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КРЕАТИВНЫЕ ТЕХНОЛОГИИ В СМИ

CREATIVE INDUSTRIES AND MEDIA

*Допущено Министерством образования
Республики Беларусь в качестве учебного пособия
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по специальности магистратуры «Коммуникации»*

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Каждый из шести разделов данного учебного пособия включает в себя тематический контент и примеры выполнения студентами практических заданий по обозначенной тематике. В приложениях размещены методические рекомендации к изучению дисциплины «Creative Industries and Media» и визуальные версии медийного продукта, подготовленного студентами в процессе управляемой самостоятельной работы. Авторская интерпретация креативных технологий в СМИ как свойства информационного общества обуславливает многоаспектный подход к изложению учебного материала. Производство информационного продукта рассматривается через коммуникативное взаимодействие медиасистемы и медиасреды; феномен эмоционального интеллекта (EQ) исследуется в преломлении к социальным практикам СМК; на примере медиакластеров анализируются инновационные подходы к организации медиамедиаменеджмента; излагаются современные жанры и формы журналистского творчества.

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INTRODUCTION

In the setting of the information-oriented society, the demand for innovative approaches to teaching journalism-related subjects increases. Their use sets up a link between the theoretical foundations of media studies and the analysis of the modern information environment to guide students towards the use of creative industries in their subsequent journalistic endeavors. This study guide, compiled for the students of the extensive higher education level studying “Media Communication”, is aimed at learning and exercising communication practices during the educational process.

This is facilitated by the format of the educational publication as such. It includes fully-fledged theoretical content and examples of learning activities performed by the students. The passages are taken from texts prepared by students in multi-variant formats: from conventional summaries to a media game. This approach is entirely consistent with the methodological guidelines listed in Annex 1. The text part of the study guide is supplemented by Annex 2, compiled by the author using student photographs, drawings and collages integrated into the “smart leisure” format, which is in high demand in the communication practices of the media industry. With that, it demonstrates the capabilities of multimedia technologies when it comes to facilitating the perception of the semantic content of a text.

Thus, the task set by the author of the guide, i.e., to ensure that students understand the importance of integrating technological and creative principles in developing a popular information product, is fully realized. Furthermore, the students' creative works themselves become a representation of the modern media environment as a derivative of the information-oriented society. Thus, by revealing the properties of the modern-day media environment, the combination of creative technologies simultaneously allows students to inventively participate in its formation.

CHAPTER 1

THE MODERN MEDIA SYSTEM

AS A DERIVATIVE OF AN INTERACTIVE SOCIETY

- The subsystem of political communication in the structure of the political system
- Systemically structural concepts of mass communication
- Media – in the political process
- The media system of the Republic of Belarus
- The media system of the People's Republic of China
- Chinese students' ideas about their future profession

Main concepts of the topic: theory of systems, elements of the system, political communication, mass communication in the political process, subjects of mass communication, the structure of mass communication.

1.1. The Concept of a Mass Media System (thematic content)

Speaking about the media system, it is necessary to proceed with understanding of the phenomenon of the system as such and the General theory of systems. The system is known as a set of elements that are not reduced to a simple sum of elements. And each of the elements of the system carries its quality characteristics, being both a subsystem within a system and a relatively independent element.

Thus, when we talk about an interactive society, we imply a certain integrity, a social organism consisting of interacting subjects and phenomena. "Interactive society is understood, within the framework of a synergetic approach, as a complex dynamic system of social communication and self-organization based on a nonlinear variety of feedbacks between all elements of the system with networking and formalized features"¹.

Most textbooks classify it as a system of social-political institutions, organizations, ideas, attitudes, electoral traditions and other specific elements through which power is exercised. In a political system, social groups have a real prerequisite and the opportunity to represent their interests through the mechanism of power.

The most important point in the theory of systems is the interaction of a system with the environment.

¹ Podoprigora A.V. Interaktivnoe obshchestvo: kontseptsiya i genezis [Interactive society: concept and genesis]. – URL: <https://cyberleninka.ru/article/n/interaktivnoe-obshchestvo-ponyatie-i-genezis/viewer>. In Russian.

A number of scientists studying political systems (by analogy with a cybernetic system) consider the entry into a system and the exit from it to be forms of interaction with the environment. "Input" is the reaction of the system to the environmental impulse, and "output" stands for the reaction of the medium to the action of the system. However, the concept of a political system includes not only the system of relations, but also the system of structures. In a sense, we can talk about a political system as an institutional infrastructure of political self-organization of society. In other words, the political system implies a political structure, the social regulation of which is not carried out without an institutional structure. Moreover, T. Parsons (one of the founders of the system theory of society) noted that the structure is the "anatomy" of the system, and its functions are its "physiology".

In the structure of a political system, subsystem of political communication creates information arrays for effective political leadership of the society. According to experts, it is the center of interaction with other components and acts as a kind of political media space.

As we can see, political communication is a set of processes of information distribution and information exchange. However, modern scientists give it a broader meaning, comparing its role in the political life of society with the value of blood circulation in human body. This is understandable: politics as an expression of social relations and a reflection of public interests can be implemented only through the skillful use of communication processes.

The process of receipt and registration of public requests at the "input", their transformation (conversion) in the system and transfer to the "output" with subsequent control over their implementation is qualified in political science as a political process.

We list in detail the phases of the political process: the formation of political interests; their promotion; representation of political interests to institutions; decision-making; development of political decisions; decision-making; implementation of decisions and monitoring their implementation; distribution and redistribution of resources of power.

In a broader sense, it is the formation of political problems, the promotion of problems on the forefront (agenda) of politics, political decision-making, evaluation of decisions, and the mechanism of decision implementation. And by extension, the political process can be divided into two stages: decision-making and implementation.

A large number of participants are involved in the decision-making process. The Central role is played by the institutions of State power (President,

reflect the positions of the Head of State, the government, political parties, etc. These materials, once published, become available to a broad audience.

The personal channel is designed to transmit political information by specific persons: heads of state bodies, direct participants in events, etc., and includes the expression of their opinions. However, such opinion, is based on extensive information material: reviews, references, statistical reports, analytical notes compiled by expert groups, as well as their own impressions of communicating with friends, colleagues – all that is inevitably refracted through the prism of a person’s personal qualities. Moreover, it is the information resource that is the most important in the arsenal of the politician’s influence on the audience. After all, personalized power always arouses more trust than power emanating from institutional structures that are sometimes abstracted in the minds of the population. Studies by Belarusian sociologists are characteristic in this regard, as they show that the rating of trust people have for A. G. Lukashenko is even higher than the rating of trust in the institute of the Presidency.

The mediated channel of information transmission is the interpreters of events, which can be used by the media, research and sociological centers, etc. This circumstance imposes a special responsibility on communicators, prompting them to present accurate, relevant facts, and use the knowledge of the audience psychology.

In the mass communication system (as a subsystem of political communication and, at the same time, as a relatively independent element), several main components are distinguished: differentiated audiences; structures that create and distribute the content of mass communication; sponsors; advertising agencies.

According to researchers, this system must meet a number of requirements:

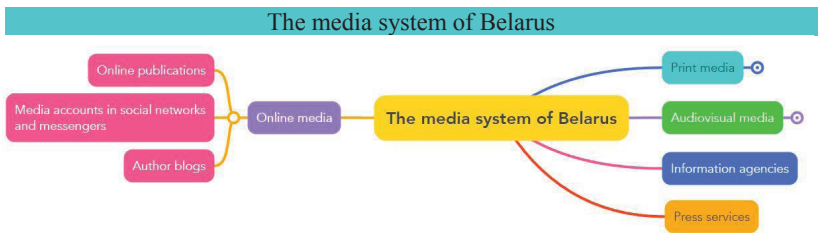
- maintain a holistic character, despite the existence of diverse, different media; forming a single information space for all members of society is indispensable, as it enables constant flow of information in the public system;
- present a set of components, each of which actively interacts with its environment and with each other based on the patterns inherent in the media;
- have the necessary set of functions and implement them in such a way as to meet the information needs of an individual, various groups of the population, and society as a whole;
- the structure of mass communication as a way of connecting components should incorporate a set of various newspapers, magazines, TV and radio programs that can contribute to the performance of these functions.

As the influence of the Internet environment expands, the media system is being reconstructed according to the following parameters:

- conventional media integrate newspapers, periodicals, books, radio, television and films;
- Online media include portals, video hosting sites, search engines, social media, online games, e-commerce;
- in the context of mobile media we have mobile search engines, mobile entertainment, mobile e-commerce, additional services.

At the same time, sociologists note the ambivalent features of the “World-Wide Web”. By providing unlimited opportunities to broaden one’s horizons, the Internet is increasingly involving a particular person in communication with exactly the fragment of reality that is closest to their personality. This means that, on the one hand, by contributing to the formation of interest groups, it expands the range of social relations. On the other hand, by developing remote communication, it weakens and even breaks genuine social ties. On the one hand, the Internet today is the most common means of distributing information. That being said, it also leads to the ultimate individualization of a person.

The state of the information sphere in the Republic of Belarus is characterized by a high level of access to mass media among the country’s population: the media space of the Republic of Belarus is rich and diverse.



So, as of September 1, 2024, the country has registered: 909 print media (366 newspapers, 528 magazines, 14 bulletins, 1 catalog), of which 397 are state and 512 are non-state; 7 news agencies: 2 state and 5 non-state; 62 online publications (53 state, 9 non-state); 170 broadcasting media, of which 94 are state (53 radio programs and 41 TV programs) and 76 non-governmental (28 radio programs and 48 TV programs).

