

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

CHENG Xiaohan

**COMMUNICATION MODES OF TRADITIONAL MASS MEDIA IN THE  
NEW MEDIA EPOCH (CASES OF RADIO AND TELEVISION)**

Master's Thesis  
ANNOTATION  
Speciality 7-06-0321-02 Communications

Academic supervisor:  
Tatyana I. Vroublevskaya-Toker  
Doctor of Philosophy in Philosophy,  
Associate Professor

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## ANNOATION

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Cheng Xiaohan "Communication modes of traditional mass media In the new media epoch (cases of radio and television)" is devoted to studying the new situation in which traditional media found themselves with the beginning of the era of new media. New media are making changes to the traditional media landscape, its content, communication, and technology. They optimize media resources, transform the information structure of media, and problematize the role of traditional media. Traditional media survives as long as it is repositioned, changes in its intrinsic value, and takes advantage of the diverse benefits of new media. When adapted to new conditions, the influence of new media allows traditional media to increase their attractiveness and relevance in the field of communication, while maintaining their value for various segments of society.

The master's thesis purpose is to explore the communication modes of radio and television, and their special properties in the new media epoch.

*Key words: traditional media, new media, traditional radio and television, convergence, information dissemination, media technology, media competitiveness.*