

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

LI YUE

**RESEARCH ON THE PRODUCTION MODEL
OF INTERNATIONAL COMMUNICATION CONTENT**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The master's thesis consists of three chapters. Chapter 1 constructs a theoretical framework. Chapter 2 presents a model and empirically tests the interaction among its variables. Chapter 3 proposes reconstruction paths for the production model, including validating hypotheses, suggesting industrial strategies and policies, and identifying research limitations and future directions.

Master thesis includes 73 pages, 20 figures, 9 tables, 2 appendix and 63 references.

Keywords: International communication content production, cultural-economic-technology synergy, models of production of international communication content

The object is the production model of international communication content.

The subject is international communication content production .

The purpose is to reveal innovative strategies in international communication content production, and provide theoretical and practical references.

The study comprehensively employs literature review, case analysis, field research, quantitative and qualitative analysis, comparative analysis, and inductive-deductive synthesis.

The master's thesis presents characteristics of digital - age international communication content production, such as its ties with tech, economy, and culture. It reviews theories and concepts, analyzes the interaction of these elements via quantitative methods and cases, and identifies production model restructuring strategies and research directions. The findings offer insights for multinationals and cultural industries to enhance International communication.