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**THE IMPACT OF CULTURAL DIFFERENCES ON INFORMATION
DISSEMINATION IN CROSS- CULTURAL NETWORK COMMUTATIONS**

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 delves into the theoretical underpinnings of information dissemination within cross - cultural network communications. The second chapter dissects cultural differences and their manifestations in digital communication across various cultural contexts, with a focus on the dynamics between collectivist and individualist cultures. The third chapter proposes targeted countermeasures and mechanisms to optimize information dissemination in cross - cultural network communications, aiming to overcome the challenges posed by cultural differences.

The master's thesis includes 62 pages, and 60 sources used.

Keywords: Cross - cultural Network Communication, Cultural Differences, Information Dissemination, Impact Mechanism, Countermeasures, Literature Review, Case Study, Comparative Analysis.

The object of research is cross - cultural network communications.

The subject is the impact of cultural differences on information dissemination in cross - cultural network communications.

The purpose of the master's thesis is to comprehensively identify the impact of cultural differences on information dissemination in cross - cultural network communication, reveal its specific manifestations, and provide feasible suggestions for better cross - cultural online communication.

The main research tasks are:

1. To explore the multi - dimensional manifestations of cultural differences, including values, languages, religious beliefs, customs, and social norms, through case analysis and literature research.
2. To analyze the influence mechanisms of cultural differences on information dissemination, such as in encoding, decoding, selection of communication channels, and audience feedback, via comparative analysis of different cultural backgrounds.
3. To propose practical countermeasures based on the identified cultural differences and their negative impacts on information dissemination, applicable to cross - border business cooperation, international cultural exchange projects, and educational cooperation.

In this study, methods such as literature review, case analysis, and comparative analysis are employed. The literature review helps to understand previous studies on the topic, the case analysis observes real - life examples of cross - cultural information dissemination, and the comparative analysis contrasts different cultural contexts and their effects on information dissemination.

The master's thesis presents the theoretical framework of cultural differences in cross - cultural network communication, outlines the impact mechanisms of cultural differences on information dissemination, and explores strategies for

improving the accuracy and effectiveness of cross - cultural online communication. It examines how cultural dimensions like context sensitivity, power distance, individualism versus collectivism, and language influence digital communication.

The results of the research show that cultural differences both enrich and pose challenges to information dissemination in cross - cultural network communication. They add diversity but also create obstacles that affect the accuracy and effectiveness of communication. The study contributes to the understanding of how cultural differences impact information sharing in the digital age and offers targeted solutions for various cross - cultural activities, thereby promoting effective communication and cooperation among different cultural groups.