MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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THE IMPACT OF CHINESE SOCIAL MEDIA ON CHINESE NEWS REPORTING IN THE POST TRUTH ERA

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

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ANNOTATION

The structure of the master's thesis includes tree chapters. The first chapter is devoted to the phenomenon and theory of post-truth in Chinese social media news reporting. The second chapter analyzes value of truth after news reporting in social media. The third chapter is devoted to enhancing the guiding path of post-truth in news reporting on Chenese social media.

The master's thesis includes 74 pages, 0 illustrations and 55 sources used.

Keywords: post-truth, social media, news content, emotions, social media diversification.

The object of research is the phenomenon of post-truth.

The subject of the research is social media and Chinese news in the context of post-truth.

The purpose of the master's thesis is to identify the impact of social media on Chinese news reporting in the post-truth era.

In this research we used methods of general analysis, synthesis, deduction, description, analogy, diagnostic and comparison for study phenomenon and theory of post-truth. Also, we used case study method, textual analysis and content analysis for study news reporting on Chinese social media.

The study traces the origin of the concept of post-truth, which stems from the historical philosophical discussion of rationality and irrationality. The characteristics of the post-truth era are reflected in the prevalence of lies in the political field, the highly developed Internet technology, and the popularity of consumerism and hedonism culture. In this era, emotions are more important than facts, entertainment eliminates seriousness, and material desires continue to expand. The post-truth phenomenon in news reporting is manifested in the alienation of news caused by selective interpretation, the increase of fake news by algorithmic technology, and the pursuit of traffic causing news. In order to cope with the challenges brought by the post-truth phenomenon, the paper proposes several strategies. Social media should ensure the authenticity of news through multiple channels, practice the principle of news transparency, and conduct risk avoidance and public opinion guidance.