

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

SHANG Haizhi

**THE IMPACT OF NEW MEDIA
ON GOVERNMENT RELATIONS IN CHINA**

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

Academic supervisor:
Veronika S. Saiganova
Doctor of Philosophy in Philosophy,
Associate Professor

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ANNOTATION

The purpose of the study is to identify the impact of new media on Public relations of the Chinese government.

The object of the study is China's new media.

The subject of the study is the impact of new media on Chinese government public relations.

Research methods: analysis of scientific literature on the research topic, comparative, contextual analysis.

Main results: the use of new media in the field of public relations is described; the features of the use of new media by Chinese government institutions are characterized; ways to improve the communication strategies of the Chinese government are identified.

The scientific novelty of the study lies in the formulation and substantiation of the main provisions and results of the study, based on the definition of recommendations for enhancing government communication strategies.

The work contains 49 pages and consists of a general description, an introduction, three chapters comprising 6 sections, a conclusion and a list of sources used in English, Russian and Chinese, including 38 titles.

Keywords: new media, Chinese government, public relations, government communication strategies, impact of new media, comparative analysis, contextual analysis, digital communication, media influence, government microblogs.