

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**DISSEMINATION OF CHINESE CULTURE VIA TIKTOK**

Master's thesis  
ANNOTATION

Speciality 7-06-0321-02 Communications

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## ANNOTATION

The purpose of this work is to identify and justify the role of TikTok Chinese-style short videos in cross-cultural communication and international dissemination of Chinese culture.

The object of the master's thesis is TikTok short videos as a mechanism of symbolic interaction in the system of digital media.

The subject of the master's thesis is the essential characteristics of these short videos, which determine their potential in enhancing China's cultural image and promoting intercultural understanding.

In the process of writing the master's thesis, the following results were obtained: the essence of multi-modal discourse in TikTok videos was determined; the functions of these videos in the modern communication space were revealed; an analysis of the features of TikTok's use in cultural dissemination was conducted; the author also justified the criteria for the effectiveness of TikTok short videos in cross-cultural communication processes; the research highlights the specifics of TikTok's application in promoting Chinese culture globally.

*Keywords: TikTok, cross-cultural communication, Chinese culture, digital media, multi-modal discourse, cultural dissemination.*