

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
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**THE IMPACT OF NEW MEDIA (WEIBO) AND TRADITIONAL MEDIA
(CCTV NEWS) ON NEWS DISSEMINATION IN CHINA**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

Master's thesis of Wang Meilung, Master's student of the Department of Social Communications of the Faculty of Philosophy and Social Sciences of BSU, "The Impact of New Media (Weibo) and Traditional Media (CCTV News) on News Dissemination in China".

The master's thesis includes 66 pages, 9 illustrations and 56 sources used.

Keywords: media environment, communication channel, online platform Weibo, news, China Central Television (CCTV), authenticity, interactivity, dissemination speed, dissemination area, integrated media, microblogging.

This dissertation analyzes the influence of traditional and new media on news dissemination in China. China Central Television (CCTV) is chosen as the traditional media and Weibo as the new media.

The purpose of the study is to develop a theoretical and methodological framework for the integration of traditional and new media.

The paper analyzes the main stages of development of China Central Television and Chinese new media, as well as the current state of the country's media sphere. The comparative analysis of traditional and new media in terms of audience coverage and methods of interaction with the audience, speed of distribution and reliability of the news. The study pays considerable attention to the main trends in the development of news information channels, in particular, the influence of new media microblogs on the characteristics of news communication of traditional media, as well as attempts to integrate media environments.