

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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FACULTY OF JOURNALISM
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**THE INFLUENCE OF GLOBAL SPORTS EVENTS ON NATIONAL
IDENTITY AND MEDIA**

Master's thesis

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Allowed to be defended

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ABSTRACT OF MASTER'S THESIS

The structure of the master's thesis includes: introduction, three chapters (each with 3 sections), conclusion, list of references, which contains 89 titles. The volume of the master's thesis "The influence of global sports events on national identity and media" is 81 pages.

Keywords: MEDIA INFLUENCE, NATIONAL IDENTITY, GLOBAL SPORTS EVENTS, PUBLIC PERCEPTION, PATRIOTISM, SPORTS DIPLOMACY, CULTURAL IMPACT OF SPORTS.

The object of the study is the influence of major international sporting events on the formation of national identity.

The subject of the study is the shaping of national identity through media communication in large-scale sports events.

The purpose of the work: to explore how large-scale international sporting events shape and reflect national identity while influencing media narratives and public discourse.

Research methods. The following methods were used in the research: literature review, content analysis, survey research, and comparative analysis were applied to conduct a systematic investigation of the research topic.

Results: the theoretical framework linking global sports events and national identity was established; media narratives were found to play a key role in shaping national identity across cultural contexts; and comparative analysis revealed significant differences between Chinese and Western media in representing national values through sports coverage.

The scientific novelty of the study lies in the application of a four-dimensional model: time, space, politics and audience. Let's examine how global sports events build national identity through media narratives. Through a cross-cultural comparison of Olympic event coverage between China and the West, this study reveals the differences in symbolic narratives and media frameworks in cultural and political contexts.

The author of the work confirms the reliability of the materials and results of the master's thesis, as well as the independence of its implementation.

Area of possible practical application: development of mobile applications and multimedia services, identification of promising investment areas and development strategies for companies working in the field of mobile multimedia technologies.