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**YOUTH AUDIENCE OF NEW MEDIA:
INTERACTION AND MUTUAL INFLUENCE**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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Minsk, 2024

ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals the concept and essence of new media. The second chapter describes the involvement of young users in the production and consumption of information in new media, as well as the social activity of young people. The third chapter is practical; it describes the practice of interaction between young people on social networks. The volume of the thesis is 51 pages and includes 2 appendices and 40 sources used.

Key words: new media, youth audience, interaction, social networks, mutual influence, social activity, youth involvement in new media, social media.

Object of study: Internet users aged 14-31 years.

Subject of research: interaction and mutual influence of youth (young users) and new media.

The purpose of the thesis: to identify and describe the forms of interaction between new media and youth audiences, as well as the nature and degree of their mutual influence.

The study used methods of comparative and systemic analysis, synthesis, as well as methods of induction and deduction. In accordance with the methodological grounds, an empirical sociological study was conducted using an online survey of users of the Internet environment.

In the process of this research, the following results were obtained: the concepts of new media, youth audience, interaction, social networks, mutual influence, social activity, youth involvement in new media, social media were considered; forms of interaction between new media and youth audiences are described, and characteristic features of the influence of new media on youth audiences are identified.

The novelty of the results obtained is due to an insufficiently complete understanding of the interaction and mutual influence of the youth audience in new media and the factors that determine it, as well as the lack of research on the interaction of youth in social networks.

The materials of the thesis can be used in the educational process, as well as in further theoretical and practical research in the field of new media.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.