

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

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**CROSS-CULTURAL SPECIFICITIES OF HUMAN-COMPUTER
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 Xu Shuochen “Cross-cultural specificities of human-computer communication” is devoted to the linguistic and semantic elements as well as visual and symbolic considerations in multilingual interfaces of human-computer communication. The paper presents introduction to cross-cultural human-computer interaction, the theoretical frameworks and methodologies of the given sphere, the cultural influences on interface design and the challenges, best practices and future directions of human-computer interaction.

The master's thesis purpose is to define how can the science and practice of HCI cumulate effectively when the professionals deal with such different problems, and come from such a variety of professional and cultural backgrounds.

Keywords: cross-cultural communication, human-computer interaction, situational context theory, user experience.