

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**CROSS-REGIONAL DIFFERENCES IN BLOGGERS' SELF-PRESENTATION  
STRATEGIES IN CONTEMPORARY CHINA**

Master's Thesis  
ANNOTATION  
Speciality 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 Fu Xue “Cross-regional differences in bloggers' self-presentation strategies in contemporary China” is devoted to the cross-geographical differences in the self-presentation strategies of contemporary Chinese bloggers. The thesis identifies and analyzes these regional differences through detailed case studies, such as the blogging practices in Ningbo City (Zhejiang Province) and regional brands in Guangdong Province. It further discusses the types and characteristics of self-presentation strategies among rural Chinese bloggers. The research aims to uncover the underlying reasons behind these regional disparities and proposes strategic recommendations for effective self-presentation tailored to different regional contexts.

The master's thesis purpose is to delve into the intricate nuances of bloggers' self-presentation strategies across different regions of contemporary China. It focuses on understanding how bloggers in different regions construct and convey their online identities, examining the cultural and economic factors that influence these strategies.

*Keywords: Blogging, Self-presentation, China, Cross-regional, Regional Differences, Cultural Communication.*