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**STRATEGIES FOR THE PROTECTION AND INHERITANCE OF CHINESE  
TRADITIONAL CULTURE IN THE CONTEXT OF GLOBALIZATION**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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Doctor of Philosophy in Philosophy,

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## ANNOTATION

**Object of the study:** protection and inheritance of traditional Chinese culture in a globalized environment.

**Subject of the study:** strategies for the protection and inheritance of Chinese traditional culture in the context of globalization.

**The purpose of the study:** to reveal the opportunities and challenges faced by traditional culture in the process of globalization, and on this basis propose a series of strategies to promote the vibrant inheritance and innovative development of traditional context.

**Research methods:** literature review, quantitative analysis, qualitative research, case studies, comparative studies.

**The results obtained:** clarification of the opportunities and challenges facing traditional Chinese culture in the context of globalization and identify key issues. A protection and inheritance strategy framework that combines modern technology with traditional wisdom was proposed. The effectiveness and feasibility of specific implementation strategies to provide an empirical basis for decision-making was analyzed.

**The novelty of the obtained results:** in the dissertation are new ways to protect traditional culture, such as digital protection and cross-border cooperation combined with the latest globalization trends. The innovative application of traditional culture in modern society and promotion the integrated development of culture, economy and society are emphasized.

**Area of possible practical application:** social and historical politics, cultural policies and plans, educational institutions and cultural education, international exchange projects, creative development and market operation of cultural industries, cultural protection activities of non-governmental organizations and communities.

**The structure of the master's thesis** includes the introduction, four chapters, conclusion, and a list of literature. The volume of the master's thesis is 45 pages. The work contains 0 drawings, 0 tables, 30 sources.

The author confirms that the work was performed independently, and the calculated and analytical material given in it correctly and objectively reflects the state of the studied phenomena and processes, and all theoretical, methodological provisions and concepts borrowed from literature and other sources are accompanied by references to their authors.

*Key words: globalization, traditional Chinese culture, cultural diversity, core values, modern social value, protection and inheritance strategy.*