

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**SPECIFICS OF PROMOTING CHINESE AUTOMOBILE BRANDS
IN THE REPUBLIC OF BELARUS**

Master's Thesis
ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:
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Doctor of Philosophy in Sociology

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ANNOTATION

The structure of the master's thesis includes three chapters. The first chapter analyzes the characteristics of the Belarusian automobile market through the theoretical framework of communication studies. The second chapter through extensive data analysis and comparative case studies, clarifies the promotion of Chinese automobile brands in Belarus. The third chapter Summarizes the data and theories in the above text, and provide suggestions for the future promotion of Chinese automobile brands in Belarus.

The master's thesis includes 77 pages, 9 illustrations, 11 table, 3 appendix and 36 sources used.

Keywords: cross-cultural communication; glocalization; state-mediated trust; hybrid vehicles; narrative decoupling; belt and road initiative (BRI); cultural pragmatism; belarusian automobile market; integrated marketing communication (imc); technological localization.

The object of research is Chinese automobile brands (Geely, BYD, Chery, etc) promoted in the Republic of Belarus.

The subject of the research is the specifics of promoting Chinese automobile brands in the Republic of Belarus in the current era, focusing on the interplay of technological adaptation, and cultural pragmatism.

The purpose of this work is to analyze the promoting strategies of Chinese automotive brands in the Belarusian market, balancing global technology narratives with hyper-localized storytelling within the Belt and Road Initiative (BRI) framework.

In the process of writing the master's thesis, the following results were obtained: The practical methods and characteristics of promoting Chinese automobile brands in Belarus have been determined; Verified and summarized the issues that Chinese automobile brands should avoid and pay attention to when promoting in Belarus.