

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

CAI Rangzhuoma

**MODERN COMMUNICATION TECHNOLOGIES IN PROMOTING THE
VALUES OF TRADITIONAL CULTURE
(USING THE EXAMPLE OF TIBET)**

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

Academic supervisor:
Ilya N. Kolyadko
Doctor of Philosophy in Philosophy,
Associate Professor

Minsk, 2024

ANNOTATION

With the further development of modern communication technologies such as the Internet and social media, advanced communication technologies have a profound impact on the social structure, language exchange and global cultural diversity. Modern communication technology has played an indispensable role in promoting the transmission and sharing of information.

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Cai Rangzhuoma “Modern Communication Technologies in Promoting the Values of Traditional Culture (using the example of Tibet)”. The purpose is to find out the advantages and disadvantages of communication technology in the process of cultural communication through these studies, and provide valuable reference and guidance for policy makers, cultural communicators and cultural workers to help them make more effective use of communication technology in the new media environment, promote cultural inheritance and innovation, and promote the sustainable development of society and culture.

Keywords: modern communication technology, socio-cultural, minority culture, cultural integration, modeling theory, information transfer and sharing.