together with negative outcomes in context about social issues.

Scientific Significance. scientific significance about this research lies in its exploration about interplay between new media together with societal dynamics. By understanding with how new media platforms facilitate exchange about ideas together with formation about public opinion, this study contributes to broader field about communication studies together with political science. It supplies insights into structural changes in public discourse together with implications for democratic processes together with social governance. Furthermore, it explores psychological together with sociological factors that drive engagement with new media, enhancing our understanding with human behavior in digital age.

Practical Significance. From a practical point, this research is vital for various stakeholders. Policymakers be able to leverage findings to develop strategies for effective communication together with public engagement on social issues. Media professionals be able to use insights to improve their content together with engagement strategies, fostering more informed together with constructive public debates. Civil society organizations be able to benefit from understanding with power about new media to mobilize support together with influence policy changes. Additionally, research be able to inform educational efforts aimed at promoting media literacy together with critical thinking skills among public.

Literature Review. literature review reflects multifaceted nature about Chinese media space together with its modernization, encompassing technological advancements, economic challenges, societal changes, together with country's soft power. It highlights dynamic interplay between media, technology, together with society in context about China's modernization, providing a rich basis for further research together with analysis.

Stockmann, Daniela, together with Ting Luo explain structural together with motivational differences among major social media platforms. They identify features likely to

facilitate emergence about online public opinion in Chinese social media, supported by evidence from 92 semi-structured interviews with Internet users [1]. Miladi, Nouredine analyzes how new technologies have altered dynamics about public opinion construction together with communication flow in Arab society. His study reveals significant role about platforms like Facebook, Twitter, together with YouTube in Arab Spring revolutions together with their complex impact on Tunisia's democratic transition together with Egypt's political turmoil [3]. Astuti, Yanti Dwi, Rahmah Attaymini, together with Maya Sand Rosita Dewi reveal that social media has become a propaganda a tool in Ukraine-Russia conflict, forming public opinion, seeking global support, together with spreading misinformation. They emphasize must for digital literacy to combat misleading information in post-truth era [4]. Yoo, Jina H., together with Junghyun Kim examine how obesity is framed together with portrayed on YouTube. Their appraisal about 417 obesity videos shows that, like traditional media, YouTube tends to assign responsibility together with solutions mainly to individuals together with their behaviors, although some videos are starting to present alternative causal claims or solutions [5]. Swart, Joëlle, Chris Peters, together with Marcel Broersma analyze how people perceive news on social media platforms, focusing on their role in important social networks relying on dark social media. Their study employs focus groups to investigate questions about inclusiveness, engagement, relevance, together with constructiveness associated with sharing together with discussing news [6]. Dong, Tiance, Chenxi Liang, together with Xu He study China's internet public events by lens about social transformation theory, particularly theories about civic society together with public sphere. They explore role about social media in social change in China by appraisal about 57 typical cases [7]. Tsoy, Diana, Tanin together with K. Ivanovich Kurpayanidi reflect on impact about social media exposure during COVID-19 on perceived threat together with efficacy by implementing PMT theory by EPPM model. They point to interaction between EPPM model together with SDT (self-determination) theory in 'Stay at home' behavior [8]. Dr. Bharat Dhiman highlights important issues together with new challenges for news media in today's changing media environment. He discusses how new media, for instance Internet, social media, mobile devices, together with digital media platforms, bring benefits together with opportunities as well present several issues together with challenges [9]. Sun, Yunpeng, together with colleagues evaluate how TikTok users address climate change together with its impact on social media. They scrutinize climate-related news, disasters, together with resultant networks to assess influence about social influencers in disseminating messages [10].

OVERVIEW

Master's thesis: 70 p., 59 sources.

Keywords: MEDIA SPACE, NEW MEDIA, INFORMATIZATION about SOCIETY, SOCIAL COMMUNICATION, SOCIAL ISSUES

The relevance of topic. New media platforms, for instance social networking sites, blogs, together with other online communication tools, have become significant channels by which information is disseminated together with public opinion is shaped. understanding with role about new media in this process is crucial for various stakeholders, including policymakers, media professionals, together with public. It is important for ensuring that public discourse is informed, balanced, together with reflective about diverse perspectives.

Purpose of research is to explore dynamics about public opinion formation in context about social issues by lens about new media, to understand with how new media platforms influence way social issues are perceived, discussed, together with acted upon by public.

