

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

LIU Tong

**THE ROLE OF VERTICAL SCREEN MICROFILMS PRODUCTION
IN NEW MEDIA DEVELOPMENT**

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 consists of four chapters. The first chapter introduces the evolution and dissemination environment of microfilms. Chapter 2 analyzes the communication channels of micro-films on new media platforms. Chapter 3 discusses the evaluation of the communication effect of micro-films. Chapter IV discusses development opportunities and recommendations.

The master's thesis consists of 65 pages, 7 illustrations, 3 tables, and 41 sources.

Keywords: micro-films, new media, vertical screen, cultural communication, development status.

The purpose of the master's thesis was to determine the role of vertical micro-cinema in the communication path of the new media era.

In this study, an investigative research method was used, which included the analysis of past events. Based on primary and secondary sources of information, such as images, papers, and newspapers, the media phenomenon was investigated and its causes analyzed. A comparative study method is used to analyze the similarities and differences between two or more micro-film works, and a case study method is also used for the master's thesis.

The master's thesis introduces the evolution and classification characteristics of micro-films, outlines the origin and development of micro-films, and the media basis required for their development. This paper analyzes the development prospect of micro-film in the new media era, determines what changes should be made in micro-film in the new media era to better adapt to the current media environment, discusses the opportunities and challenges in the future, and puts forward some suggestions. It provides insights into the communication strategy of vertical screen micro-film in the new media era. In addition, the reform of research can help to provide recommendations for universities, researchers and those in the media industry to have a beneficial impact.