

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

Department of International Journalism

**SHI MUFAN**

**ADVERTISING IN CHINESE SOCIAL MEDIA:  
COMMUNICATION STRATEGIES ON DOUYIN AND WECHAT**

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

Scientific Supervisor:  
N. V.Sayanava,  
senior lecturer, Department of Periodical  
Press and Web-Journalism

Approved to defense  
«\_\_» \_\_\_\_\_ 2024  
Deputy Dean

---

E.R. Khmel  
PhD in Philology, Associate Professor

Minsk, 2024

# TABLE OF CONTENTS

<b>LIST OF ABBREVIATIONS .....</b>	<b>3</b>
<b>INTRODUCTION.....</b>	<b>4</b>
<b>OVERVIEW.....</b>	<b>6</b>
<b>РЕФЕРАТ.....</b>	<b>7</b>
<b>CHAPTER 1 SOCIAL NETWORKS AS THE MOST EFFECTIVE PLATFORM FOR CONTENT PROMOTION</b>	<b>Ошибка! Закладка не определена.</b>
1.1 Social networks: the emergence and evolution of the phenomenon....	<b>Ошибка!</b>
1.2 Traditional media and social networks: comparative analysis of the main characteristics .....	<b>Ошибка! Закладка не определена.</b>
1.3 Leading social media: Chinese and global experience	<b>Ошибка! Закладка не определена.</b>
Conclusions on the first chapter.....	<b>Ошибка! Закладка не определена.</b>
<b>CHAPTER 2 SPECIFICS AND STRATEGY FOR THE DEVELOPMENT OF MODERN ADVERTISING .....</b>	<b>Ошибка! Закладка не определена.</b>
2.1 Commercial and social advertising: specifics of presentation .....	<b>Ошибка!</b>
2.2 Advertising in traditional media and online environment: advantages and challenges.....	<b>Ошибка! Закладка не определена.</b>
2.3 Legislative and ethical limitations in promotion of advertising content .....	<b>Ошибка! Закладка не определена.</b>
Conclusions on the second chapter .....	<b>50</b>
<b>CHAPTER 3 CHINESE ADVERTISING CULTURE AND THE NEW MODEL OF ADVERTISING COMMUNICATION IN DOUYIN AND WECHAT .....</b>	<b>Ошибка! Закладка не определена.</b>
3.1 The evolution of advertising in traditional media in China at the beginning of the 21st century .....	<b>Ошибка! Закладка не определена.</b>
3.2 Features of promoting advertising video content on the Douyin social network .....	<b>Ошибка! Закладка не определена.</b>
3.3 Strategies and tools for advertising campaigns in the WeChat messenger .....	<b>Ошибка! Закладка не определена.</b>
Conclusions on the third chapter.....	<b>Ошибка! Закладка не определена.</b>
<b>CONCLUSION.....</b>	<b>Ошибка! Закладка не определена.</b>
<b>BIBLIOGRAPHY .....</b>	<b>Ошибка! Закладка не определена.</b>
<b>APPENDIX A.....</b>	<b>77</b>



## **LIST OF ABBREVIATIONS**

**LBS Technology** – Location Based Services Technology. It is a technology that utilizes various types of positioning technology to obtain the current location of the positioning device, and provides information resources and basic services to the positioning device through the mobile Internet.

**SoLoMo** – Social Local Mobile. It refers to the growing popularity of localized interactions between social business organizations and consumers via mobile devices.

**PGC** – Professional Generated Content. It is content that is produced by people who are professionally educated or qualified for the job.

**UGC** – User-created Content. It is a variety of forms of content, including text, images, audio and video, created by ordinary users and uploaded to the Internet platform.

**IoT** – Internet of Things. It refers to a network that connects any item to the Internet through information sensing devices, such as Radio Frequency Identification (RFID), infrared sensors, Global Positioning System (GPS), laser scanners, etc., in accordance with an agreed-upon protocol for information exchange and communication in order to realize intelligent identification, positioning, tracking, monitoring and management.

