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**COMMUNICATION EFFECTIVENESS OF SHORT MUSIC VIDEO  
APPLICATIONS (AT THE EXAMPLE OF DOUYIN)**

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 Zhang Jipeng "Communication effectiveness of short music video applications (at the example of Douyin)" explores the communication impacts of short music video applications, focusing on Douyin as a case study. The thesis conducts a detailed analysis of Douyin's communication strategies and mechanisms, examining its role in disseminating various content types such as national style dances and weight loss videos. It also investigates the influence of background music on video communication efficacy through news-related content.

The thesis purpose to uncover challenges in communication within Douyin and proposes recommendations to enhance its effectiveness. It contributes to understanding the nuanced communication dynamics within short music video applications, particularly Douyin, in contemporary digital contexts.

*Keywords: short music video applications, Douyin, communication effectiveness, content dissemination, digital media, social media, China.*