

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**INFORMATION DISSEMINATION PATTERNS
AND PUBLIC BEHAVIORAL RESPONSES IN EPIDEMIC REPORTING**

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

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ANNOTATION

The master's thesis comprises three chapters focusing on the theoretical foundations of media influence, the analysis of communication strategies in various epidemic contexts, and a multifaceted exploration of media integration, challenges, and government communication frameworks.

The thesis includes 53 pages, 5 tables, and 58 sources.

Keywords: information dissemination, public behavior, media strategies, crisis communication, digital media, misinformation, government policies

The object is the influence of information dissemination on public behavior during epidemics.

The subject is the role of media strategies and government communication in shaping societal responses to health crises.

The purpose is to analyze how information dissemination patterns influence public behavior and propose strategies for effective crisis communication.

The study employs theoretical analysis, case studies, and comparative methods, examining historical epidemics (SARS, H1N1, COVID-19) and diverse political contexts (democratic, authoritarian, and hybrid systems). It highlights the evolution of media practices, the impact of transparency, timeliness, and consistency in communication, and the challenges posed by misinformation.

Key findings emphasize the importance of aligning media strategies with public needs, leveraging emotional appeals to foster trust, and integrating traditional and digital platforms for cohesive messaging. Practical recommendations are provided for policymakers, media organizations, and health authorities to enhance public engagement, improve compliance, and strengthen societal resilience during health crises.