**USP** – Unique Selling Proposition. Refers to a unique selling proposition, which is a key feature or advantage used in marketing to differentiate a product or service from other competitors and is designed to communicate the unique value of that product or service to the target customer.

**IMC** – Integrated Marketing Communications. It is a marketing strategy that emphasizes the unification, coordination and integration of various marketing communications tools (e.g., advertising, promotions, public relations, direct marketing, etc.) so that they complement each other, are coordinated and produce synergistic effects in marketing activities to maximize the effectiveness of communications.

**ARM** – Advertising Response Model. It is a theoretical framework for describing and analyzing audiences' emotional responses to advertising messages. The model is often applied in the fields of advertising and marketing to understand how audiences perceive, emotionally respond to advertising messages and ultimately influence their behavioral decisions.

## INTRODUCTION

Social media, as a product of the digital era, influences social opinion and consumer behavior while enriching people's work and life, and is likewise a stalwart of marketing strategy, forming a new communication channel. The scientific research results of Chinese and American researchers such as Qin Rui, Su Haiquan and MEJ Newman have discussed the concept and function of social media as a new communication channel.

Based on the wide application of social media and the social attributes of different social platforms, social media advertising strategies have also produced targeted changes. In the face of the impact of new media on the times, China has put forward the concept of fusion media, in which the application of social media in advertising has continued to show an upward trend, especially Douyin and WeChat platforms, which have the highest utilization and dissemination rates. This master's thesis focuses on analyzing the advertising communication strategy of social media in China, taking the content and strategy of advertisements on Douyin and WeChat as an example, and seeking for an effective strategy to promote them.

The contact and interaction between consumers and brands have changed due to the emergence of social networks. Social media platforms have opened a port for enterprises to get close to consumers, shape brand image and display consumer experience, and the birth of various new social media platforms is competing for the market share of users' use, and the selection of platforms and delivery of content by advertisers in the process is increasingly challenging and difficult.

This thesis confronts such problems by exploring the advertising communication strategies of Douyin and WeChat. The two platforms have a large user base and an all-age coverage, which is the main competitive ground for advertisers. The different attributes of the platforms also lead to differences in advertising content delivery methods and strategies, which need to be targeted layout to improve advertising effectiveness.

There is a wealth of research and results on social media advertising strategies, but relatively few comparative analyses of advertising strategies for different platforms, and China's social media platforms are among the world's leading platforms in terms of the number of users, acceptance of new media, and content dissemination rate, which is highly representative. This dissertation aims to determine the most effective strategies for content promotion on these platforms by comparatively analyzing advertising communication strategies on Douyin and WeChat among Chinese social media advertisements, and to provide insights and opinions for advertisers who wish to engage with Chinese audiences.

The research question for this thesis is:

1. What are the main advertising communication strategies used on Douyin and WeChat?
2. How do communication strategies for social media advertising differ across platforms?
3. What are the legislative controls and ethical restrictions on social media advertising practices?
4. What are the factors that influence the effectiveness of advertising communication strategies in social media?

The **purpose** of the thesis is to find effective advertising communication strategies through the analysis and research of different social platforms.

In order to achieve this aim, the following **objectives** are set:

- 1)The emergence, development and popularity of social networks are reviewed and analyzed.
- 2)Developments and changes in traditional and social media are analyzed and compared.
- 3)The types, characteristics, forms, applications, and platform strategies of traditional media advertising and social media advertising are analyzed.
- 4)Analysis of advertising strategies and applications based on Douyin and WeChat platforms is presented.

The **object** of the research is advertising in Chinese social media

The **subject** of the research is advertising communication strategies on the example of Douyin and WeChat

This thesis utilizes a literature review, case study, comparative analysis and content analysis methods. In writing this work, scientific, methodological and educational literature, Internet resources were used. The total number of information sources used was 55.