According to research by the Institute of Sociology of the National Academy of Sciences of Belarus, trust in state-owned media increased from 38.4% in 2021 to 49.6% in 2022. According to the social status, 73.5% of

Therefore, we can talk about mass communication as a social institution. This concept refers to historically established forms of organization and regulation of public life that ensure the fulfillment of vital functions of society, including a set of norms, roles, enterprises, patterns of behavior, special institutions, and a control system.

The main characteristics of a social institution routinely include:

- a role-based system, including legal norms and functions;
- a set of customs and traditions;
- a special set of social actions.

We see that mass communication as a type of social activity has its own institutional forms. At the same time, as part of the socio-political system, it carries a qualitative certainty: the type of mass communication is determined by the type of society in which it functions. At the same time, it performs its functions and roles relative to other social institutions.

Let's name the key functions here:

- information (overview of the environment);
- correlation with social structures (i.e. interaction with and impact on society);
- cognitive and cultural function (transfer of cultural origin).

K. Wright, an American researcher, added an entertainment feature to the list. Modern researchers in the field of communications also put great emphasis on the mobilizing function.

A wide range of functions of the media and QMS are based on features in modern society.

The most important one of them is informational, consisting of the distribution of information about the most important events, living conditions of the immediate social environment, of a particular community or the world community as a whole.

The educational function runs a close second to it. Information enriches people with knowledge that allows them to adequately evaluate and organize information received from the same media to navigate the flow of current events. This is followed by the function of personal identification. The media and QMS often help a person understand themselves, assert individual values, get information about people and norms of behavior, identify with a specific social environment.

And this is directly linked to the function of social integration. This refers to the organization of social dialogue, assistance in the realization of social roles, and empathy training. In a socio-political context, the function

between people. Since the goals implemented by politics are collective, and people in the political space are divided, it is the mass media that are able to establish effective communication.

Examples of student's homework on the topic of "The Modern Media System as a Derivative of an Interactive Society"

1.2. "Chinese Mass Media" (an example of student's report)

At present, China's mass media, centered on newspapers, radio, and television, still occupy most of the contemporary social media economy. At the same time, mass media also relies on its own significant efforts when it comes to trying different business models, capital integration and creating other content. Some adjustments should confidently be introduced into the capital market rules and management rules required by the market economy. However, even though these adjustments are underway, the advantages of the mass media are still strong. That being said, when China's mass media meets the new media resources, the reality that its living space is constantly compressed cannot be ignored. Some traditional media such as Southern Media "face with the new market environment and the new trend of media development, are striving to develop traditional media while actively carrying out the transformation and development of media through optimized combination and resource integration". It can be said that in the current environment, facing the impact of new media, the "veterans" of the original media layout must think of a way to maintain their dominant position, deal with problems earnestly, and consider carefully how to deal with various media resources, taking into account the relationship, pattern and future division of labor, etc.

Mass media: Difficulties in rapid expansion

No industry can maintain a development model or a state of development for a long time. Industries under the market economy are bound to face various economic phenomena such as competition, bankruptcy, and mergers. Today, Chinese mass media faces many conditions that restrict its development, and conducting scientific operations within the capital market is one of the difficulties we have to address. In a market economy, different uses of capital can make different industries mature in operation or continue to mature, or merge into other industries to generate new economic growth points. It can be said that in the economic field, there can be no expansion without capital. Since the 1990s, China has tried to adjust policies in the media industry to allow the integration of media industry funds in a certain form.

In addition to the plight of capital entering China's mass media industry, China's mass media industry is not as familiar with the market economy as other industries are when it comes to adapting to economic norms. The operation and management of China's mass media industry faced serious lack of talents. In the actual Chinese mass media industry, there is a thinking of operating the media industry from a special media perspective, and there is also a perspective that completely imitates the management of mass media in other industries. The management modes of the two perspectives have failed to explore the particularity of the mass media industry, and cannot make the mass media industry adapt to the requirements and rules of actual economic development quickly enough. The third limitation is that the business model of China's mass media industry still cannot get rid of the business system, and the management concept has not been able to meet the requirements of the market economy.

In addition to the above three factors that currently limit the rapid expansion of China's mass media, there are also many factors beyond the mass media themselves. Among these many factors, there is a special one, which is the impact of the arrival of the new media era on the living space of the mass media industry.

New media: sharing the cake of mass media

The advantages of new media make it easier to learn market rules, compared to the conventional mass media under the current conditions, since they use market demands, provide products the market requires, and integrate resources from all parties in a timely manner to make adjustments. A simple summary of the factors that make new media continue to expand the market share of the media industry can be as follows:

1. Technology. Technology is the core factor supporting new media.
2. Policy. In the face of the era of new media, policies and regulations have not imposed too many restrictions on the development of the new media industry.
3. The advantages of the new media itself. From the perspective of input and output, new media actually produces products in a low-input and high-output way.

The common choice between new media and mass media: integration in conflict

The development of new media is constantly gaining the profits of the mass media that survives under the conventional media, and mass media, due

to its own limitations, continue to hand over more shares to the new media cultural industry market.

1.3. “Integrating Tradition and Modernity to Assist Information Distribution” (an example of student’s summary)



In today’s era of information bombing, mass media has become an important channel for people to obtain information and share opinions. As the world’s largest populated country, China’s mass media system is constantly developing and improving, retaining the essence of traditional culture while keeping up with the pace of modern technology, providing people with rich and diverse sources of information.

Traditional media: adhering to the original intention and inheriting culture.
China’s mass media system has a long history, and traditional culture plays a crucial role in it. Traditional media such as newspapers, magazines, television, and radio carry the 5,000 year history of Chinese civilization, conveying wisdom and values passed down from generation to generation. These media not only spread information, but also promote national culture, enabling it to live on and flourish.

New Media: Innovation and Change, Expanding the Vision.
With the development of emerging technologies such as the Internet and mobile communication, new media in China gradually evolved and became an important component of the mass media system. From microblogs and WeChat to Tiktok and Kwai, these new media platforms attracted hundreds of millions of users with their unique charm, enabling people to access information and share views anytime and anywhere in the fast-paced modern-day life. At the same time, new media is constantly exploring new ways of communicating and implementing business models, bringing more convenience and joy to people’s lives.

Media Integration: Cross border Cooperation, Creating the Future Together.

Faced with increasingly fierce market competition and the challenges of information fragmentation, China's mass media system is striving to achieve the integration and development of conventional media and new media. Through content sharing, platform interoperability and technological complementarity, major media institutions have achieved resource sharing and complementary advantages, improving overall communication effectiveness and competitiveness. Take newspapers for example, many newspapers have begun to try and combine online and offline resources, allowing readers to access news anytime and anywhere through mobile applications, WeChat official account and other platforms. At the same time, conventional media such as television and radio are actively expanding content forms such as online live streaming and short videos to meet the needs of different audiences. In addition, cross-border cooperation has become a major trend in the media industry, allowing knowledge and creativity from different fields to collide with each other and stimulate the flow of innovations.

Social responsibility: spreading positive energy and serving people's livelihoods

Social responsibility has always been an important theme in the development of China's mass media system. Major media organizations not only need to communicate true, objective, and comprehensive information, but also actively assume the responsibility of guiding public opinion and serving people's livelihoods. When reporting on socially relevant topics, we should adhere to a fair and objective stance, and provide useful knowledge and insight to the general public. At the same time, the media also needs to pay attention to people's livelihood issues, reflect public opinion through reporting, promote reform, and contribute to building a harmonious society.

In short, China's mass media system has continuously evolved and developed on the basis of inheriting traditional cultural values, while forming a diversified and integrated pattern. In the new historical period, mass media will continue to play its unique role and contribute to promoting national development.

1.4. “My Future Profession” (an example of student’s essay)

People around me always ask me why I want to be a reporter. And it's because being a reporter has been my dream ever since I was young.

Besides that, journalist is a great profession.

First of all, being a reporter can satisfy my passion for writing:

Journalists are the main group of professionals engaged in writing for life in most developing countries.

Many young people who wish to become writers in the future choose journalism as a way of earning a living while developing their writing skills. Although the writing requirements for writing newspaper articles and books are different, the desire to become a great writer still cannot hold them back from becoming a reporter.

Second, being a journalist can help you gain social status:

Most people want their work to be recognized by others. Some people want to be recognized and given a certain place in society. Earning fame is not a bad motivation, but it cannot be your main reason for becoming a reporter. If so, you will not be a good reporter. If you care about the impact you leave on the audience, you pay more attention to improving your professional skills.

Again, being a reporter can be a stepping stone for politicians.

In many countries, a large number of politicians have journalistic backgrounds. Journalism has become a stepping stone and springboard for politicians. I have a firm belief that journalists control the mass media, but the best journalists recognize their role and serve the people. Many countries have a powerful conventional media system.

Finally, being a reporter can satisfy our thirst for knowledge:

Curiosity is part of our nature, and many young men and women are eager to know more about their world without entering the industry with a limited field of research. Most reporters are knowledgeable but not proficient. Knowledge has many uses, it can make you a more well-rounded and interesting person. It can also give you power over people you meet, especially those who do not possess specific knowledge in a certain field.

CHAPTER 2

- The concept of creativity
- Creativity in the information age
- Creativity and culture
- Journalists as representatives of the creative environment
- The creative origins of ancient Chinese civilization
- A modern journalist through the eyes of Chinese students

Main concepts of the topic: creativity, journalistic creativity, digital revolution, two-stage communication, feed-back, information product.

