MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**THE IMAGE OF CHINA IN THE
VIDEO CONTENT OF TIKTOK NETWORK USERS**

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

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ANNOTATION

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Wang Guan "The image of China in the video content of TikTok network users" is devoted to the potential of using the communication resources of the Douyin social network (TikTok) to form a positive national image of China.This article examines the concept of national image, the formation of national image and the prospects for the formation of China's national image.

The purpose of the study is to identify the potential of using the communicative resources of the Douyin social network (TikTok) to form a positive national image of China.

Keywords: national image, image formation, user content, problems and prospects, share resources, target concepts, social networks.