

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**THE IMAGE OF CHINA IN INTERNATIONAL COMMUNICATION
IN MODERN CONDITIONS**

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis includes two chapters. The first chapter examines the theoretical approaches in the research of international communication between countries. The second chapter focuses on communication technologies as the main directions of international cooperation between China and the republic of Belarus.

The master's thesis includes 69 pages, 13 illustrations, 6 tables and 95 sources used.

Keywords: China, Belarus, international cooperation, country image, intercultural communication, communication technologies, Russian language, higher education, cultural diplomacy, country branding.

The object of this research is China's international communication with post-Soviet countries, focusing on its diplomatic, cultural, and educational ties.

The subject is the image of China as presented and perceived in the context of international communication and interactions with the Republic of Belarus.

The purpose is to analyze the role of communication technologies in shaping China's country image among the Belarusian population and to identify strategies for strengthening this image.

The study employs a combination of qualitative and quantitative research methods, including literature review, analysis of regulatory documents, country comparisons, and non-participatory observation of media, cultural events, and public discourse. Sources include academic publications, ranking studies, official bilateral agreements, and comparative analyses of cultural and technological collaborations.

The thesis explores China's image-building strategies in Belarus, examining the role of communication technologies in enhancing cultural, educational, and economic cooperation. It analyzes theoretical frameworks such as intercultural communication, soft power, and country branding, providing insights into how China's achievements in education, technological innovation, and cultural diplomacy contribute to its global image. The research highlights the strategic importance of initiatives like Confucius Institutes and the Belt and Road Initiative, which strengthen China's presence in Belarus and promote mutual understanding.

Findings reveal that while China's efforts have successfully positioned it as a reliable partner for Belarus, challenges such as cultural misunderstandings, stereotypes, and geopolitical tensions persist. The study underscores the significance of digital platforms, social media campaigns, and virtual initiatives in bridging cultural divides and combating misrepresentations. However, the research also identifies limitations, including the dominance of the Russian language in Belarus, which, while facilitating communication, risks overshadowing China's unique cultural identity. The thesis concludes that addressing these barriers requires a balanced approach that

integrates cultural sensitivity, inclusive content strategies, and a gradual introduction of Mandarin and broader Chinese cultural narratives.