

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**TENNIS EVENT COMMUNICATION TRENDS  
IN CHINESE NEW MEDIA**

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 Zhou Peng “Tennis event communication trends in Chinese new media” The thesis focuses on analyzing the communication tactics employed in Chinese tennis events. The thesis presents an overview of the origins and evolution of tennis. It also examines the historical and communication strategies employed in tennis events, considering both traditional and new media. Furthermore, it analyses the influence of tennis event communication on the audience in the current era of new media and big data. Lastly, it elucidates the future trends and prospects for the communication development of Chinese tennis events.

This thesis purpose to assess the present state of Chinese media coverage of tennis events, analyze the diverse approaches employed by Chinese and foreign media in reporting on tennis events, identify the most effective strategies for promoting tennis in China and establishing new communication channels, and develop a comprehensive strategy for the growth of China's sports industry.

*Keywords: digital platform, new media, social media interaction, tennis events, communication trend, communication strategy, tennis culture communication.*