

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

TANG CHEN

**THE ROLE OF NEW MEDIA
IN CROSS-CULTURAL COMMUNICATION**

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

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Minsk, 2024

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 Tang Chen "The role of cross-cultural communication from the perspective of new media" is dedicated to exploring the cross-cultural communication activities of new media platforms to promote the effect of cross-cultural communication. This paper introduces the characteristics of cross-cultural communication activities under the background of new media; analyzes the functions of cross-cultural communication on new media platforms; the difficulties of cross-cultural communication are revealed and corresponding coping paths are proposed.

The master's thesis purpose to explore how to use new media platforms to promote the effect of cross-cultural communication and promote mutual understanding of regional cultures around the world.

Keywords: New media, interactive mechanism, cross-cultural communication of «The Others» perspective, empathy communication, communication ethics.