

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
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**THE VALUE AND SIGNIFICANCE OF CHINESE TRADITIONAL
CULTURE IN THE CONTEMPORARY WORLD**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis: master's thesis contains 71 pages, 64 sources and 1 appendix.

This master's thesis consists of three chapters. The first explores the values of traditional Chinese culture. The second examines its role in global cooperation and sustainability. The third presents an empirical study based on interviews with Belarusian and Chinese students.

Keywords: traditional chinese culture, globalization; cultural diversity, sustainable development, social harmony, ethical governance.

Object of study: Chinese traditional culture

Subject of study: the value and significance of Chinese traditional culture in the contemporary world

This study aims to explore the core values, spiritual traits, and global significance of traditional Chinese culture, and its role in cultural diversity, global cooperation while offering solutions to modern challenges.

Research methods: qualitative research, including content analysis, case studies, and semi-structured interviews.

Research hypothesis: Traditional Chinese culture remains globally relevant by promoting social harmony, cultural diversity, and sustainable development while offering ethical and ecological solutions to modern challenges

The results obtained: this study confirms the lasting impact of traditional Chinese culture on global ethics, sustainability, and intercultural dialogue, with values like harmony, benevolence, and respect for nature shaping governance, business, and well-being while offering solutions to modern challenges.

Area of possible practical application: The findings apply to education, business, and policy. Schools can teach traditional Chinese values, businesses can adopt Confucian ethics, and policymakers can use Daoist and Confucian insights for sustainability.