

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**THE EMERGENCE, DEVELOPMENT, AND IMPACT OF SELF-MEDIA:
THE COMMUNICATIVE PERSPECTIVE**

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 reveals the essence of the phenomenon of “self-media” and describes the methodology for researching self-media in the modern information society. The second chapter is devoted to analyzing the reasons for the development of self-media, defining the specifics of its manifestation in the process of social communication, and identifying possible risks for the implementation of self-media. The third chapter is devoted to determining the influence of self-media on socio-cultural, economic, and political processes in the space of social communication.

Master's thesis includes 60 pages, 50 used sources.

Keywords: self-media, communication studies, information sharing, real-time interaction, social interaction process, cultural influence, target audience, communication channels, communication methods.

Object of the study is the phenomenon of Self-Media.

Subject of the study is the genesis and specifics of the influence of Self-Media on the process of social communications

The purpose of the master's thesis is to reveal the essence of the phenomenon of “Self-Media”, the specifics of development and influence on the process of social communications in modern society.

This study used the method of case study, content analysis, as well as general scientific methods.

The master's thesis reveals the essence and specificity of the phenomenon of “Self-Media”. Self-media is defined as a decentralized form of media in which individuals or small groups independently create, publish, and distribute content through digital platforms. Unlike traditional media, self-media eliminates institutional control, enabling direct communication between creators and audiences. Its main characteristics include user-generated content, real-time interaction, personalization, and viral diffusion. The growth of self-media is driven by technological advances and the democratization of platforms. Self-media is changing public discourse, strengthening niche communities, and accelerating cultural trends, but it also contributes to the emergence of “echo chambers,” misinformation, and toxicity on the internet. To reduce the risks and maximize the benefits of self-media, it is necessary to strengthen the responsibility of online platforms, implement legal oversight, improve media literacy, and develop critical thinking.