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**COMMUNICATION STRATEGIES OF PRESENTING  
CULTURAL NEWS IN SOCIAL MEDIA OF CHINA**

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## INTRODUCTION

Cultural news usually refers to a broad concept, which is the dynamic reporting of official and common people's information within the field of news and culture, and it covers a wide range of cultural and ideological topics. Cultural news, as a rule, involves art, education, science, technology, health and other aspects, and has the function of influencing cultural thinking and shaping human cultural behavior. As a kind of news type, cultural news is an important part of a country's cultural soft power, which carries the mission of inheriting and transferring culture.

With the vigorous development of new media technologies, cultural communication strategies have undergone profound changes. Especially in the context of globalization, exchanges and collisions between different cultures are becoming increasingly frequent, making cultural news an important bridge to disseminate diverse cultures and enhance mutual understanding. In the new media era, the communication mode of cultural news has the characteristics of digital, social, mobile, multimedia and user-generated.

**The research topic** of the thesis is related to communication strategies used in China's social media while presenting and disseminating cultural news. Communication strategy can be defined as a scientific method that communicators use in various media and new technical means to achieve the expected communication effect and reach the communication goal by overcoming communication barriers and differences on the basis of the full understanding of the content, characteristics and psychological attributes of the audience. It is characterized by precise planning and organization, emphasizing the overall communication management, and emphasizing the analysis of audience feedback to evaluate and strengthen the communication effect.

Through effective communication strategies, people's cultural awareness can be raised, the influence and attraction of national culture can be enhanced, and the national image of the country can be strengthened as well. In addition, good news communication strategies are conducive to promoting exchanges and understanding between different cultures and promoting international cultural cooperation and dialogue.

**The main problem** under discussion in this thesis is the following. In the new media era, cultural news communication is facing unprecedented challenges and opportunities. If we know how to use effectively news communication strategies, we will be able to improve the communication effect of Chinese cultural news not only on the national level but on the global one as well.

**The topicality of the research topic** could be explained by the fact that research on cultural news communication strategy is of great significance to improve the

efficiency of cultural communication, adapt to the contemporary trend of media convergence, enhance national cultural power, and promote international cultural exchange. Analyzing characteristics of cultural news, strategies of its communication in social media as well as analyzing possible challenges posed by social media can provide a basis for effective cultural communication and find ways to reduce problems.

The research results of communication strategies can provide reference for the government and relevant institutions to formulate cultural strategies and promote the healthy development of cultural industries. The study of news communication strategies is also very important for journalism and other communication related spheres as with the help of effective communication strategies, the communication effect of cultural news can be improved, so that it can better achieve the expected communication goals and enhance the influence of information.

**The main methods** used in this paper are literature research, content analysis, description and comparison, data analysis method.

**The areas of possible practical implementation:** The results of the research can find application in the practice of news reporting and cultural communication. They can also be used in further academic research on the issues of effective communication strategies used to disseminate information in social media.

## OVERVIEW

**Keywords:** COMMUNICATION STRATEGIES, CULTURAL NEWS, SOCIAL MEDIA, DOUYIN, WECHAT PUBLIC ACCOUNT

The **research aim** is to reveal communication strategies used in reporting cultural news in social media.

To reach the aim the following **research tasks** are set:

- 1) to consider the concept of cultural news, its characteristics and history of development;
- 2) to describe most common strategies of presenting news;
- 3) to make analysis of cultural news communication strategies used in Douyin and WeChat social media accounts.
- 4) to provide suggestions on solving challenges in cultural news communicating in social media.

The **research object** is People's Daily Culture Time Douyin and NetEase Culture Digital Reading WeChat accounts of China.

The **research subject** is communication strategies of presenting cultural news in Chinese social media.

The **research results** are the following. The study takes People's Daily Cultural Time Douyin and NetEase Digital Reading WeChat accounts as research objects, analyzes the role and effect of using a variety of news communication strategies in social media. It concludes that the two social media accounts have their own particularities in the effective use of cultural news communication strategies. The paper considers characteristics, advantages and limitations of social media news communication platforms and provides suggestions on sustainable cultural news communication.

The master's thesis **structure** includes three main chapters with the following topics: (1) "Cultural news reporting in social media", which is literature review on the topic studied; (2) "Analysis of communication strategies of presenting cultural news in Chinese social media", which presents the empirical analysis of news communication strategies in two Chinese social media accounts; (3) "Promoting sustainable news communicating", which provides suggestions for the communication of cultural news on social media platforms.

The length of the thesis is 67 pages. It contains 13 figures, 3 tables and 62 sources.

## ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

**Ключевые слова:** КОММУНИКАЦИОННЫЕ СТРАТЕГИИ, КУЛЬТУРНЫЕ НОВОСТИ, СОЦИАЛЬНЫЕ МЕДИА, DOUYIN, WECHAT, ПУБЛИЧНЫЙ АККАУНТ.

**Цель исследования** — выявить коммуникационные стратегии, используемые при освещении новостей культуры в социальных медиа.

Для достижения цели поставлены следующие исследовательские **задачи**:

- 1) рассмотреть понятие культурных новостей, их характеристики и историю развития;
- 2) описать наиболее распространенные стратегии коммуникации новостей;
- 3) провести анализ стратегий коммуникации культурных новостей, используемых в социальных медиа Douyin и WeChat.
- 4) предложить рекомендации по решению проблем, возникающих в коммуникации культурных новостей в социальных медиа.

**Объектом исследования** являются аккаунты WeChat People's Daily Culture Time Douyin и NetEase Culture Digital Reading.

**Предметом исследования** являются коммуникационные стратегии представления культурных новостей в китайских социальных сетях.

**Результаты исследования** следующие. В качестве объектов исследования выступают People's Daily Culture Time Douyin и NetEase Digital Reading WeChat аккаунты, анализируются роль и эффект использования стратегий новостной коммуникации в социальных медиа. Делается вывод, что оба аккаунта имеют свои особенности в эффективном использовании стратегий коммуникации культурных новостей. Автор рассматривает характеристики, преимущества и недостатки новостных платформ и дает рекомендации по устойчивой коммуникации культурных новостей.

Структура магистерской диссертации включает три главы: (1) «Освещение культурных новостей в социальных сетях, представляющую обзор литературы по изучаемой теме; (2) «Анализ коммуникационных стратегий представления культурных новостей в китайских социальных медиа», в которой представлен эмпирический анализ стратегий новостной коммуникации в двух аккаунтах китайских социальных сетей; (3) «Содействие устойчивой коммуникации новостей», в которой представлены предложения по распространению новостей культуры на платформах социальных сетей.

Объем диссертации – 67 страниц. Работа содержит 13 рисунков, 3 таблицы и 62 источника.