

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**THE ROLE OF SHORT VIDEO IN THE CHINESE-BELARUSIAN
CULTURAL COMMUNICATION**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis includes 3 chapters. Chapter 1 outlines key theories and methods on short video and intercultural communication. Chapter 2 examines how short videos influence cultural perception and audience engagement in China and Belarus. Chapter 3 analyzes audience types and compares platform-specific cases of cultural heritage promotion.

The master's thesis includes 68 pages, 108 references, and 1 appendix.

Keywords: short video, intercultural communication, cultural exchange, digital media, user-generated content, Chinese-Belarusian relations, audience engagement, media representation, cross-cultural perception.

The object of master thesis is the Short Video.

The subject master thesis is the Role of Short Video in the Chinese-Belarusian Intercultural Communication.

The purpose of the master's thesis is to examine how short videos promote intercultural communication between China and Belarus by shaping cultural perceptions, fostering mutual understanding, and enhancing audience engagement.

Research methods include content analysis, survey, thematic coding for qualitative insights and statistical methods.

This study concludes that short video platforms play a vital role in fostering intercultural understanding between China and Belarus. By enabling authentic cultural expression and audience engagement, they help bridge cultural differences, enhance mutual perception, and support digital heritage dissemination. The findings highlight short video's potential as a powerful tool for cross-cultural communication and contemporary digital diplomacy.