2.1. The Role and Place of a Creative Person in the Modern Media Industry (thematic content). This text is taken from summaries of the 6-th international Media Reading in Moscow: “Creative industries in reindustrializing world: media practices of the West and the East” (Editor-in-charge Elena Vartanova)

A creative person is the central figure of a socio-economic system in an information-oriented society. This is a whole new type of person, one who sees the highest value in the need for self-realization and creative activity. This is a person who produces new ideas and projects for the development of technology and innovation in all areas of scientific and practical activity. This is a high-performance person, who generates products and services that are many times more efficient than the resources they consume throughout their life. The structure of the creative economy is dominated by enterprises and institutions of a creative nature. Creativity becomes the main tool necessary for the development and expansion of resources. Creativity is becoming a mass phenomenon.

In previous eras, human creativity was predominantly derivative and evolutionary in nature. At present, creativity is acquiring an independent and revolutionary character. Just as humanity survived earlier thanks to the creative activities of new generations, the fate of civilization now depends on a qualitatively new level of development of the creative forces of mankind. The main product of any creative activity is the creator themselves, the human individual, the new state of their personality and connections with the outside world. The most important and interesting aspect of creativity has to do not with things, not with operations or abstract ideas, but with

people. Ultimately, it is the personality that is both the subject and the object of creativity to the same extent. Creativity expresses the main core of human essence. In a broad sense, creativity is the introduction of new things into the world, which had no precedent for existence. Creativity is change, but not every change is creativity. Creativity, first of all, can only be accomplished through creation, not destruction or annihilation. Secondly, value is created in creativity itself, and not in any product or some kind of change. The objective conditions of economic life, the transition from the industrial to the post-industrial stage of development reinforce the societal need for people's creative efforts. Knowledge-driven economy is based on profound qualitative changes in the technical and technological state of social production. The innovation-based economy functions without the mass distribution of creative activity. The present-day developments show that the necessary prerequisites for the transition from an economic person to a creative person are being generated. Creativity becomes the main tool for transforming the world around us and adapting it to the needs of people. Human creativity is the only practically inexhaustible economic resource used for the development of society. Modern property relations create prerequisites for the progressive development of the whole set of social relations. Creativity becomes a social value.

Creativity is an attribute of human activity, it is a necessary, essential, inherent quality. It predetermined the emergence of man and human society, and ensures the further progress of material and spiritual output. Creativity is the highest form of activity, an independent activity of a person and society. It contains an element of novelty, assumes original and productive activity, the ability to solve problems, productive imagination combined with a critical attitude towards the achieved result. The scope of creativity covers actions ranging from innovative solutions to simple tasks, to the full realization of an individual's unique potential in a certain area.

Creativity is a historically transient form of human activity expressed in various types of activities and leading to the development of one's personality. Through creativity, historical development and the connection of generations are realized. It continuously expands human capabilities, creating conditions for conquering new peaks.

A prerequisite for creative activity is the process of cognition, accumulation of knowledge on the issue that needs to be addressed.

Creative activity is an amateur activity that encompasses changing reality and self-realization of a person in the process of creating material and

The need for self-realization is inherent in the very nature of every person. It is very important for a person in any situation to find their place in society, to show their inclinations, reveal their ambitions to feel content with their objective reality.

The process of mastering the essence of creativity is the basic criterion that determines spiritual development. Creative realization is of great importance for a person, since creativity is directly related to fulfilling one's inner potential and talent in general. Consequently, this is reflected in the success of a person in other areas of life.

Researchers in this field note that subjects capabilities get unlocked to the fullest when they are engaged in necessary and socially useful work. In this case, the comparison is carried out not only with the motives of the external side, but also with the internal ideas of the individual regarding this activity. This means that this activity must correspond to and meet the interests of the person in question. Thus, an individual's own motivation is an integral factor of personal development. It is possible to draw a conclusion from this in a form of the following statement: creative process itself paves the way to personal fulfillment.

We perceive the fruit of civilization and culture that we use daily in our daily lives as something quite natural, as a result of the development of industrial and social relations. It is the creative activity of our predecessors and contemporaries that defines the progress of material and spiritual development.

We live in an information-oriented society, where creativity is of particular importance. Technology can perform automatic, mechanized processes for a person, but the person is the driving force of progress, the creator of innovative ideas and methods, and the creation of a new idea implies the use of creative approaches. Creativity is the attribute of human activity – it is a historically evolved form of human activity, expressed in various types of activities and leading to the development of a personality. The main criterion for the spiritual development of a person is the mastery of a complete and fully-fledged creative process.

Creativity is the product of the realization of unique attributes of an individual in a certain field. Therefore, there is a direct connection between the process of creative labor and the realization of human capabilities in socially significant activities, which takes form of self-realization.

According to experts, traditional communication channels are being challenged and redefined. The role of journalists as representatives

exposed to a media message. Based on the reception of the media content they are able to form their own opinions. They then begin to communicate these opinions to the general public who become “opinion followers”. These “opinion shapers” gain their influence through the more elite media sources, as opposed to the mainstream mass media.

The two-step flow of the communication model hypothesizes that ideas flow from mass media to opinion shapers, and from them – to a broader audience. It was first introduced by sociologist Paul Lazarsfeld in 1944 and elaborated by Elihu Katz and Lazarsfeld in 1955 and in subsequent publications.

Now, we have some examples. Two groups of female students at the Faculty of Mass media, PanEuropean University, discussed the topic of the print media and their attitudes toward various media titles as well as the usage and frequency of consumption of these media titles. The most important feature of the groups was the age of research participants. Their age ranged from 22 to 24 years old. These subjects represent the so-called digital natives. The older generation belongs to the group of the so-called digital immigrants. Digital natives grew up with computers, cell-phones and other technical equipment as part of their natural surroundings. For them it is a routine to read and use online resources, as well as consume media content online.

However, data obtained for this group demonstrated that the two-step communication flow defined by Paul Lazarsfeld is being present in the online space, too. When asking the research subject group to name their most used information sources, the Facebook social network dominated the answers. Followed by information webpages and TV channels, while print media stayed out of sight. We took a closer look at the usage of Facebook. Even though all the subjects confirmed ownership of a Facebook account, only a very small number of them were able to read media content on the platform from start to finish. The most surprising answer came next. Users disliked the information flood in the online space and on Facebook, finding it overwhelming. When friends share, like and post too much content, the subjects admitted to utilizing the inevitable practice of friend and content filtration. Consequently, only the ones considered to be influencers retain the right to communicate their preferences. Both focus groups confirmed these findings.

2.2. “A Look into History” (an example of student’s report)

The documentary tells the story of the Hexi Corridor, from the Han Dynasty to the People's Republic of China. It is a national epic stretching over two thousand years of history.

汉武帝, 张骞, 霍去病, 杨广 The names in history textbooks gradually become three-dimensional, coming to life in documentaries. The film combines human history and natural scenery, with ten historical events and ten exciting and diverse stories.

It's the road that connects the ancient civilization from the mysterious East to the other end of the continent. This Silk Road from Xian to Rome thrived from 100 BC to around 800 AD. The Hexi corridor played a crucial role on the road, linking modern-day Lanzhou to Jade Gate, South of Badain Jaran Desert and North East of Qinlian mountains, forming a narrow corridor used for transporting businessmen and goods to the West from the great empire of China.

Zhang Qian's efforts and the great geographical discovery brought the Hexi Corridor into the view of the Central Plains Dynasty.

Buddhist culture from both sides of the Ganges began to enter China along the Hexi Corridor, launching the process of Buddhism sinicization.

Now let us share some pictures from the collection of stories.

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the restoration of the Hexi Corridor, and the old path sped up the development of the modern industry and machinery production, forming the key link in the blueprint of the new China.

The documentary on the Hexi Corridor tells the story of historical and cultural changes in western China connected by the Hexi Corridor, and of the Hexi Corridor history dating from approximately 2,000 years from the Han Dynasty to our time.

Future generations should be grateful to China’s vast West territory development made possible by placing a vital passage such as the Hexi Corridor there. Turbulent fate led the Central Plains civilization developing here, and the Hexi Corridor became an important place for passing the torch of Chinese civilization.

The spirit they have passed down is still there. In my mind, the Hexi corridor is a symbol of remoteness and desolation depicted in poems, of the heaviness and turmoil shown in historical plays, and of the mystery and bewilderment of grottoes and murals.

2.2. Essential Qualities of a Modern Journalist (an example of student’s questionnaire)

Choose the five characteristics (from the list) that are most typical for a modern journalist

Efficiency	
Professionalism	
Integrity, honesty	
Determination, perseverance	
Stylishness	
Corruption, bigotry	
Bravery, determination	
Pseudo-education, stupidity	
Bias	
Curiosity, inquisitiveness	
Careerism	
Mobility	
Awareness	
Elocution	

choice of the reported event and content, even if the reporter is not aware of the facts reported. Add a comment, but in the face of all kinds of incidents, why report one event but not another? This “why” has a theme. Liu Xie said in “Shen Si”, Volume 26 of “Wen Xin Diao Long”, that the conception of an article is “the first technique to control the literary and the big end of the article.” Li Yu of the Qing Dynasty said the following in “Xian Qing Ou Ji”, “Master Brain” chapter: “An ancient composition must have a master brain. The master brain not being the author’s original opinion, that is.” Wang Fuzhi, a philosopher in the late Ming and early Qing Dynasties, also wrote in “Jiang Zhai Shi Hua”: “The beauty of poetry and long-lines of prose lies in the meaning behind them, for meaning is precious...” The reason why you want to write is to study and discover the theme of news, and learn from it. Therefore, journalists must insist on integrity and honesty.

Moore:

A Way with Words

How do you distinguish between an average news story and an enthralling news piece? Effective writing skills can make all the difference. A writer should know how to play with words and should be able to produce an error-free, grammatically correct and concise article with factual information that would pique the interest of the audience.

