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**MEDIA COMMUNICATION IN THE CHINESE UNIVERSITIES
(THE CASE OF QUFU NORMAL UNIVERSITY)**

Master's thesis

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INTRODUCTION

Media communication plays a pivotal role in shaping the academic environment and public image of universities. The integration of traditional and digital media platforms has transformed the way universities engage with their stakeholders.

This dissertation delves into the specific case of Qufu Normal University, with a focus on understanding the dynamics, challenges, and opportunities of media communication within the institution.

By exploring the university's communication practices, this study aims to understand how Qufu Normal University utilizes media to convey its mission, initiatives, and achievements.

This dissertation aims to provide a comprehensive model of university media communication in Qufu Normal University, shedding light on its current practices and suggesting avenues for advancement in an increasingly interconnected and media-rich academic landscape. **The research topic** of this dissertation aims to explore the landscape of media communication in the context of Qufu Normal University. It evaluates the significance of traditional and digital media platforms, analyzes the current state of media communication in the university, identifies challenges and opportunities in implementing media communication strategies, and presents case studies and best practices with recommendations for improvement. The findings of this study are expected to provide valuable insights for enhancing media communication in Qufu Normal University and similar academic institutions.

The main problem discussed in this paper are as follows: Media communication is an important tool for the development and publicity of contemporary Chinese colleges and universities, which is divided into traditional media platforms and digital media platforms. In view of China's basic national conditions, the media communication in colleges and universities should follow many laws and regulations. How to make better use of media platforms to publicize and develop universities under the existing conditions? What are the successes? What's in swat analysis ?

The topicality of the research topic could be explained by the fact that media communication has become an important publicity tool and means of development in Chinese universities. More and more universities begin to pay attention to the construction and use of media platforms, and media communication has become necessary for all universities. Taking the media communication of Qufu Normal University as an example, this paper lists the traditional media platform and digital media platform of the university, analyzes the challenges and opportunities in the development of the university, as well as successful cases and practices, and puts forward suggestions for improvement.

The main methods are a theoretical analysis of the scientific and methodological literature, involving the study, induction and systematisation of available facts.

The areas of possible practical implementation: university media, culture propaganda, public relations.

OVERVIEW

Keywords: MEDIA COMMUNICATION , CHINESE UNIVERSITIES , CURRENT STAGE , CHALLENGES , OPPORTUNITIES , CASE STUDIES.

Purpose of the research is to single out the salient feature of the media communication landscape at the Qufu Normal University.

This purpose is implemented within the framework of the following **research tasks**:

- 1) Describe the status quo of media communication in Chinese universities.
- 2) Describe the media communication status quo of Qufu Normal University.
- 3) Analyze the opportunities and challenges faced by the media communication in Qufu Normal University.
- 4) Provide the best case , practice results and suggest improvements.

The object of study in this paper is media communication in Qufu Normal University.

The subject of the research is how does the media communication promote the development of Qufu Normal University.

The **research results** are the following. This dissertation aims to explore the landscape of media communication in the context of Qufu Normal University. It evaluates the significance of traditional and digital media platforms, analyzes the current state of media communication in the university, identifies challenges and opportunities in implementing media communication strategies, and presents case studies and best practices with recommendations for improvement. The findings of this study are expected to provide valuable insights for enhancing media communication in Qufu Normal University and similar academic institutions.

The master's thesis **structure** includes three main chapters with implicated topics as follows: (1) media communication at universities; (2) current state of media communication in Qufu Normal University; (3) challenges and opportunities of applying media communication in Qufu Normal University; case studies and best practices, recommendations for improvement.

This master's thesis consists of a table of contents, a general description of the work, an introduction, three chapters, a conclusion, a bibliography and an appendix. The total volume of the thesis is 63 pages, the bibliography takes up 4 pages and includes 40 positions.

РЕФЕРАТ

Ключевые слова: МЕДИАКОММУНИКАЦИЯ, КИТАЙСКИЕ УНИВЕРСИТЕТЫ, СОВРЕМЕННЫЙ ЭТАП, ВЫЗОВЫ, ВОЗМОЖНОСТИ, ПРАКТИЧЕСКИЕ ИССЛЕДОВАНИЯ.

Цель исследования – выявить специфику медиакоммуникативной системы китайских вузов на примере Педагогического университета Цюйфу. Данная цель реализуется в рамках следующих исследовательских **задач**:

- 1) Анализ статус-кво медиакоммуникаций в китайских университетах.
- 2) Исследование средств массовой информации в Педагогическом университете Цюйфу.
- 3) Выявление возможностей и проблем, с которыми сталкиваются средства массовой информации в Педагогическом университете Цюйфу.
- 4) Провести анализ лучших практик .

Объектом исследования в данной статье являются медиакоммуникации в педагогическом университете Цюйфу.

Предмет исследования: влияние средств массовой информации на развитие Педагогического университета Цюйфу.

В результате исследования получены следующие результаты. Целью этой диссертации является исследование и выявление характеристик среды медиакоммуникаций в контексте Педагогического университета Цюйфу. Работа оценивает значимость традиционных и цифровых медиа-платформ, анализирует текущее состояние медиакоммуникаций в университете, определяет проблемы и возможности в реализации стратегий медиакоммуникаций, а также представляет тематические исследования лучших практик с рекомендациями по улучшению. Результаты этого исследования дадут ценную информацию для улучшения медиакоммуникаций в Педагогическом университете Цюйфу и аналогичных академических учреждениях.

Структура магистерской диссертации включает три основных главы со следующими темами: (1) медиакоммуникации в университетах; (2) текущее состояние средств массовой информации в педагогическом университете Цюйфу; (3) проблемы и возможности применения медиакоммуникаций в педагогическом университете Цюйфу; тематические исследования и передовой опыт, рекомендации по улучшению.

Магистерская диссертация состоит из содержания, общего описания работы, введения, трех глав, заключения, библиографии и приложения. Общий объем диссертации составляет 63 страниц, библиография занимает 4 страниц и включает 40 позиций.