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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**BELT AND ROAD INITIATIVE'S COMMUNICATIVE POTENTIAL**

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 develops the theoretical and conceptual foundation for analyzing the Belt and Road Initiative (BRI) through social-philosophical frameworks. The second chapter focuses on the BRI's communicative practices in political and institutional domains, including diplomatic mechanisms, sovereignty debates, and institutional innovation. The third chapter analyzes the BRI's communicative dimensions in economic and cultural aspects, exploring financial integration, trade norms, media strategies, and knowledge exchange.

The master's thesis includes 59 pages, 4 tables and 51 sources used.

**Keywords:** *Belt and Road Initiative, communicative potential, global governance, cultural hybridity, institutional legitimacy, legal pluralism, transnational communication, soft power.*

The object of the study is the Belt and Road Initiative as a comprehensive global cooperation platform.

The subject of the study is the communicative practices and multidimensional potential of the BRI in political, economic, legal, and cultural contexts.

The purpose of this study is to explore and analyze the Belt and Road Initiative's communicative potential through a social-philosophical lens, assessing its impact on international cooperation, its role in global governance, and the challenges it faces.

In this study, an interdisciplinary approach was applied. Methods included comparative case studies of flagship BRI projects, discourse analysis of media and policy texts, and theoretical synthesis across communication studies, legal pluralism, political theory, and social philosophy.

The master's thesis redefines communicative practices not merely as soft power projection, but as multidimensional, normatively grounded processes involving cultural hybridity, institutional coordination, and transnational legitimacy. The study introduces frameworks for understanding how BRI engages with global governance debates, challenges Western-centric legal and communicative models, and creates alternative modes of international cooperation. Findings provide insight into BRI's capacity to reshape global interaction and suggest pathways for more inclusive and culturally sensitive international communication frameworks.