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**COMMUNICATION ETHICS:
PHILOSOPHICAL PERSPECTIVES ON THE RESPONSIBILITY FOR
INFORMATION DISSEMINATION**

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

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ANNOTATION

The structure of the master's thesis includes three chapters. The first chapter is devoted to the philosophical foundations of communication ethics. The second chapter analyzes responsibility for information dissemination and public interests. The third chapter is devoted to practical implementation of responsibility for communication ethics.

The master's thesis includes 62 pages, 0 illustrations and 92 sources used.

Keywords: communication ethics, responsibility, information responsibility, digital communication, media justice, data privacy.

The object of research is ethical knowledge.

The subject of the research is communication ethics in the aspect of responsibility for the dissemination of information.

The purpose of the master's thesis is to identify the philosophical aspects of responsibility for the dissemination of information in communication ethics.

In this study, we used methods of general analysis, synthesis, deduction, description, analogy, diagnosis, and comparison to study the philosophical foundations of communication ethics. In addition, we used the case study method, text analysis, and content analysis to study responsibility for information dissemination, as well as to develop practical implementation of responsibility for communication ethics.

The study traces the decentralized information circulation model makes it difficult for traditional news ethics standards to fully adapt, and the dominant role of the algorithm recommendation mechanism of social media platforms in information dissemination has further affected the diversity of public discourse. The rapid spread of false information has intensified the public's suspicion of media fairness, and the deepening of data privacy issues has prompted society to put forward higher requirements for information governance. There are obvious differences in information governance strategies and ethical frameworks among countries. How to find a balance between universalism and relativism has become an important issue in communication ethics research. This paper proposes that we should start from improving the public's media literacy, strengthening platform responsibility supervision, and promoting communication ethics education to cope with ethical challenges in the digital communication environment.