

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**THE ROLE OF DIGITAL MEDIA
IN CHINESE-BELARUSIAN
CULTURAL COMMUNICATION**

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 theoretical foundations of digital media in the field of cultural communication. The second chapter analyzes cultural differences and their manifestation in digital communication between China and Belarus. The third chapter identifies digital media mechanisms and tools that enhance the effectiveness of cross-cultural interaction and communication between the two countries.

The master's thesis includes 60 pages, and 41 sources used.

Keywords: Digital Media, Sino-Belarusian Cultural Communication, Cultural Differences, Communication Strategies, Digital Media Mechanisms.

The object of research is Chinese-Belarusian cultural communication.

The subject is digital media and its role in Chinese-Belarusian cultural communication.

The purpose of the master's thesis is to reveal the role of digital media in the promotion and development of Chinese-Belarusian cultural communication.

The main research tasks are:

1. To explore the theoretical foundations and characteristics of digital media in cultural communication.
2. To analyze how cultural differences are reflected in digital media platforms in the context of Sino-Belarusian communication.
3. To identify the role and significance of digital media in promoting cultural communication.

In this study, theoretical reconstruction, system analysis, text analysis, and comparative analysis methods are used. These approaches help analyze the theoretical foundations of digital media, cultural difference frameworks, and practical implementation strategies in the context of cross-cultural communication.

The master's thesis presents the theoretical definitions and characteristics of digital media and outlines their distinction from traditional media. It explores the mechanisms through which digital platforms support cultural interaction. It also examines how cultural dimensions—such as context sensitivity, power distance, individualism versus collectivism, and language—impact digital communication. The research identifies strategies for improving mutual understanding and minimizing cultural barriers, such as algorithmic personalization, visual storytelling, and platform-specific adaptation.

The results of the research show that digital media significantly broaden the scope of cultural communication between China and Belarus. The study contributes to the understanding of how digital technologies can be effectively employed in cultural diplomacy and offers practical guidance for future development of Sino-Belarusian cultural exchange initiatives.