

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

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**THE ROLE OF SOCIAL NETWORKS
IN THE PROMOTION OF POLITICAL PARTIES:
THE CASES OF THE AMERICAN ELECTIONS**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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Minsk, 2024

ANNOTATION

The master's thesis of Li Shiman, a master's student in the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU, "Media strategies for promoting China's tourism image," is devoted to media strategies for improving China's tourism image. This article presents the characteristics of media strategies; characteristics of creating and promoting tourism image, as well as ways to improve China's tourism image.

The purpose of the study is to characterize media strategies for promoting China's tourism image.

Keywords: tourist image, media promotion strategy, culture and tourism, business, leisure travel.