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**NEW DIRECTIONS FOR CROSS-CULTURAL COMMUNICATION
AND EXCHANGE AMONG COUNTRIES ALONG
THE BELT AND ROAD INITIATIVE**

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 is devoted to the analysis of cultural diversity in countries included in the Belt and Road Initiative. The second chapter analyzes the current situation and challenges of cross-cultural communication and mutual learning in the BRI. The third chapter proposes the new directions of the development of cross-cultural communication between the participants of the Chinese initiative.

The master's thesis includes 67 pages and 54 sources used.

Keywords: Belt and Road Initiative, cross-cultural communication, digital technology, China-Belarus relations, cultural governance.

The research object is the intergovernmental frameworks and international organizations fostering BRI.

The research subject is the challenges and mechanisms of implementation of cross-cultural communication among BRI nations.

The purpose of the research is to identify the new directions for cross-cultural communication and exchange among countries along the Belt and Road Initiative.

In this study, such methods of the research were used as content-analysis, case studies, interdisciplinary approaches in international relations.

This study pioneers a cross-cultural communication ecosystem model, moving beyond project-based approaches. The emergence of innovative cross-cultural communication paradigms is explored; the influence of these paradigms on intercountry relations is assessed; the role of cross-cultural exchange in advancing China-Belarus bilateral cooperation is defined; the strategies to strengthen cultural collaboration among BRI nations are proposed; the pathways for fostering sustainable, equitable cultural ecosystems are identified.