

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**FRAGMENTATION OF PUBLIC OPINION AND COUNTERMEASURES
IN THE NEW MEDIA ENVIRONMENT**

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 analyzes the types and impacts of public opinion defocus. The second chapter explores the issues in public opinion governance. The third chapter focuses on case studies to better understand the dynamics of public opinion defocus and formulate countermeasures.

The master's thesis includes 82 pages, 7 figures, 3 tables, 2 appendixes and 65 sources used.

Keywords: new media, public opinion defocus, communication strategies, governance countermeasures, social media, media literacy.

The object is public opinion in a complex information environment, including the interaction and competition between traditional media and new media.

The subject is the challenges and governance strategies for public opinion defocus in the new media environment.

The purpose of the master's thesis is to investigate the challenges of public opinion formation and governance in the new media environment, and to identify and propose strategies to mitigate public opinion defocus, enhance audience engagement, and promote informed discourse.

In this study, a combination of research methods was employed, including literature review, case studies, and qualitative data analysis. The literature review was used to examine existing academic works on public opinion, new media, misinformation, and governance strategies. Relevant case studies were selected to illustrate how public opinion defocus manifests in real-world contexts, particularly in relation to misinformation and social polarization.

The master's thesis defines the concept and characteristics of public opinion defocus in the new media environment, and provides an overview of the current situation and challenges in public opinion formation and governance. It examines how misinformation influences social cohesion and deepens societal divisions. Furthermore, the study highlights the importance of media literacy as a key factor in mitigating the negative effects of information overload and disinformation. The study offers actionable recommendations for developing effective governance strategies, improving media literacy education, and promoting responsible communication practices in the digital public sphere.