The thesis consists of an introduction, three chapters, a conclusion, and a list of references.

## OVERVIEW

Master's thesis: 73 pages; 3 figures; 55 sources.

**Key words:** CHINESE SOCIAL MEDIA ADVERTISING, SOCIAL NETWORKS, COMMUNICATION STRATEGY, MULTICULTURAL COMMUNICATION, USER EXPERIENCE

**The purpose** of the thesis is to find effective advertising communication strategies through the analysis and research of different social platforms.

In order to achieve this aim, the following **objectives** are set:

1) The emergence, development and popularity of social networks are reviewed and analyzed.

2) Developments and changes in traditional and social media are analyzed and compared.

3) The types, characteristics, forms, applications, and platform strategies of traditional media advertising and social media advertising are analyzed.

4) Analysis of advertising strategies and applications based on Douyin and WeChat platforms is presented.

The **object** of the research is advertising in Chinese social media.

**The subject** of the research is advertising communication strategies on the example of Douyin and WeChat.

This thesis utilizes a literature review, case study, comparative analysis and content analysis methods.

**Area** of possible practical application: social media advertising, marketing strategy, market research, brand communication, integrated marketing.

**The results** of the research: Summarizes the development history of social media advertising, analyzes the communication strategies of different types of advertisements on Douyin and WeChat platforms. Ethics and constraints of social media advertising legislation are discussed, and the future development trend of advertising is prospected.

In writing this work, scientific, methodological and educational literature, Internet resources were used. The total number of information sources used was 55.

**The thesis consists** of an introduction, three chapters, a conclusion, and a list of references.

The author of the work confirms the reliability of the material and the results of the thesis, as well as the independence of its execution.

## РЕФЕРАТ

Магистерская диссертация: 73 страницы; 3 рисунка; 55 источников.

**Ключевые слова:** КИТАЙСКАЯ РЕКЛАМА В СОЦИАЛЬНЫХ СЕТЯХ, СОЦИАЛЬНЫЕ СЕТИ, КОММУНИКАЦИОННАЯ СТРАТЕГИЯ, МУЛЬТИКУЛЬТУРНАЯ КОММУНИКАЦИЯ, ПОЛЬЗОВАТЕЛЬСКИЙ ОПЫТ.

**Цель** магистерской диссертации – найти эффективные стратегии рекламной коммуникации посредством анализа и исследования различных социальных платформ.

Для достижения этой цели ставятся следующие **задачи**:

1) Рассмотрены и проанализированы возникновение, развитие и популярность социальных сетей.

2) Анализируются и сравниваются события и изменения в традиционных и социальных сетях.

3) Анализируются типы, характеристики, формы, приложения и платформенные стратегии традиционной рекламы в СМИ и рекламы в социальных сетях.

4) Представлен анализ рекламных стратегий и приложений на основе платформ Douyin и WeChat.

**Объект исследования** – реклама в китайских социальных сетях.

**Предметом исследования** являются стратегии рекламных коммуникаций на примере Douyin и WeChat.

В этой диссертации используются обзор литературы, тематическое исследование, сравнительный анализ и **метод** контент-анализа.

**Область возможного практического применения:** реклама в социальных сетях, маркетинговые стратегии, исследования рынка, бренд-коммуникация, интегрированный маркетинг.

**Результаты исследования:** обобщается история развития рекламы в социальных сетях, анализируются коммуникационные стратегии различных типов рекламы на платформах Douyin и WeChat. Обсуждаются этические и законодательные ограничения рекламы в социальных сетях, а также прогнозируются будущие тенденции развития рекламы.

При написании данной работы использовалась научная, методическая и учебная литература, ресурсы Интернет. Общее количество использованных источников информации составило 55.

Диссертация состоит из введения, трех глав, заключения и списка использованной литературы.

Автор работы подтверждает достоверность материала и результатов дипломной работы, а также самостоятельность ее оформления.