

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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THE INTEGRATION OF NEW MEDIA AND TRADITIONAL MEDIA

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:

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Doctor of Science in Sociology,

Professor

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ANNOTATION

The structure of The first chapter is devoted to promote the use of digital video services and social media tailored to individual preferences to enhance user interaction. The second chapter analyzing techniques and policies for successfully combining new and conventional media. The third chapter explores the consequences, difficulties, opportunities, and limitations of media integration, highlighting its potential for positive change and the challenges that must be overcome.

The master's thesis includes 63 pages, 3 figures and 52 sources used.

Keywords: media integration, new media, traditional media, communication strategies, audience engagement, digital transformation, economic impact, societal change.

The object of study is the convergence of new media and traditional media in modern communication strategies.

The subject of study is the strategies, challenges, and advantages of integrating new and traditional media for media organizations in various contexts.

The purpose of the master's thesis is to understand media integration's effects on the industry, societal communication, and economic development, and to identify strategies for enhancing audience engagement, expanding reach, and increasing revenue.

In this study, a multi-methodological approach was used, including literature review, case studies, data analysis, and interviews/surveys with professionals and audiences.

The master's thesis presents key concepts such as cross-platform content sharing, collaborative production, and targeted marketing. It analyzes trends and challenges like those related to technology, audience expectations, and resource optimization. It also reveals economic advantages including revenue diversification, cost efficiencies, and job creation, as well as societal implications regarding information dissemination, cultural preservation, cross-cultural understanding, and transformation. The results offer insights into the model for successful media integration and the correlations between media integration and audience engagement, personalization, and economic performance. The area of practical application includes implications for media organizations, policymakers, advertisers, researchers, and educational curricula.