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**THE IMAGE OF BELARUS IN THE PERCEPTION  
OF CHINESE STUDENTS**

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 theoretical and methodological foundations of the study of the image and brand of a country. The second chapter analyzes the peculiarities of Belarus's perception by Chinese students. The third chapter provides recommendations for promoting the image of Belarus among Chinese youth.

The master's thesis includes 71 pages, 4 illustrations, 1 appendix and 58 sources used.

*Keywords: state image, country image, territory branding, intercultural communication, educational programs, chinese students, student adaptation, social networks, media space, image promotion.*

The object is the perception of Belarus's image by Chinese students.

The subject is factors and mechanisms influencing the formation of Belarus's image in the perception of Chinese students.

The purpose of the master's thesis is to study the perception of Belarus's image by Chinese students and develop recommendations for its promotion.

In this study, the following research methods were used: analysis of scientific literature on the topic of the dissertation, synthesis, generalization, comparison, as well as empirical methods such as survey (questionnaire) and content analysis.

The master's thesis presents the theoretical and methodological foundations of studying the image and brand of a country; identifies the socio-communicative aspects of forming a national image and the role of educational programs in strengthening a country's international image. It analyzes the peculiarities of Belarus's perception by Chinese students based on an analysis of regulatory legal frameworks for cooperation, media representation, and adaptation experience. Practical recommendations for promoting the image of Belarus among Chinese youth are developed. The results provide insight into the strategies that can be used to effectively enhance a country's image. In addition, the study contributes to a better understanding of how the image of a country can be formed and perceived by international students.