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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**THE ROLE AND CHALLENGE OF WE-MEDIA  
IN MODERN COMMUNICATION**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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Minsk, 2025

## ANNOTATION

The structure of the master's thesis includes four chapters. The first chapter provides a theoretical foundation for self-media, covering its definition, classification, and role in modern communication theories. The second chapter focuses on the role of self-media in modern communication, analyzing its functions in information dissemination, public participation, and social interactions. The third chapter presents a questionnaire survey and data analysis, exploring user behaviors and perceptions of self-media, while the final chapter discusses the challenges and issues faced by self-media, such as content quality, ethical concerns, and data security.

The master's thesis includes 89 pages, several illustrations, and references to 59 sources.

*Keywords: we-Media, self-media, digital communication, information dissemination, public participation, media ethics, social interaction, misinformation.*

The object is self-media as a key driver of change in modern communication systems.

The subject is the role and challenges of We Media in shaping modern communication practices.

The purpose of the master's thesis is to explore the impact of self-media on modern communication and analyze the opportunities and challenges it presents for democratized information dissemination, media ethics, and public participation.

In this study, a combination of qualitative and quantitative methods is utilized. A structured questionnaire survey collects data on user behaviors and perceptions of self-media, complemented by content analysis of existing literature. SWOT analysis is employed to evaluate the strengths, weaknesses, opportunities, and threats of self-media platforms.

The master's thesis provides an analysis of self-media's influence in modern communication, detailing its potential to democratize information and foster public participation while addressing risks related to misinformation, privacy, and content regulation. It examines how self-media reshapes media landscapes and provides recommendations for enhancing its benefits and mitigating its drawbacks.

The results contribute insights into strategies for media professionals and policymakers to adapt to self-media's evolving impact, offering a foundation for understanding its role in contemporary communication.