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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**SPECIFICS OF CROSS-CULTURAL COMMUNICATION  
IN THE AGE OF SOCIAL MEDIA**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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## ANNOTATION

The structure of the master's thesis includes two chapters. The first chapter focuses on modern cross-cultural communication theory. The second chapter provides an in-depth analysis of the impact of social media on cross-cultural communication in the context of a case study.

The master's thesis includes 77 pages, 19 illustrations, 0 table, 0 appendix and 38 sources used.

*Keywords: cross-cultural communication, social media, cultural dimensions, cultural identity, virtual interaction, globalization, enculturation.*

The object is the cross-cultural communication.

The subject is the specifics of cross-cultural communication in the age of social media.

The purpose of the master's thesis is to identify the specifics, principles and strategies of cross-cultural communication in the age of social media.

In this study, methods used in the study include general analysis, synthesis, deduction, description, analogy, diagnostic, comparison, Case Study Method, Textual Analysis and Content analysis.

The master's thesis on cross-cultural communication in the social media era highlight several key aspects. First, the impact of social media on cross-cultural communication. Social media has made cross-cultural communication more convenient, frequent and in-depth, but it also brings some challenges, such as information overload and cultural misunderstandings. Second, the impact of virtual interaction on cultural identity in the context of social media. Virtual interaction not only strengthens individuals' identification with a particular culture, but also brings the possibility of cultural misunderstandings and conflicts. Third, cross-cultural advertising communication strategies. Successful cross-cultural advertising communication needs to adapt to different cultural backgrounds, incorporate cultural elements, and accurately target emotional appeals. This study expands cross-cultural communication theory at the theoretical level, provides guidance for cross-cultural advertising communication strategies, and provides a reference for improving social media platforms. It demonstrates the new characteristics, challenges, and impact of cross-cultural communication in the era of social media.