MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

WANG Yaxun

TRANSFORMATION OF COMMUNICATION PRACTICES IN THE CONTEXT OF THE SPREAD OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES

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

Academic supervisor:
Volnistaya M. Georgievna
Doctor of Science in Sociology,
Associate Professor

Minsk, 2025

ANNOTATION

Structure and Scope of the Master's Thesis

The master's thesis examines the current processes of influence and dissemination of artificial intelligence technologies on existing practices of social communication. The work consists of an introduction, three chapters, a conclusion, and a list of references. The total volume of the work is 69 pages.

Keywords

Artificial intelligence, social communication practices, intelligent media, news production, algorithmic communication, ethical risks, the spread of AI technologies, human-machine interaction.

Summary Text

Object of Study: The object of the study is the evolution of the landscape of communication practices under the influence of the spread of artificial intelligence technologies, the transformation of traditional media functions, and the structure of information dissemination.

Subject of Study: The subject of the study is the role of AI in the transformation of communication mechanisms, techno-ethical risks and social problems, as illustrated by the example of news production, advertising communication and educational media.

Aim of the Study: The aim of the study is to develop theoretical concepts and practical recommendations for ensuring socially responsible and ethical communication in the age of AI.

Research Methods: The master's thesis uses general scientific and specialised methods, including analysis, synthesis, generalisation, comparison, case studies, and critical analysis to understand the current applications of AI in the field of media and communications.

Obtained Results: The study identified and substantiated problems related to the reduction of human subjectivity and algorithmic bias, and presented methodological aspects of analysing the homogenisation of information content and the loss of editorial autonomy. The study showed that AI significantly improves communication efficiency, personalisation, and audience targeting through algorithmic recommendations and generative technologies.

Novelty: The master's thesis substantiates the author's original approach to analysing the evolution of communication processes using AI. The author presents a model of 'co-creative communication ecology' aimed at dynamic interaction between people and AI in the process of media communication.

Area of Practical Application: The results of this study are of practical value to media organisations, scientists and researchers in the field of social communications, AI developers, politicians and educators seeking to understand and

manage the processes of interaction between AI and social actors, and to develop communication technologies and communication ethics in the AI era.