

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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WANG Zhun

**REPRESENTATION OF THE TRADITIONS OF THE FESTIVE CULTURE
OF THE CHINESE PEOPLE**

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 Wang Zhun "Representation of the traditions of the festive culture of the Chinese people ," to studying the performance of traditional Chinese festivals in China. This paper introduces traditional Chinese festivals as the carrier of the cultural lifeline of China for thousands of years, and outlines the performance and characteristics of traditional Chinese festivals; analyzes the innovative performance of traditional festivals in modern society, and determines the changes in the customs and habits of the Chinese people on traditional festivals under the background of the Internet in the new era, as well as the various festival customs and habits carried out using Internet technology.

The master's thesis purpose is to determine the manifestations of Chinese traditional festivals in the context of the new era Internet (taking typical representatives of Chinese traditional festivals as examples).

Keywords: traditional culture, Chinese festivals, cultural value, values, innovative development.