

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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VISUAL JOURNALISM IN CROSS-CULTURAL COMMUNICATION

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:

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Doctor of Science in Political Science,
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Minsk, 2025

ANNOTATION

Chapter 1 examines visual journalism's theoretical foundations and ethical responsibilities in cross-cultural communication. Chapter 2 explores practical techniques for responsible cultural representation and stereotype prevention. Chapter 3 analyzes how visual content impacts cross-cultural understanding, focusing on audience interpretation and ethical practices in promoting empathy and confronting stereotypes.

The volume of the master's thesis is 82 pages. The work contains 51 sources, 7 figures.

Keywords: visual journalism, cross-cultural communication, ethical journalism, cultural sensitivity, stereotypes, media framing, visual storytelling, cultural appropriation, informed consent, marginalized communities, media ethics, cross-cultural understanding, social change.

The object of the study is visual journalism, with a focus on its practice in cross-cultural environments.

The subject of the study is the ethical, cultural, and technical strategies employed by visual journalists to navigate and respect cultural boundaries while producing and disseminating visual content.

The purpose of this study is to examine how visual journalism can effectively bridge cultural divides through ethical storytelling practices, with particular focus on the strategic use of visual framing, cultural symbols, and ethical considerations in cross-cultural communication.

The thesis applies philosophical and logical methods, combining inductive and deductive reasoning with qualitative empirical research, including case studies and visual content analysis to examine ethical practices in cross-cultural visual journalism.

The thesis finds that visual journalism can effectively bridge cultural divides through ethical storytelling. It justifies the need for cultural sensitivity, informed consent, and responsible representation to challenge stereotypes and foster empathy in cross-cultural communication.