Thorough Knowledge

You need to be aware of the current events to be a good journalist. Read a wide range of both print and digital news media to stay updated on the current events. Also, you need to have some background knowledge before you go out to cover a story and write on it. Your ability to research to uncover important details of a story is quite helpful.

Investigative Skills

A journalist relies on facts and evidence, not on emotions while working on a story. An ideal journalist should be observant and possess strong analytical skills to assess a situation to see if there is more to it. Whether it is about confirming the credibility of sources or assessing an incident, a journalist should know how to evaluate the situation critically. Sound judgment used to verify the information before drafting the story is equally significant.

Effective Communication Skills

Like any other field, effective communication skills are essential for an ideal journalist. If you know your way with people, you can understand them, then you can extract relevant information for a story. An ideal journalist should also know how to take control of a situation if the interview goes

wrong. Journalists should be proficient in English and be well-versed to write a story that would attract the target audience.

Professionalism and Confidence

Even if you are a rookie and in your internship phase, you should consider yourself a professional. What professionalism means in the field of journalism is meeting deadlines, being ready to take up work outside of the regular working hours and having the courage to accept criticism from the editors. Also, journalists should exude confidence to succeed. However, you should always be eager to learn from your limitations and enhance your skills.

Persistence and Discipline

The profession of a journalist requires hard work and persistence. Sometimes you might be chasing a story for months to get a lead and hit the newspapers. During such times, an ideal journalist should not give up on following the story and must remain disciplined. The ultimate motivation for any journalist should be uncovering the truth and seeking justice in all matters even if he or she has received recognition for their efforts.

Ethics are Important Too

To move ahead in your career with so much competition, journalists sometimes abandon their ethics for money and fame. A good journalist should always take ethics into account and never use illegal means, even if it helps in uncovering the secrets behind a story. Integrity and honesty should be more important while writing a new story.

From print to electronic, from newspapers to magazines, the profession of a journalist requires some important personality traits and significant skills to succeed. If you are planning to pursue a career in journalism, you should question yourself to see if you have these essential skills.

CHAPTER 3

CREATIVE TECHNOLOGIES IN MEDIA MANAGEMENT

- The concept of a cluster
- Features of the media cluster
- Socio-economic conditions for the formation of media clusters
- Classification of media clusters
- Media cluster in the context of media management
- The creative media industry of modern China

Main concepts of the topic: print media clusters, audiovisual clusters, new media clusters, creative industry clusters, media industry, media audience, media management.

3.1. Innovative Media Cluster in the System of Creative Technologies in Media Management (thematic content)

The concept of clusters was first introduced into economic science in 1990. A cluster is traditionally understood as a concentration of enterprises at the territorial level. Cluster members interact for mutual advantage and benefit. This association, based on the principle of physical proximity, was born and developed from the convenience of proximity of industrial organizations in the process of interaction.

Researchers define a cluster as follows: a geographically limited production system covering related industries and consisting of related and functionally related firms, their customers and suppliers, as well as supporting institutions, service manufacturers, labor, association groups, government agencies and management bodies. Clusters can be characterized according to the main parameters that should be taken into account in the development and implementation of clustering policies: geographical concentration, industrial specialization, diversity of actions, combination of competitive and collaborative behavior, critical mass, stage in the evolutionary life cycle.

Clustering is a natural phenomenon in most industries, and the media industry is no exception. The effects of competition, technological progress, and savings from production growth contribute to clustering in order to preserve and transfer favorable trends in the media industry to the future.

The media industry is a relatively new area of development of territories to increase their competitiveness, and yet, it has received considerable attention from regional and national authorities around the world. A media cluster is

A media cluster, as a specific form and variety of clusters, involves the concentration and production of specific content, such as movies, television programs/videos, radio shows, audio recordings, books, newspapers, magazines, games, photos and projects, websites, and mobile content. Media clusters can actively interact with other industries and concepts, such as culture (music and theater work; museums and heritage sites; festivals), sports and entertainment, information and communication technologies (computers, software, telecommunications), production of hardware (television and radio receivers, DVD players, etc.).

It should be noted that there are significant differences between media clusters and other types of groups and clusters, because the mass media primarily create non-physical goods and services. They don't get the same benefits that industries that cluster around raw materials, major processing plants, or transportation centers can get. The benefit of organizations that are part of a media cluster is the access to specialized services, professional workforce and a creative environment.

Clustering provides companies with flexibility, the ability to expand and contract depending on their production orders; however, this adaptability is accompanied by the need to quickly attract easily accessible external resources. As a result, organizations that serve companies tend to cooperate with other firms. TV channels and radio stations purchase programs from producers. Book publishers rely on authors, editors, printers, and distribution services. Magazine publishers hire writers, photographers, and firms to print and distribute the product. Newspapers receive news and advertise services from companies and individuals.

The media industry has been actively developing due to the development of digital media and e-commerce initiatives.

There are classifications of media clusters. There are three most common types:

- immediate, spontaneous media clusters (spontaneous clusters);
- planned media clusters;
- real estate-driven clusters.

Media clusters can be classified according to the control effect:

- managed media clusters (managed cluster);
- media clusters based on the priority of cooperation (cooperative clusters);
- unmanaged media clusters.

Managed media clusters are overseen by professional managers who promote collaboration and exchange among participants, represent

the following three components of interaction within the creative space model: territory, culture, and business.

Journalism and media production rank high among the main activities of creative clusters, which include advertising, design, music, photography, “crafts”, etc.

As an example we have the experimental field of innovative media cluster of Grodno region, which included the Main Directorate of ideological work and youth Affairs of the Grodno regional Executive Committee, Department of journalism state University of Grodno, the editors of the “Grodzenskaya Prauda” regional newspaper, and the Grodno regional division of “Belarusian Union of journalists”.

The agreement on the formation of an Innovative media cluster in Grodno region was signed with the aim of creating a competitive media scene in Grodno region based on the integration of science, education and industry.

Main focus areas:

- development and implementation of information and communication innovations in Cluster organizations (based on the results of scientific and practical seminars of representatives of Executive authorities, University teachers and media employees from the region);
- implementation of research works aimed at solving current problems faced by the media in the region (implementation of research from the task book compiled by the editors);
- provision of information and support of joint activities of the parties (preparation of information materials and joint media projects);
- creating an action-oriented educational environment supported by branches of departments and UNPO “Student media center” (involving practicing experts in classes);
- career guidance for applicants (organization of summer schools, schools for young journalists, competitions and skill contests for applicants).

Within the framework of the media innovation cluster of Grodno Region Department, supported by the Grodno Regional Executive Committee, academic and practical seminars on domestic issues of development of district publications are held regularly for the media staff. Participants discuss promotion on the Internet, reporting on the issues of housing, improving print quality and regional press, as well as issues of using both Russian and Belarusian languages on the pages of various publications.

As a result of close cooperation of the Cluster founders, a “task book from the editorial offices (on relevant issues of media development in Grodno

Examples of student's homework on the topic of "Creative Technologies in Media Management"

3.2. Typology of a Media Cluster (an example of student's report)

Under the impact and pressure of the new media, traditional media must keep pace with the innovations, and the core of this reform lies in the management innovation. The optimal "fusion point".

Direction No. 1: Build a brand-new content management system

With the evolution of the new media and the advent of the era of big data, traditional media are faced with the task of digitizing and optimizing the original and currently produced media products, as well as managing hierarchical data storage, classified integrated data utilization, establishing asset management and managing digital rights. The changes are unavoidable. Managers should formulate corresponding content management plans as early as possible, and use advanced data management technology to establish a platform- and network-based content management system to achieve a unified content product structure.

Furthermore, the content management of traditional media faces an issue of rapid response to emergency situations. Take the Yongwen Line Train Rear-end Event as an example. At the time, Zhejiang Satellite TV, CCTV2 and CCTV-News Channel responded right away. In the era of the new media, the "User Contributed Content" model (UGC) is viable and widespread.

Direction No. 2: Re-engineering the news production process

Media integration has completely changed the production and consumption of the news. If media organizations want to defeat the competition, they must reform their routine news production process.

The process of re-engineering the news production includes the following aspects: the media organizations have to address the division caused by the fragmentation of different media, and manage various departments through an integrated process of mutual coexistence. It must address the following issues: first, the production of content is multimedia, and the collection process is multi-media convergence; second, the "assessment center" makes a judgment on the value and orientation of the collected news materials; third, it solves the news distribution problem. Make news products with the same content and different forms run on their own established channels, so as to ensure the repeated, multi-media, and omni-directional distribution of a news product; finally, the feedback of news products after they reach users and the rise of user-contributed content.

Direction No. 3: Mobilize the enthusiasm of content producers

In the era of media convergence, media content producers include both “professional” and “amateur” people.

For the management of “professionals”, in addition to the “people-oriented” concepts mentioned earlier, it is more important to acknowledge that they can use new media platforms to achieve personal and parent media fame. For example, some anchors and commentators often deal with a wide range of attention when they broadcast on new media platforms. Effectively converting the attention of media industry fans into attention to a parent media is a major consideration for managers. The key to the management innovation of media practitioners is to see them as a “starting engine”, capable of digging out a world of their own, build a reputation, and successfully transfer the attention and reputation to the parent media.

Direction No. 4: Establish emotional connection with users

An important result of media integration is that the audience concept of “readers, listeners, audiences, and netizens” is replaced by the new type of user. Competition in the Internet era is obviously not only reflected in technology and content. The core of Web2.0 operation lies in “people”, and the core of operating the people lies in relationships – this is also an important reason for establishing a media SNS social network system.

