

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

WANG Chenjian

**SOCIAL MEDIA IN EDUCATIONAL COMMUNICATION**

Master's thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:

Irina I. Ekadumova

Doctor of Philosophy in Political Science,

Associate Professor

Minsk, 2024

## 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 Wang ChenJian «Social media in educational communication» is dedicated to digging deeper into its role and impact in educational communication. In particular, the study of the characteristics of social media in the teaching and learning process provides more practical guidance and recommendations for higher education institutions and teachers.

The master's thesis purpose: characterize perception and use of social media for the educational process by higher education students and teachers.

*Keywords: social media, digital transformation, educational process, collaborative learning, innovations in higher education, digital communication technology, media literacy, virtual classrooms.*