

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**GLOBAL INFLUENCE OF ORIENTAL AESTHETICS:  
THE CASE OF HANFU**

Master's Thesis  
ANNOTATION  
Specialty 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 Xi Yunchong “Global Influence of Oriental Aesthetics: the Case of Hanfu” is devoted to the Chinese national costume Hanfu as an embodiment of high aesthetics and one of the non-verbal tooling of communication. The work presents the main characteristics of the traditional Hanfu costume and the stages of its historical transformations; the role of Hanfu as a means of non-verbal communication in the spread of Oriental aesthetics and cross-cultural exchange is analyzed.

The purpose of the master's thesis is to analyze the effectiveness of using the Chinese national costume Hanfu as a means of intercultural communication; to reveal the distribution channels of Hanfu costume abroad and their current state; to give recommendations for the development of the Hanfu industry as one of the sectors of the modern high fashion market and event industry.

*Keywords: oriental aesthetics, Hanfu, non-verbal communication, semiotics, intercultural communications, world fashion, consumer demand, social sphere, Hanfu industry.*