When managing users, we should pay attention to the system and loop design: on the one hand, it enables users to participate in media activities conveniently; on the other hand, it enables users to give feedback on their experience in time. For example, after the revision of the “Voice of China” program on CCTV in October 2011, it launched “Synchronize Your Speaking”. Each issue synchronously tracks ongoing news events or topics that are being discussed on the Internet. Real-time interactive discussion among netizens was encouraged, with further clues on factual basis. The participation of the audience in the program itself is an aspect of user management, which makes the radio station not only provide the audience with the media product itself, but a new experience of participating in the production of media content.

Direction No. 5: Management guided by public opinion

In the era of media integration, the innovation management of traditional media is also manifested in the guidance of public opinion: the media relies on its own professional reporters and loyal users to establish a “micro-chain” communication matrix, and “lay out troops” at key nodes, while “not being

the central force”. To influence countless small “centers” to achieve efficient guidance and dissemination of public opinion.

The future media environment exhibits a “micro” characteristic, and fragmented information is connected and combined through chain systems such as social networks. If the media want to survive, they must seize communication opportunities in “micro chains” and create public opinion hotspots. Therefore, in addition to competing for the “unique interpretation power” of information, the future media will also need to line up in the complex “micro-chain” world and become the organizer and disseminator of key nodes.

3.3. Creative Media of Shanghai Metro (an example of student's summary)

China’s media industry structure is composed of different media forms, mainly including newspapers, books, periodicals, radio and television, movies, audio-visual, the Internet, mobile media, advertising and other ten industries. They can be roughly divided into three parts, the first is traditional media, mainly radio, television, newspapers, books, movies, etc.; the second is network media, including portal sites, video sites, search engines and social media; the third is mobile media, which refers to mobile value-added resources, mobile entertainment, mobile search engines and other applications utilizing the mobile Internet.

Nowadays, with the rapid and vigorous development of China’s economy, China’s media industry is also developing rapidly, and there are a variety of creative media. I will list some creative media of Shanghai Metro below:



This is Haier's physical display in Shanghai Metro, which directly shows the brand atmosphere.



This is the creative media display of pike brand, which shows the vertical light box in kind, outwardly showing the vitality of the product.



This is a wall sticker with cold light source used to give publicity to the holy land of Lingshan mountain and give passers-by a sense of visual impact.



Release media: tvwall interaction

Creative effect: moving left and right in the sensor-equipped areas makes the cup on the screen move left and right to catch the falling beans.



“Newspaper network integration” and “network interaction”

According to the report of Beijing Olympic Games, the strategy of China radio network was the integration of five terminals: radio frequency, portal, cable digital radio and television, mobile radio and television, as well as print media.

Finally, we need to understand that if we want good media creativity, we must pay attention to form innovation, content innovation, platform

innovation, etc. Social media has fundamentally changed the relationship between the media and the audience. Information is no longer passively accepted by the audience: it is shared, feedback is given, collected and exchanged by the media and the audience. Media innovation needs to be carried out on more platforms. The Internet and various mobile platforms (mobile newspaper, WAP website, iPad, e-book, outdoor display, micro blog, WeChat, micro film marketing platform, etc.) will become the forefront of innovation.



CHAPTER 4

MODERN JOURNALISM IN THE CONTEXT OF CREATIVE INDUSTRIES

- The concept of (emotional intelligence – EQ)
- Developed emotional intelligence
- Ways of extrapolation of creative technologies of modern business to the field of media activity
 - Emotional intelligence as a creative tool.
 - Creative media practices in Chinese mass media
 - The connection of creative media practices with China's cultural heritage

Main concepts of the topic: emotional intelligence, standard intelligence, personal effectiveness, social practices, interpretation of topics, representation; technological advancements.

4.1. Emotional intelligence (thematic content)

The modern media system needs new creative approaches. A successful journalist is characterized by a special type of emotional response, known as the emotional intelligence. Emotional intelligence is the skill of understanding one's feelings and emotions for effective interaction with the outside world; it is the skill of self-awareness, self-control, social sensitivity, positive interdependence and the ability to manage relationships; it is a unique decision-making ability.

Developed emotional intelligence is a set of skills that includes the following: managing emotions and emotional resources; ability to empathize with others; courage in making difficult decisions; foreseeing hidden obstacles; influencing the direction of others' actions; the ability to combine the efforts of different people and turn them into a highly productive team; resolving interpersonal conflicts in such a way as to avoid any lasting resentment; instilling a sense of self-respect in people; ability to encourage people to work at the limit of their capabilities; sensibility or "common sense". A direct consequence of the development of emotional intelligence is personal effectiveness. The decision of an effective person is a kind of fusion of emotion with analysis. In the concept of emotional intelligence, four components can be conditionally distinguished: understanding oneself, understanding other people, effectively interacting with others, and being good at decision making. Experts note that emotional intelligence (for

As time passed, the press faced the need to study the economic problems of Belarusian enterprises, some of which previously managed to stay afloat mainly thanks to the state subsidies. Gradually, detailed analytical articles on the experience of enterprises' transition to new economic conditions appeared in newspapers. It is important that in such publications journalists not only presented the issues, but also offered solutions (for the enterprise in question).

In publications analyzing the real sector of economy, the concept of "competitiveness" began to be mentioned more often.

At the same time, the Belarusian media themselves "plunged" into the market reform of the national media system in order to increase the reader's and viewer's interest in the media and expand the consumer potential of the media market.

It was decided to base the optimization of the media system on the context of implementation of information state policy regarding creative approaches. Monitoring of these processes has been reflected, in particular, in the materials of scientific and practical conferences held at the faculty of Journalism of the Belarusian State University.

Thus, the national information complex created on the basis of the "SB. Belarus Segodnya" newspaper included national Russian-language newspapers reporting on socio-political issues. According to experts, this allows each of the publications to occupy its own thematic niche, find "their" regular readers and provide journalism with fragmentation. Earnest "personal" articles appear on the pages of the aforementioned newspapers.

High-quality journalism is gradually conquering the Internet space of the media holding. In researchers' opinion, there is a prerequisite for changing the very nature of the media product: text, graphic, sound and video illustrations begin to integrate, creating a new information field. The media analysts' attention was focused on the experience of "cross-promotion" of the youth newspaper called "Banner of Youth", the printed version of which provided links to the materials of its website, and the Internet department invited a "practicing" journalist to hold online conferences.

The nature of traditional publications is being modernized. As shown by the content analysis of the speeches from the main edition of the "SB. Belarus Today" newspaper holding, socially oriented issues remained a dominant topic (80%). However, taking changes in reader priorities into account, its thematic segment is changing. Thus, in the setting of economic liberalization deployed in the country, the newspaper most focuses on materials related

emphasizing how these practices both reflect and influence the socio-cultural fabric of contemporary China.

Historical Context

The rise of mass media in China can be traced back to the post-1949 era, where media primarily served as a tool of political propaganda. With economic reforms implemented in the late 20th century, especially under the leadership of Deng Xiaoping, China's media landscape started embracing more diverse content, gradually shifting towards entertainment and information distribution.

Technological Advancement and Innovation

In recent years, the rapid technological advancement has been a pivotal factor in shaping of the Chinese media. The proliferation of the Internet and smartphones has given rise to new platforms such as Weibo, Douyin (TikTok), and WeChat, radically altering the way content is produced and consumed. These platforms have enabled a more participatory media culture, allowing users to generate content and engage in societal discourse. The use of Artificial Intelligence and Big Data in tailoring content for users has also been a hallmark of this new era.

The Rise of E-Sports and Gaming Culture

One remarkable aspect of Chinese creative media practices is the meteoric rise of the gaming industry and e-sports. China has become a global leader in online gaming, with games like 'Honor of Kings' gaining immense popularity. E-sports tournaments attract millions of viewers, both online and offline, showcasing the fusion of technology, entertainment, and competitive sports in media practices.

Film and Television: Combining Tradition with Modernity

The Chinese film and television industry reflects a unique blend of traditional storytelling with modern cinematic techniques. Historical dramas like "The Story of Yanxi Palace" and sci-fi blockbusters like "The Wandering Earth" exemplify this blend. These productions not only cater to domestic audiences but also have earned international acclaim, highlighting China's growing influence in global media.

Social Impact and Cultural Export

Chinese mass media, through its various forms, has a profound impact on societal values and cultural norms. It serves as a vehicle for both preserving traditional Chinese culture and promoting modern societal values. Additionally, the global reach of Chinese media content, especially through digital platforms, has contributed to the international understanding and appreciation of Chinese culture.

Conclusion

The creative practices in Chinese mass media are a dynamic and complex interplay of technology, government regulation, cultural heritage, and modernization. These practices are not only reflective of China's current socio-political climate but also contribute to shaping the global media landscape. As China continues to advance technologically and culturally, its media practices will undoubtedly evolve, offering new insights and contributions to the world of mass media.

4.3. A Dynamic Landscape (an example of student's summary)

Creative media practices in China are deeply intertwined with the country's rich cultural heritage. Traditional art forms, storytelling techniques, and historical references often find their way into contemporary media content. This fusion of the old and the new creates a unique narrative style that resonates with audiences, providing a sense of cultural continuity amid rapid modernization.

China's creative media practices are not confined to domestic audiences. The country has increasingly sought to enhance its global influence through the export of media content. Chinese films, television dramas, and digital content are gaining international acclaim, contributing to the nation's soft power. Creative media practices, in this context, become a tool for cultural diplomacy, shaping global perceptions of China.

While creative media practices in China have evolved, challenges persist. The tension between artistic expression and government control remains a delicate balance. Content creators must navigate a complex regulatory environment, often limiting the scope of their creativity. Yet, the sheer size of the Chinese market offers significant opportunities, encouraging innovation and experimentation.

