

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

CHEN Xiaoman

**COMPARATIVE ANALYSIS OF INTERNATIONAL BRANDS OF
INTANGIBLE CULTURAL HERITAGE OF CHINA AND BELARUS**

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

Academic supervisor:
Tatyana V. Burak
Doctor of Philosophy in Sociology,
Associate Professor

Minsk, 2024

ANNOTATION

This paper explores the comparative characteristics of intangible cultural heritage brands between China and Belarus, two significant participants in the Belt and Road Initiative. As globalization intensifies and cultural diversity thrives, cultural brands have emerged as crucial tools for cross-cultural communication, contributing to cultural value dissemination, cultural influence enhancement, economic development, and international competitiveness.

Intangible cultural heritage, a unique cultural resource with rich connotations and diverse forms, plays a vital role in cultural branding. Focusing on China and Belarus, which boast profound histories, splendid cultures, and rich intangible cultural heritage resources, this study analyzes the cultural brands rooted in intangible cultural heritage through effective communication and management.

The comparative analysis reveals not only the cultural differences and mutual influence between the two countries, but also identifies opportunities for cultural cooperation and innovation.

This purpose is to provide theoretical and practical insights into promoting cultural exchanges and mutual learning between China and Belarus, thus strengthening friendly cooperation and common development.

Keywords: brand, intangible cultural heritage, globalization intensifies, China.