

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**THE USE OF TRADITIONAL AND NEW MEDIA IN THE LEARNING  
PROCESS IN BELARUSIAN AND CHINESE UNIVERSITIES:  
GENERAL AND SPECIFIC**

Master's Thesis  
ANNOTATION

Speciality 7-06-0321-02 Communications

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Minsk, 2024

## ANNOTATION

The master's thesis of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of the BSU, Wu Yang, “The use of traditional and new media in the educational process of Belarusian and Chinese universities: general and special” is devoted to the use of traditional and new media in the educational process of universities in Belarus and China in the context of current challenges and modern opportunities for higher education. The work assesses the pedagogical effectiveness of various media tools, the degree of their integration with other educational technologies, analyzes the preferences of students and the availability of educational web resources, as well as the level of training of teachers using media teaching tools.

The purpose of the master's thesis is to provide a comparative analysis of the use of media in the educational process of the School of Journalism of Renmin University (PRC) and the Faculty of Philosophy and Social Sciences of the Belarusian State University (Republic of Belarus) and to develop recommendations for their effective use.

*Keywords: media integration, educational practices, digital technologies, online learning, interactive modelling, multimedia resources.*