China's mass media is a vibrant and rapidly evolving landscape, shaped by creative media practices that reflect the nation's complex history, culture, and contemporary challenges. The interplay between government control, cultural influences, and the rise of digital platforms creates a dynamic environment where content creators continually push boundaries. As China continues to assert itself on the global stage, its creative media practices will play a crucial role in shaping perceptions and influencing narratives, both domestically and internationally.

4.4. Shaping the Future of Content Creation and Consumption (an example of student's summary)

The role of creative technologies in media management has become increasingly critical in the rapidly evolving media and entertainment landscape. The convergence of creativity and technology has not only changed the way content is created, distributed and consumed, but has also opened up brand new possibilities for innovation and expression. This paper delves into the intersection of creative technology and media management to explore how these advances are shaping the future of content creation and consumption.

Creative technologies have revolutionized the content creation ecosystem, empowering creators with an array of tools that amplify their creative vision while streamlining the production process. Advanced video editing software, Virtual Reality (VR), Augmented Reality (AR) and Artificial Intelligence (AI) are key technologies that enhance narrative and visual experiences. As an example, AI algorithms are able to analyze viewer preferences and trends, provide deep insights for creative decisions, and optimize content to better cater to specific target audiences.

Virtual production technologies represented by blockbusters such as *The Mandalorian* use real-time rendering and virtual assets to create highly immersive environments, thereby reducing production costs and making narratives more ambitious. Similarly, the integration of 3D animation, motion capture, and facial recognition technologies improves the realism and expressiveness of characters in animated and live-action content.

The scope of media management extends beyond the creation phase to the distribution and accessibility of content. Creative technologies play a crucial role in addressing content discovery, delivery and audience engagement. Streaming platforms powered by advanced algorithms and machine learning are able to provide personalized content recommendations based on the user's viewing history, preferences and behavior. This not only improves user satisfaction, but also helps platforms optimize their content libraries.

In addition, blockchain technology opens up new possibilities for transparent and secure distribution of content. Smart contracts ensure that content creators are fairly compensated and facilitate direct transactions between creators and consumers, bypassing traditional intermediaries and fostering a fairer and more sustainable content creation ecosystem.

The rise of immersive technologies such as Virtual Reality (VR) and Augmented Reality (AR) has redefined the way viewers interact with

content. VR enables users to immerse themselves in virtual worlds, providing a sensory experience that is unrivaled in narratives and experiences. AR, on the other hand, superimposes digital elements onto the real world, providing interaction and information enhancement.

These technologies are not just limited to gaming and entertainment; they are increasingly being used in areas such as educational content, training simulations, and virtual tours. Media managers are utilizing these creative technologies to create experiences that transcend traditional boundaries and facilitate a deeper connection between content and viewers.

While creative technologies present unprecedented opportunities in media management, they also present a host of challenges and ethical considerations. Issues such as data privacy, algorithmic bias, and the potential misuse of deep faking techniques highlight the importance of responsible development and implementation. Media managers and creators must carefully address these challenges while ensuring that the benefits of creative technologies are implemented and that ethical standards are not compromised.

Creative technologies have become indispensable tools in the field of media management, reshaping the landscape of content creation, distribution and consumption. As technology continues to evolve, media professionals must embrace these innovations responsibly, always keeping ethical considerations in mind to ensure that the benefits of creative technologies are realized without compromising the ethical standards. The synergistic relationship between creativity and technology is the key to opening up new realms of narrative, providing audiences with richer, more immersive experiences, and shaping the future of media, and all that is just the beginning of what we've begun to envision!

Chapter 5

- The concept of “image”
- The important theoretical studies of the definition of image
- Creating a positive image of country
- The image of Belarus
- Cultural traditions of China
- The social context in the creative works of Chinese students

Main concepts of the topic: image-representation, semantic core, integral construct, social environment, ideological support, national sovereignty, national sovereignty, traditions.

5.1. The Socio-Humanitarian Context of a Country's Image (thematic content)

The first notions regarding the concept of “image” (from the Latin “imago”, meaning “image”, “view”) can be found in ancient writings. For example, the outstanding Chinese thinker, Confucius, describing the image of a contemporary Oriental sage, wrote that he should “not be wasteful in work, work hard not to arouse anger; be not greedy in desires, not proud in greatness; not cruel in deference”. The image of the ancient Greek state was influenced by the philosopher Aristotle’s concept of a right state pursuing the common good. The Renaissance thinker Machiavelli justified the need for a civil servant to form and monitor the image in which he appears to people of his circle, as well as to higher or lower circles on the social ladder. The same philosopher developed the image of a strong, centralized, governed state, which is the only one capable of defending its sovereignty.

Imageology, as an integral branch of knowledge, rooted in the works of European scientists, developed in the writings of Russian thinkers, such as N. Berdyaev, S. Vernadsky, V. Rozanov, V. Solovyov.

Among the important theoretical studies of the definition of image are works in the field of sociology, political science, marketing, communication, etc., containing technologies for shaping the image of a politician, businessman or civil servant. In the Dictionary of the latest Foreign Words (late XX – early XXI century), published in Moscow in 2009, the image is interpreted

The listed components are examined in detail in the following aspects: 1) culture: the influence of cultural institutions and achievements, the prevalence of language, international coverage of cultural products of the country; 2) diplomacy: the ability to form a favorable national narrative for an international audience; 3) government: the attractiveness of the country's management model; 4) education: the attractiveness of the university education system, academic mobility; 5) business innovation: the attractiveness of the country's economy in terms of openness, ability to implement innovations; 6) economic attractors (characteristics of economic attractiveness).

All this is integrated into the semantic core, which is the core of the spiritual organization of society, and correlates with the understanding of the ideological constant of the state. Therefore, construction of the image of the state should be considered in the context of the ideological support of state activity.

At the same time, scientists proceed from the fact that image arises as a result of reflection of social and cultural reality in the process of social cognition under the influence of image-forming information about the country. It is determined by the nature and depth of information received about a given country, the historically established attitude towards it, its' analysis in the media, the degree of development of state identity and national identity. The image of a country functions as an image-representation in which the external and internal characteristics of an object are combined, the structure and content of which reflect social reality to one degree or another.

The core basis (semantic core) consolidating the Belarusian society is the sovereignty of our country. Belarus positions itself as a country that is friendly and open to the world, while knowing its worth and demanding other countries to consider its interests.

This position is gaining special importance today. The processes of globalization, contributing to the solution of interethnic problems, have simultaneously sharpened the problems of national identity and cultural identity of people.

Even supporters of the development of a global society cannot fail to notice the fact that modern stereotypes of the West ("supplied" primarily by the United States) are not only imposed on other regions, but also neutralize their own national differences. Moreover, these processes often acquire a totalitarian character. This is a cause for concern, even in countries with ancient European heritage that protect their national identity. In this sense, it is quite telling that even the EU has taken over the protection of the individuality

preponderance of citizens has been observed since 1985 (since the beginning of “Perestroika”). And although the development of modern information technologies and urbanization are changing Belarus, historical attachment to the historical roots still persists in our people.

This is also reflected in the value system of Belarusians. According to the results of sociological surveys, interesting work, friends, love, health, and home occupy the most important place in the hierarchy of their life values. It is no surprise that the villagers are more committed to this morality than the townspeople. For example, when asked: “If you had a large sum of money, what would you spend it on first?”, the townspeople replied that they would buy an apartment, improve their health, pay for their children’s education, renovate their apartment. The villagers, on the other hand, would have spent them on taking care of their health, helping relatives, and only then would they spend it on apartment repairs. But in any case, this speaks to the integrity of our society, which preserves the eternal ideas of duty and honor for the Belarusian people. Respect for knowledge, creativity, and intellectual work is embedded in the Belarusian mentality. It is no coincidence that the heroes of the literary Belarusian classics were a guslar, a violinist, and a school teacher. So the socially oriented policy of our country is not a tribute to fashion.

According to scientists, the construction of a positive image of a particular society correlates with the model of social states. The social accents of the national development policy are based on the traditions of a strong governed state and the social guarantees of its citizens. In present-day setting, there are various approaches to the formation of models of the welfare state. The Belarusian model has integrated their basic characteristics: public administration and planning under a competitive market mechanism; socialization of the economy; maintaining a balance of income of different segments of the population; ensuring law and order that guarantees citizens the safe environment for the future development early in life.

The concept of the human factor has been consistently updated in the programs of socio-economic development of Belarus adjusted for each subsequent five years since 1996. Specifically, the main goal for the period of 2001 to 2005 was called “improving the standard of living of citizens and bringing it closer to the level of economically developed countries”¹. The main goal of the socio-economic development of Belarus in the years

¹ Programma sotsial’no-ekonomicheskogo razvitiya respubliki belarus’ na 2001–2005 gody [The program of socio-economic development of the Republic of Belarus for 2001–2005]: [approved by the Decree of the President of the Republic of Belarus, 8 Aug. 2001, No. 427] // ilex: information and legal system (date of access: 26.02.2024). In Russian.

2006 to 2010 was defined as the creation of a State that would be convenient for people. The idea of the state working for the citizen in the “Program of socio-economic development of the Republic of Belarus for the years 2011 to 2015” sounds new, with the main goal of “strengthening the role of a person themselves in the implementation of these benefits”¹. This is due to the fact that in the new economic setting, with innovative transformations and market competition, it takes the development of initiative and entrepreneurship from both producers and the population to reach our goals. The consistent goal of the Program of socio-economic development of Belarus for the years 2021 to 2025 is to ensure stability in society and increase the welfare of citizens by modernizing the economy, increasing social capital, creating comfortable conditions for life, work and self-realization of a person².

