

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**AUDIO-VISUAL CONTENT DISSEMINATION ON DOUYIN:
STRATEGIES OF COMMUNICATION**

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

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ANNOTATION

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Xu Shuairui «Audio-visual content dissemination and audience feedback on Douyin: pathways of communication and influence analysis» is devoted to the analysis of audio-visual content dissemination's features on the example of Douyin.

The master's thesis includes 66 pages, 1 illustration and 56 sources used.

Keywords: audio-visual content; Douyin; digital communication; audience feedback; influence analysis.

The paper presents the theoretical approaches of communication elements analysis in audio-visual content dissemination sphere; the description of the audience feedback and influence analysis instruments; the research on the ways of improving audio-visual content dissemination (on the case of the G.E.M.'s Douyin account).

The master's thesis purpose is to understand communication pathways and influence mechanisms on Douyin, providing actionable recommendations for content creators.