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**COMMUNICATIVE STRATEGY FOR PROMOTING
THE TEADITIONAL CUISINE OF THE CHINESE PEOPLE THROUGH
DOCUMENTARY FILMS**

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

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ANNOTATION

The work is composed of three chapters: Chapter 1 discusses an overview of Chinese food culture; Chapter 2 discusses the application status of traditional Chinese food through documentary communication; Chapter 3 puts forward strategies on how to better spread traditional Chinese food through documentary and multimedia.

The master's thesis includes 71 pages, including 33 sources used.

Keywords: cultural industry, external communication, cross-cultural, communication, cultural integration, cultural, communication, documentary, international communication, communication, traditional culture.

Object of research: The creation and dissemination of documentaries on traditional Chinese cuisine.

Subject of research: This study explores how documentaries, as a medium, can effectively promote traditional Chinese cuisine and enhance its cultural influence both domestically and internationally.

The purpose of the master's thesis is to research communicative strategy for promoting the traditional cuisine of the Chinese people through documentary films.

In today's deepening globalization, cultural exchanges have become an important bridge connecting different countries and regions. Among them, traditional food, as an important part of culture, not only carries rich historical deposits and regional characteristics, but also is an important window to show the lifestyle, eating habits and cultural identity of a country or nation. To analyze the current status and challenges of documentaries on traditional Chinese cuisine in cultural communication. To propose targeted communication strategies to facilitate the inheritance and development of traditional Chinese cuisine. To investigate the role of documentaries in cross-cultural exchanges and promote Chinese culinary culture globally.

Novelty: This study combines culinary culture, documentary production, and communication theories explores the cross-cultural adaptation of Chinese food documentaries in international dissemination, to propose a systematic framework for communication strategies.