

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**COMMUNICATIVE POTENTIAL OF
CHINESE FILMS' DISSEMINATION IN EUROPE**

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

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Minsk, 2024

ANNOTATION

The purpose of this study is to provide a comprehensive analysis of the communicative potential of Chinese films in Europe, exploring historical significance, current challenges and opportunities, and the prospects of future-oriented communication models.

The object of this master's thesis is the integration and impact of Chinese cinema in the European market, with a focus on the role of digital platforms in facilitating cultural exchange and media consumption.

The subject of the master's thesis is the historical evolution, current status, and future potential of Chinese films in Europe, with an emphasis on overcoming cultural and linguistic barriers and leveraging new media for wider dissemination.

In the process of writing the master's thesis, the following results were obtained: a delineation of the historical journey and cultural significance of Chinese cinema's entry into the European market; a characterization of the current communication channels and marketing strategies that have been successful in promoting Chinese films in Europe; the uncovering of innovative strategies that enhance brand influence and market competitiveness, considering consumer preferences and media consumption trends; and a hypothesis on the application of emerging technologies like virtual reality, augmented reality, and big data in the dissemination of Chinese films in Europe.

The materials and results of the master thesis were obtained through an extensive review of academic literature, analysis of box office data, examination of marketing campaigns, and assessment of digital platform strategies.

Keywords: Chinese cinema, European market, cultural exchange, digital platforms, media consumption.