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**VIDEO GAMES AS A MEANS OF INTERCULTURAL COMMUNICATION**

Master's Thesis

ANNOTATION

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## ANNOTATION

This thesis investigates video games as platforms for intercultural communication. Chapter 1 traces video games' evolution from entertainment to cultural connectors, examining key technological developments. Chapter 2 combines intercultural communication theory with digital platform studies to explore cultural exchange in gaming communities. Chapter 3 analyzes how content creators and platform features facilitate cross-cultural dialogue in contemporary game culture.

The volume of the master's thesis is 69 pages. The work contains 2 figures, 98 sources, 4 appendixes.

*Keywords: video games, intercultural communication, cultural exchange, online gaming communities, digital platforms, social media, cultural identity, intercultural competence.*

Object of study is the phenomenon of video games as a medium for intercultural communication

Subject of study are the mechanisms and processes through which video games facilitate intercultural communication

The purpose of the study is to identify the ways in which video games promote intercultural dialogue through fostering understanding and engagement between individuals from diverse cultural backgrounds.

The research uses network ethnography to study international fan communities of "Genshin Impact" across social media platforms, combining interviews and content analysis. A case study of "Black Myth: Wukong" examines cultural production and cross-cultural communication.

Findings show that video games, especially "Genshin Impact," effectively facilitate intercultural exchange among diverse players. Their global reach fosters cross-cultural understanding, while player discussions across social media platforms enhance cultural awareness and mutual identity recognition among players.