

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**VIDEO CONTENT IN THE PROMOTION OF
DIFFERENT SPECIALITIES IN EDUCATIONAL ENVIRONMENT**

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 Xinrui “Video Content in the Promotion of Different Specialities in Educational Environment”. The thesis focuses on the use of video content in educational environments, the thesis describes the history of video content and also analyzes the characteristics of modern educational video content. The thesis analyzes the use of video content in different specialties at Sichuan University and Belarusian State University, as well as points out the prospects and trends of video content as an educational approach.

The purpose of this master's thesis is to examine the significance of video content in improving educational outcomes, highlighting the importance and potential of video content in facilitating education in different professions.

Keywords: video content, promotion, educational, speciality, lectures, competence, channel of distribution, modern education.