

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

CAO Wenmin

**THE DISSEMINATION OF CHINESE LOCAL CUISINE
VIA SHORT VIDEO PLATFORMS
(ON THE EXAMPLE OF TIK TOK PLATFORM)**

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

Academic supervisor:
Ina M. Nalivaika
Doctor of Science in Philosophy,
Associate Professor

Minsk, 2025

ANNOTATION

The structure of the master's thesis includes four chapters. The first chapter is overview of the development of short cuisine videos in China on TikTok. The second chapter analyzes problems in the dissemination of short cuisine videos. The third chapter focuses on empirical analysis of dissemination strategies for short cuisine videos. The fourth chapter is devoted to optimization strategies of short cuisine videos based on “sips” model.

The master's thesis includes 73 pages, 2 appendices and 58 sources used.

Keywords: social media communication, Chinese local cuisine, SIPS model.

The object is the TikTok social media platform.

The subject – the ways Chinese local cuisine is represented and disseminated on TikTok.

The purpose of the master's thesis is to explore the potential of short video platforms, particularly TikTok, in promoting Chinese local cuisine.

This study employs a descriptive method to outline the characteristics of short cuisine videos, incorporating literature reviews to extract insights from preceding research and relevant theoretical frameworks on the dissemination of culinary content across social media. A content analysis was conducted to systematically evaluate themes, narratives, and visual elements in TikTok's short cuisine videos, complemented by a survey to collect quantitative data on viewer preferences, engagement, and perceptions.

The master's thesis examines the relationship between food, culture, and digital media through an extensive literature analysis. It evaluates audience engagement with short cuisine videos that showcase local culinary traditions, investigating viewer interactions and responses. The research identifies challenges in the dissemination of these videos, particularly regarding visibility and audience engagement. Results are analyzed through the lens of cultural identity, highlighting the role of these videos in preserving and promoting local cuisines. Additionally, the study based on “sips” model proposes optimization strategies to enhance the effectiveness and reach of short cuisine videos, offering valuable insights for content creators and marketers in the digital landscape.