MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF JOURNALISM

Department of International Journalism

MU YANGMENGJIE

SELF-MEDIA IN CHINA: STAGES OF DEVELOPMENT AND STATUS

Master's thesis
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Scientific supervisor:
Dr. Elena V.Korshuk
Associate Professor

Approved to defense
«__» _____2024
Deputy Dean

_____
L.R. Khmel
PhD in Philology, Associate Professor

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TABLE OF CONTENTS

INTRODUCTION

In recent years, the rapid evolution of digital technology has transformed the landscape of media and communication, ushering in an era characterized by unprecedented levels of user-generated content and participatory culture. Central to this transformation is the emergence of self-media, a dynamic phenomenon that has redefined the way individuals create, consume, and interact with media content. This dissertation aims to delve into the concept, composition, development, and future trends of self-media, with a particular focus on its evolution within the context of China.

The concept of self-media encompasses a diverse array of online platforms and channels through which individuals independently produce, publish, and disseminate content. Unlike traditional media outlets, which are often controlled by centralized institutions, self-media empowers individuals to become content creators, blurring the lines between producers and consumers. From personal blogs and vlogs to social media profiles and podcasts, self-media offers a multitude of avenues for self-expression, storytelling, and community-building. This democratization of content production has led to a proliferation of diverse voices and perspectives in the digital realm, challenging conventional notions of authority, gatekeeping, and control.

The development of self-media in China has been particularly noteworthy, fueled by the country's rapid economic growth, technological innovation, and expanding internet infrastructure. With the world's largest population of internet users, China boasts a vibrant ecosystem of self-media platforms and content creators, ranging from independent bloggers and grassroots journalists to social media influencers and online celebrities. The rise of self-media in China has not only democratized access to media production and distribution but has also catalyzed social and cultural changes, giving voice to marginalized communities, fostering civic engagement, and reshaping public discourse.

As self-media continues to evolve, several key development trends have emerged, shaping its trajectory and impact in China. One prominent trend is the integration of self-media with traditional media outlets, as established news organizations and entertainment companies seek to leverage the popularity and influence of independent content creators. Additionally, the monetization of self-media has become increasingly prevalent, with content creators exploring various revenue streams, such as advertising, sponsorships, and e-commerce. Moreover, the convergence of self-media with emerging technologies, such as artificial intelligence and virtual reality, promises to further expand the boundaries of creative expression and audience engagement.

In light of these developments, this article seeks to provide a comprehensive overview of the concept, composition, development, and future trends of self-media in China. China has the largest Internet user base in the world, and self-media platforms such as WeChat, Weibo, and Tiktok have significant global influence. China's self-media development model, content innovation, and its far-reaching impact on traditional media, economy, and society and culture cannot be ignored by other countries and regions around the world. An in-depth analysis of the development history, current status and future trends of Chinese self-media will provide an important theoretical foundation for understanding the global self-media landscape. Moreover, through empirical research on the case of Chinese self-media, it can provide practical experience for the development of self-media in other countries and regions.By examining the evolution of self-media within the Chinese context, scholars, practitioners, and policymakers can gain valuable insights into the transformative power of digital technology and its implications for media, culture, and society. Through interdisciplinary research and critical analysis, we can better understand the complexities of self-media and its role in shaping the future of communication in China and beyond.

OVERVIEW

Volume of thesis: 62 pages, 49 sources, 2 appendices

Keywords: CHINA, SELF-MEDIA

This paper will provide a comprehensive and detailed analysis of the salient features and development trends in China's self-publishing system. This objective will be realized within the framework of the following research tasks:

1) Describe the theoretical concepts involved in this research paper

2) Describe the current situation and influencing factors of China's self-media development.

3) Based on the current situation of China's self-media development, analyse its possible future development trends.

The object of study in this paper is Chinese self-media.

The subject of the research are the salient features and trends of China's self-media development.

The structure of this master's thesis consists of three main chapters covering the following topics:

(1) Concepts and Composition of Self-media;

(2) Current Development of Self-media in China and Case Studies;

(3) Trends and Challenges of Self-media in China.

This master's thesis consists of a table of contents, a general description of the work, an introduction, three chapters, a conclusion, references and appendices.

РЕФЕРАТ

Объём дипломной работы: 62 страниц, 49 источников, 2 приложения.

Ключевые слова: КИТАЙ, СЕЛФ-МЕДИА

В данной работе будет дан всесторонний и подробный анализ отличительных характеристик и тенденций развития китайской системы селф-медиа. Данная цель будет реализована в рамках следующих исследовательских задач:

1) Описать теоретические концепции, задействованные в данной исследовательской работе

2) Описать текущую ситуацию и факторы влияния на развитие китайской системы селф-медиа.

3) Исходя из текущей ситуации развития китайских селф-медиа, проанализировать возможные тенденции их будущего развития.

Объектом исследования в данной работе являются китайские селф-медиа

Предметом исследования являются основные черты и тенденции развития китайских селф-медиа.

Структурно данная магистерская диссертация состоит из трех основных глав, охватывающих следующие темы:

(1) Концепции и состав селфи-медиа;

(2) Текущее развитие селф-медиа в Китае и тематические исследования;

(3) Тенденции и проблемы селф-медиа в Китае.

Данная магистерская диссертация состоит из оглавления, общего описания работы, введения, трех глав, заключения, ссылок и приложений.