This is able to be achieved within framework of following research tasks.

- 1) To analyze characteristics about new media that make it a potent tool for public opinion formation.
- 2) To examine types about social issues that are most effectively addressed by new media.
- 3) To identify important actors and influencers in new media who play a significant role in shaping public opinion.
- 4) To evaluate impact about new media on public engagement with social issues.
- 5) To assess potential challenges together with risks associated with new media's role in public opinion formation.
- 6) To propose strategies for leveraging new media to promote constructive dialogue together with positive societal change.

The object of study is formation about public opinion in China by new media.

The subject of study is tools about various new media in shaping public opinion in modern China.

Research methods. Empirical (observation together with description), general scientific (analysis, synthesis, analogy, modeling), theoretical (induction, deduction), special (content analysis, comparative).

The results obtained and their novelty.

The study's findings offer novel insights into transformative role about new media in shaping public opinion on social issues within Chinese context. It reveals that new media's characteristics – interactivity, immediacy, personalization, together with globalization – have significantly broadened scope together with accelerated pace about public discourse. research underscores importance about media literacy together with ethical use about technology to mitigate potential challenges for instance misinformation together with privacy concerns. By understanding with these dynamics, stakeholders be able to develop strategies to harness new media's potential for positive societal impact while addressing its risks.

The structure of the work. master's thesis consists about an introduction, three chapters, conclusion together with a list about sources used. total volume about work is 70 pages. list about used literature contains 59 sources.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Магистерская диссертация: 70 с., 59 источников.

МЕДИАПРОСТРАНСТВО, НОВЫЕ МЕДИА, ИНФОРМАТИЗАЦИЯ ОБЩЕСТВА, СОЦИАЛЬНАЯ КОММУНИКАЦИЯ, СОЦИАЛЬНЫЕ ПРОБЛЕМЫ

Актуальность темы. Новые медиаплатформы, такие как социальные сети, блоги и другие инструменты онлайн-коммуникации, стали важными каналами распространения информации и формирования общественного мнения. Понимание роли новых медиа в этом процессе крайне важно для различных заинтересованных сторон, включая политиков, специалистов в области СМИ и общественность. Это важно для того, чтобы общественный дискурс был информированным, сбалансированным и отражал различные точки зрения.

Цель исследования. Цель данного исследования - изучить динамику формирования общественного мнения в контексте социальных проблем через призму новых медиа, чтобы понять, как новые медиаплатформы влияют на восприятие, обсуждение и действия общественности в отношении социальных проблем.

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

- 1) Проанализировать характеристики новых медиа, которые делают их мощным инструментом формирования общественного мнения.
- 2) Изучить типы социальных проблем, которые наиболее эффективно решаются с помощью новых медиа.
- 3) Выявить ключевых акторов и влиятельных лиц в новых медиа, которые играют значительную роль в формировании общественного мнения.
- 4) Оценить влияние новых медиа на вовлечение общественности в решение социальных проблем.
- 5) Оценить потенциальные проблемы и риски, связанные с ролью новых медиа в формировании общественного мнения.
- 6) Предложить стратегии использования новых медиа для содействия конструктивному диалогу и позитивным изменениям в обществе.

Объектом исследования является формирование общественного мнения в Китае с помощью новых медиа.

Предметом исследования являются инструменты различных новых медиа в формировании общественного мнения в современном Китае.

Методы исследования. эмпирические (наблюдение и описание), общенаучные (анализ, синтез, аналогия, моделирование), теоретические (индукция, дедукция), специальные (контент-анализ, сравнительный анализ).

Полученные результаты и их новизна.

Результаты исследования позволяют по-новому взглянуть на преобразующую роль новых медиа в формировании общественного мнения по социальным вопросам в китайском контексте. Он показывает, что характеристики новых медиа – интерактивность, оперативность, персонализация и глобализация – значительно расширили рамки и ускорили темпы общественного дискурса. Исследование также подчеркивает важность медиаграмотности и этичного использования технологий для смягчения потенциальных проблем, таких как дезинформация и проблемы конфиденциальности. Понимая эту динамику, заинтересованные стороны могут разработать стратегии использования потенциала новых медиа для позитивного влияния на общество, одновременно устраняя связанные с ними риски.

Структура работы. магистерская диссертация состоит из введения, трех глав, заключения и списка использованных источников. Общий объем работы составляет 70 страниц. Список использованной литературы включает 59 источников.