

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

YANG Sijin

**THE ROLE OF SOCIAL COMMUNICATIONS  
IN THE NETWORK SOCIETY**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:

Irina N. Sidorenko

Doctor of Science in Philosophy,  
Associate Professor

Minsk, 2025

## 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 Yang Sijin "The Role of Social Communications in the Network Society" is devoted to the study of the specifics of the network society and the analysis of the role of social communications in the space of social networks.

The first chapter reveals and describes the main characteristics of modern society as a network society and substantiates the increasing importance of social networks in the sphere of social communications. The second chapter is devoted to revealing the reasons and factors that determine the development and transformation of social communications in the digital age. Statistical data on the circulation and use of specific social networks in China and Belarus are used as the empirical basis of the study. The third chapter is devoted to analyzing the concept of network society by M. Castells and identifying the peculiarities of social communications in the digital age. The peculiarities of social networks development in China and Belarus are given as an example. The emphasis is placed on identifying the positive and negative consequences of using social networks, and the perspective of the development of social communications in the network society is analyzed.

The master's thesis includes 63 pages, 1 table, and 57 sources used.

*Keywords: network society, social networks, social communications, social networks, social risks, M. Castells, China, Belarus.*

The object is social communication.

The subject is the role of social communication in the network society

The purpose of the master's thesis is to define the role of social communications in the development of network society and identify their functional nature.

The novelty of the study lies in the application of Manuel Castells' theory of network society to contemporary problems of communication. This has provided new insights into how digital platforms and technologies affect not only communication but also social structures on a global scale. The study uses a combination of data analysis and interpretation method, content analysis method, hermeneutic method, and systematic method. These methods are used to conduct content analysis of communication patterns on digital platforms and case studies of social communication in the social network space of Chinese and Belarusian societies.