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**THE INFLUENCE OF MASS MEDIA ON THE FORMATION OF
CONSUMER CULTURE: COMMUNICATION STRATEGIES OF BRANDS**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis includes four chapters. The first chapter analyzes how media algorithms reconstruct consumer culture. The second chapter constructs the Three-stage Media Strategy Model. The third chapter conducts dialectical analysis of social media brand building. The fourth chapter empirically validates media strategy effectiveness using SHEIN.

The master's thesis includes 69 pages, 4 figures, 1 table, and cites 56 sources.

Keywords: Media; Consumer Culture; Brand Communication Strategies; Social Media; Shein.

The object is modern mass media and their algorithms.

The subject is communication strategies of modern brands in media ecosystems.

The purpose is to determine media's influence on brand communication strategies in shaping consumer culture.

In this study, literature analysis was used to deconstruct media-consumer relationships; comparative analysis identified strategic patterns; in-depth case study examined SHEIN's campaign mechanics.

The master's thesis:

1. Quantifies media's impact on consumer value formation through advertisement effectiveness metrics
2. Reveals the offensive-defensive dynamics between digital ads and youth vigilance
3. Proposes the Three-stage Media Strategy Model for brand communication
4. Validates algorithmic optimization principles via SHEIN's campaign deconstruction

The results:

- Provide enterprises with novel advertising frameworks accounting for ad-fatigue resistance
- Expose trade-offs in social media's brand-building advantages/disadvantages
- Demonstrate algorithmic synchronization of media mechanisms and consumer culture