The creative meaning of these words is enshrined in Article 21 of the updated Constitution of the Republic of Belarus: “Everyone must show social responsibility, make a feasible contribution to the development of society and the State⁴⁷”.

¹Programma sotsial'no-ekonomicheskogo razvitiya respubliki belarus' na 2011–2015 gody [The program of socio-economic development of the Republic of Belarus for 2011–2015]: [approved by the Decree of the President of the Republic of Belarus, 11 Apr. 2011, No. 136] // ilex: information and legal system (date of access: 26.02.2024). In Russian.

³ Lukashenko: Kakie by tseli my ni stavili, glavnym orientirom ostayutsya lyudi [Lukashenko: No matter what goals we set, people remain the main reference point] // BelTA. 2021. 11 Febr. URL: www.belta.by/president/view/lukashenko-kakie-by-my-ni-stavili-tseli-glavnym-orientirom-ostajutsja-ljudi-428148-2021 (date of access: 12.05.2024). In Russian.

in USD in December 2020 amounted to \$195, while in December 1995 it was \$34. In the structure of public spending, the emphasis has shifted from basic necessities to services: medical, educational, cultural services and recreation. The inflation rate has dropped to single digits. The employment rate of the population remains high at 75.7 percent of the workforce¹.

The country's industrial potential has been preserved and is developing. The volume of industrial production increased almost 4 times from 1996 to 2020. About 70 percent of the products produced by industrial enterprises of Belarus are sold abroad. For example, every tenth wheeled tractor in the world is a tractor manufactured in Belarus. Belarus is the regional leader in the export of IT services. Six IT companies with Belarusian headquarters have been featured in the top 100 best outsourcing companies of the world over the past 10 years. At the same time, a competitive agriculture has been formed. The Republic has achieved the highest level of self-sufficiency in food production among the EAEU countries, standing strong at 96 percent².

And this is what Belarusian sovereignty looks like in the global space: Belarus ranks 53rd (a group of countries with a very high level of development) in the ranking of 189 countries in terms of human development. The main indicators by which this rating is determined are: life expectancy, duration of education, gross national income per capita³.

In the context of the “hybrid war” unleashed against Belarus, the task of directing the political and social participation of the public into a meaningful activity needs to be addressed. The same approach, tried and tested over a quarter of a century, is observed here: a balance of innovations and traditions. The role of the Soviets is being transformed. Today, the Councils “make it possible to realize the potential of civic participation in solving a complex of issues of the joint life of citizens⁴”.

The mechanisms of interaction between state authorities and civil society in the setting of public policy are used. For example, youth parliamentarism is developing as a form of utilizing the right of youth to participate in the political, social, economic and cultural development of the State. The social responsibility of the business sector is increasing: a number

¹ Edinstvo. Razvitiye. Nezavisimost': po materialam VI Vsebelorusskogo narodnogo sobraniya [Unity. Development. Independence: based on the materials of the VI All-Belarusian National Assembly]. Minsk: Belarusian House of Printing, 2021. 111 p. In Russian.

² Ibid.

³ Ibid.

⁴ Andreichenko V. P. Resurs dlya dialoga i ob`edineniya usilii [A resource for dialogue and unification of efforts] // Problemy upravleniya. 2017. № 1. P. 4–6. In Russian.

is finalized and called “Separate years of age”; everyone stays up all night to wait for the dawn to “save the years.”

“One night is two years old, five celebrations are divided into two days”. On New Year’s Eve, the whole family gathers together, eats New Year’s Eve dinner, lights up candles or oil lamps, sits around the fireplace and chats, waiting for the time to say goodbye to the old year and welcome the new one. It is an all-night vigil, symbolizing the banishment of all evil and anticipation of the good luck in the upcoming year. This custom gradually prevailed. At the beginning of the Tang Dynasty, Emperor Taizong Li Shimin wrote a poem titled “Shou Sui”: “Cold resigns from winter and snow, and warmth brings spring breeze.” To this day, people are still used to celebrate the New Year’s Eve and welcome the new year.

There were two meanings to celebrating the old age in ancient times: the elderly celebrated their lives and cherished the time they had left; the young hoped to prolong the life span of their parents. Since the Han Dynasty, the time of the transition between the old and the new year was generally at midnight.

Firecrackers

There is a saying in China that roughly translates as “open the doors to firecrackers”. That is to say, when the new year comes, the first thing every household does is set off firecrackers and welcome the new year to its crackling sound. Firecrackers are a Chinese specialty, also known as “firework sparklers” and “noise makers”. Its origin goes over two thousand years back in history. Setting off firecrackers can create a festive and lively mood, is a kind of entertainment used in festivals, and can bring happiness and good fortune to people. With time, the application of firecrackers has become more and more widespread, with a plethora of varieties and colors to choose from. At every major festival and celebration, including weddings, housewarming parties, and business setting up, fireworks are set off to celebrate and wish good luck. Now, Liuyang in Hunan, Foshan and Dongyao in Guangdong, Yichun and Pingxiang in Jiangxi, and Wenzhou in Zhejiang are the famous hometowns of fireworks and firecrackers in my country. High-quality fireworks come in many colors and are not only sold nationwide, but also exported to international markets.

New Year

On the first day of the new year, people get up early, put on their most beautiful clothes, dress up, go out to visit family and friends, and wish each other good luck in the upcoming year. There are many ways to celebrate

the New Year. Some of them include the family patriarch leading people from one house to another. Others involve colleagues who invite people to the New Year parties. Some gather together to congratulate each other, which is called “group worship.” Due to the many time-consuming visits during the New Year celebrations, some upper-class figures and scholar-officials later used various stamps to congratulate each other, which evolved into the New Year card exchange later on.

During the Spring Festival New Year greetings, the younger generations must first wish the elders a long and prosperous life. The elders can give out the prepared New Year's money to the younger folks. It is said that the New Year's money can banish evil, because "Sui" and "Tang" are homophonic. Thus, they would have a peaceful new year. There are two kinds of New Year's Eve money. One is made of colored ribbons folded into a shape of a dragon and placed at the foot of a bed. The record on this custom can be found in "Yenjing Sui Shi Ji". The other one is the most common, and is given out by parents in red paper folders. That's money for children. The New Year's Eve money can be given out in public after the younger folks say the New Year's greetings, or it can be secretly placed under the child's pillow by the parents when the child is asleep on New Year's Eve. The custom of giving New Year money to the younger generation is still quite common.

Spring Festival Food Customs

In the ancient agricultural society, starting around the eighth day of the twelfth lunar month, housewives got busy preparing food for the New Year celebration. Since it takes a long time to pickle Lap, it had to be prepared well in advance. Many provinces in my country have the custom of picking Lap, and Guangdong Province's Lap is the most well-known kind.

The taste of rice cakes varies from place to place. Beijingers like to eat red jujube rice cakes, Baiguó rice cakes and white rice cakes made from jiang rice or yellow rice. People in Hebei like to add jujube, red beans and mung beans to rice cakes and steam them together. In Northern Shanxi, Inner Mongolia and other places, it is customary to eat fried rice cakes with yellow rice noodles during the Chinese New Year, filled with bean paste and jujube paste in some cases. Shandong people use yellow rice and red dates to steam rice cakes. The rice cakes in the North are mainly sweet, steamed or fried, and some people eat them with sugar. Rice cakes from the South are both sweet and salty. For example, the rice cakes in Suzhou and Ningbo are made from japonica rice and have a faint taste. In addition to steaming and frying, it can also be sliced and fried or cooked in soup. The sweet rice cake is made of

glutinous rice flour with white sugar, lard, rose, osmanthus, mint, vegetable paste and other ingredients. It is exquisitely crafted and can be steamed or fried with an egg white.

The night before the Chinese New Year is called Reunion Night. The travelers who are away from home have to cover thousands of miles to return for the holidays. The whole family must sit together and make dumplings for the New Year. The dumplings are prepared by making dumpling skins with noodles and using them. A wide variety of stuffing can be used, including all kinds of meat, eggs, seafood, seasonal vegetables, etc. The traditional way of eating dumplings is to cook them in water, and then mix them with vinegar, minced garlic and sesame oil. Soy sauce is served as a condiment. There are also fried dumplings and pot stickers. Since the word “noodles” has a “he” part; and the “dumpling” and “jiao” of dumplings are homonyms, and “he” and “jiao” also have the meaning of a reunion, dumplings are used as a symbol of reunion and joy. The meaning of Jiaozi is very auspicious; moreover, because dumplings resemble ingots, eating dumplings during the New Year also has the auspicious meaning of “welcoming wealth”. The whole family gathers together to make dumplings and talks about the New Year, it’s a fun time for all.

5.3. *My Mother (an example of student’s essay)*

The person who has helped me the most; the person who continued to influence me throughout my life, that person is my mother.

Ever since I fell to the ground, mother has taken care of me like an umbrella, caring for me, and educating me. From babbling when I was a child to how I am a man today, every bit of progress and achievement of mine is soaked in my mother’s sweat and dedication. It is my mother who guided me to take every step of my life.

I think, for the average person, it is my mother who has the deepest impact on me in life.

