

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

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**SOCIAL MEDIA AS AN AGENT OF CULTURAL GLOBALIZATION**

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 examines the phenomenon of cultural globalization in modern social sciences. The second chapter analyzes social media within the system of mass communication. The third chapter explores national social media in the focus of globalization, using the Chinese experience as a case study.

The master's thesis includes 75 pages, 5 figures, 6 tables, 1 appendix, and 75 sources used.

Keywords: *cultural globalization, social media, mass communication, Chinese social media, digital culture, globalization processes, communication technologies.*

The object is globalization processes in the modern world, with a specific focus on cultural globalization and mass communication.

The subject is the role of social media as an active and influential agent of cultural globalization.

The purpose of the master's thesis is to reveal and analyze the profound influence of social media on contemporary globalization processes.

In this study, a comprehensive literature review and system analysis were employed, meticulously examining scholarly works on globalization theory, cultural globalization, social media studies, and communication theory.

The master's thesis presents theoretical interpretations of cultural globalization and its main directions; explores the history, current state, and impact of social media on communication processes; identifies challenges and risks in the globalization of social media; and analyzes the emergence, development, content specifics, and prospects of Chinese social media.