

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**THE ROLE OF MEDIA COMMUNICATION ON PUBLIC OPINION IN
THE CONTEXT OF CHINA'S LOW FERTILITY RATE**

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

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ANNOTATION

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Shao Yancheng "The Role of media communication on the public opinion in the context of China's low fertility rate" is devoted to the media support of demographic policy pursued by the Chinese government in the 2020s. The paper analyzes various stages of demographic policy in the PRC in the second half of the twentieth and early twenty-first centuries, examines the attitude of various classes of Chinese society to the problem of low fertility, as well as modern communication practices of the Chinese media to change this situation.

The purpose of the master's thesis is to analyze the effectiveness of the Chinese government's use of mass media to implement new demographic trends, in particular, to increase the birth rate.

Keywords: birth rate, public policy, mass media, public opinion, communication.