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**TRANSLATING CULTURAL VALUES THROUGH ADVERTISING ON  
SOCIAL MEDIA (USING THE EXAMPLE OF CHINA)**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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## ANNOTATION

The structure of the master's thesis consists of three chapters. The first chapter examines advertising in social media as the object of analysis, the second chapter focuses on the dissemination of Chinese cultural values, and the third chapter examines communication strategies and methods for disseminating cultural values through advertising in Chinese social media.

The master's thesis includes 64 pages, 1 appendix and 84 sources used.

*Keywords: social media, cultural value, advertisement, user participation, influence assessment, communication strategy, intercultural communication.*

The object is translating cultural values through advertising on social media (using the example of China)

The subject is the advertising on social media.

The purpose of the master's thesis is to identify communication strategies and techniques for translating cultural values through advertising on social networks (using the example of China).

The thesis begins by analyzing the nature, characteristics and techniques of social media advertising. It builds a value co-creation model between brands and users. Secondly, it proposes that Chinese cultural values, as the spiritual kernel of the Chinese nation, cover multiple dimensions of socialist core values, which profoundly influence the way of thinking and behaviour of Chinese people. Finally, as an important carrier of cultural communication, advertisements play a key role in conveying cultural connotation, shaping brand image, and triggering emotional resonance by incorporating cultural elements and telling brand stories. Aiming at the communication of cultural values in Chinese social media advertisements, the thesis proposes a series of strategies.

Through comprehensive analyses, this study provides a comprehensive theoretical basis and practical guidance for Chinese brands and enterprises in communicating cultural values in social media advertising. In the future, with the continuous development of technology and society, social media advertisements will face more opportunities and challenges in the field of cultural communication, which requires continuous and in-depth research in order to promote the wide dissemination and innovative development of Chinese culture and enhance the international influence of Chinese culture.