She gets up at six every morning, then goes to get milk, and finally goes to exercise; at noon, before I come back, my mother buys the vegetables and prepares the meal; in the evening, after she finished her dinner, she makes me something to eat the next morning. I clearly remember an incident that happened last spring. It happened to be Sunday. I ate gruel for a week. I wanted to improve my food. So I said to my mother: “Mom, I want to eat KFC today, okay?” Mom readily agreed, and said: “Then you do your homework and I’ll go and buy some.” After that, my mother took the bike and left. After

about half an hour, I heard someone knock on the door. I thought my mother was back, so I ran to open the door. The door opened, and as expected, it was my mother. She covered her hands and said, “I fell while riding a bike and broke my hand.” Mom pointed to her hand and said, “Hey, people are getting old, even riding a bicycle is difficult now,” mom said as she walked in. Mom helped me serve the food I bought, and I started to eat. Suddenly, my mother seemed to remember something, and immediately went to the kitchen. I was surprised, so I asked: “Mom, what are you doing?” And my mother replied: “I just remembered that I promised you yesterday that I will cook you a vegetarian dish every day. I will make one today,” mom said, already getting busy cooking. I was shocked and said: “Mom, your hands are broken, don’t do it today.” Mom said: “This is a good thing, what can you do?” Despite my insistent persuasion, my mother still endured the pain to take care of me. Afterwards, my mother still insisted on doing everything for me when she was injured. I want to learn from my mother, I want to be as loyal and trustworthy as her. Moreover, when I grow up, I would take good care of my mother and repay her for her care!

In the path of life, the most beautiful, greatest, and most selfless love is the love of a mother. Whenever I fell, she gave me strength and perseverance to endure; when I was successful, she shared the happiness with me; when I was arrogant, she brought me back to Earth, pointed out red flags to warn me not to fall into a trap. In the journey of life, my mother is like a guide, guiding me towards my dreams. My mother is like a loyal navigator, setting the right course for the boat of my life. At the same time, she allowed me to withstand the test of heavy rain and storms, tempered my will, and enabled me to sail the vast sea of opportunities freely. Mother’s love is like a mountain, like the sea. Even though there are thousands of mountains in the world, they can’t compare with her love for me. Mother is a poem that can never be written, and mother is a song that can never be sung. This maternal love, which is as deep as the ocean, will never be taken for granted by me!

I found that in the passing years, my mother has been with me, and it affects me so deeply. Mom, sometimes you are far away from me, as far as the farthest star in the sky; sometimes you are very close to me, like the first white snow falling outside the window. Mom, sometimes you are like the first round of sunlight falling from the West; sometimes You are like a maple leaf gradually withering in the days as the years go by. Mom, you are a warm greeting that echoes in my ears. Mother is the sun of my life, illuminating my path!

Mother’s teachings are the bright sunshine glimmering deep in my heart. There are lines of crooked little footprints along the journey of life, accompanied by a line of solid large footprints. It is the mother’s pure love that weaves colorful wreaths. Mother love is a boat, how can I sail through the turmoil of life without her support? It was my mother who inspired me to truly appreciate the blessings of nature and helped me see the beauty of every green leaf, every rainbow, every wave...

It is often said that parents are the first teachers of their children. That’s how my mother used her words, deeds, and every decision to subtly shape my personality.

5.4. Important Place for My Family (an example of student’s essay)

Guangzhou is a very important place for my family. My parents started a prosperous business in this city. In my childhood memories, we were moving a lot, and the living conditions were very poor. Later we moved into a high-rise apartment in the city center. By the time I was in junior high school, my parents had already bought several houses.

In this city, I experienced a few things that are particularly impressive.

The first thing is that I followed my mother to a foreign company. There were a few black people from Africa doing business with us, but they kept delaying the payments. My mother and I were afraid that they would harm us, but they eventually returned the money to us and did not harm us.

The second thing is that when I was 5 years old, my mother gave me 10 yuan to buy what I wanted at the market, but she would not go with me. I was very scared at the beginning. There were many people at the market, and I was afraid that bad people would kidnap me. In the end, I overcame my fear and bought the toys and books I wanted. From then on, I was full of courage and unafraid of being alone.

The third unforgettable memory I have is of my younger brother, who was born when I was 13 years old, in this city. I love my brother very much. From then on, I watched him grow up from a small baby. I also learned how to be a good sister and take on family responsibilities.

5.5. The Three Most Important Things for University Studies (an example of student’s questionnaire)

What makes you feel good?	
Being physically fit	

The three worst things on the list:

1. Feeling under too much pressure: Excessive pressure can lead to stress, anxiety, and feelings of being overwhelmed, which can significantly impact mental well-being and overall happiness.

2. Anxiety about your future work: Uncertainty about future career prospects and the job market can lead to anxiety, fear, and a sense of insecurity, which can negatively affect one's mental state during university studies.

3. Not sleeping enough: Inadequate sleeping schedule can lead to physical and mental health issues, including fatigue, irritability, difficulty concentrating, and decreased overall well-being, all of which can contribute to a decline in wellness.

CHAPTER 6

CREATIVE THINKING AS A MOTIVATOR FOR THE DEVELOPMENT OF THE MEDIA SCENE

- Creative Formats and Genres of Modern Journalism
- Hybridization of formats
- “Storytelling” as a form of working with freelance writers
- Creative methods of information content processing.
- Technological Innovation leads the deep Integration of media
- Media game

Main concepts of the topic: multimedia industry, media- convergence, visualization, social networks, “longread”, blogs, big data.

6.1. Creative Formats and Genres of Modern Journalism (thematic content)

Hybridization of formats

Under the influence of technological factors, genre transformations occur in the modern media sphere. Today, new forms of publications are emerging in the online media, which acquire their character and functions through hybridization. There is a process of the diffusion of genres, blurring the boundaries between them. All this is also due to the steady flow of multimedia content provided by the media.

Speaking about the multimedia industry, it is necessary to recall another term – “convergence”: blurring the boundaries between the media as a means of mutual communication, such as the telephone, mail, telegraph and as a means of mass communication, such as the press, radio and television.

One of the most important trends in the development of modern media is visualization. Headlines and texts undergo significant transformations. The emergence of new content packaging formats is promoted by social networks. The consumption of news via mobile devices and multiple screens is growing. The search for new forms of media representation leads to the emergence of genre forms that have never been used before, many of which, thanks to the development of technology, have appeared in recent years.

The generation of readers who grew up in the setting of a significantly increased flow of information obtained primarily through the visual means (television, Internet sites, mobile applications, online games, etc.) is distinguished by the speed of perception while content browsing. The decision to read or not to read, to watch or not to watch is made instantly.

Mosaic thinking requires new hybrid forms of organization and presentation of online media content.

Nowadays, users do not want to read long texts. They “scan” web pages, paying attention to the titles of publications, searching by keywords and visual landmarks in the material. Thus, visual information is becoming more widespread, breaking the monopoly of text on the transmission of information in the modern media sphere. The key means of visualizing content in Belarusian online publications include photos, information graphics, and videos. Tools such as 3D visualization and online streaming are used much less frequently. These multimedia formats extend the paradigm of the existing genre system. At the same time, there is a tendency to reduce the volume of materials. Increasingly more often online media publications are provided in a form of short news articles with photos. Analytical journalism is being pushed out of the Internet media scene. Despite the fact that the Belarusian Internet audience includes 60% of the adult population of the country, electronic versions of the media often remain unclaimed by users of the global network. This might be brought on by the spreading of multiple “clones” of parent publications based on textocentrism. In the modern media scene, the creolization of text ranks high.

Portal Onliner.by, for example, has large visual posts on the main page dedicated to the top-tier materials. In these posts located on the so-called “first screen”, materials are posted based on their significance. Quite often you can find photo reports containing up to 50–60 illustrations. In recent years, dynamic interactive infographics have become increasingly more popular. In regard, such hybrid format of content visualization as longread (literally: long reading – a large volume of material, a long web page post) deserves special attention. To a certain extent, the heyday of longreads is explained by the fear of journalists for the fate of high-quality analytics in the media scene on the Internet. The text familiar to the audience becomes a multidimensional education tool, the quintessence of video, photo, audio, infographics, 3D animation, with the help of which readers can fully immerse themselves in the story.

A promising form of visualization is streaming broadcasts that provide real-time video streaming. New forms of video information presentation can also include aerial photography by unmanned aerial vehicles (drones) with pre-installed digital cameras. With their help, you can cover mass events, fires, and natural disasters much easier.

The potential of hybrid genre forms is also revealed on social media. Presence and active work with social networks become the key indicators

journalism is designed to formalize dramatic events of public life in the form of stories, it excites, captures the imagination of the addressee, “releases” their emotions. The media story, prepared with storytelling methods in mind, involves a complete immersion in the text, suspense, resolution of the situation the story characters or the main character found themselves in. Consequently, on the one hand, storytelling communication involves presentation of the material through the prism of personal, author’s perception; on the other hand, the emotional reaction of the addressee (reader / listener / viewer) is incorporated in the narrative.

Today, due to the rapidly changing economy, many newspapers and magazines are forced to downscale their staff. At the same time, freelance work is becoming particularly popular. Social media has fundamentally changed the dynamics of marketing and advertising for businesses. They have given brands an unprecedented opportunity to reach their consumers directly. To make the most of this opportunity, brands needed something they didn’t have – better storytellers. Therefore, many journalists specifically use the genre of “storytelling” on order. With the help of storytelling, you can realize various goals and objectives:

Do the following to influence the subconscious mind of the listener or reader:

- make sure to convey the necessary information, don’t force the reader to ask “What did the author want to convey?”
- train new staff as quickly and effectively as possible in the work duties and rules.
- minimize the number of conflict situations in the team, simplifying working relationships.
- encourage potential readers to achieve their goals. For example, the founder of storytelling, Armstrong, told the success stories of his company’s employees, encouraging everyone else to strive for the same results.
- prove the tips that are given to the reader actually work, because there is a specific example that shows their effectiveness.

Therefore, it is not surprising that storytelling is becoming a new trend in journalism. It can be used in various fields of activity: product promotion, HR, business, website management, marketing, coaching, psychotherapy, freelance, copywriting.

Creative methods of information content processing (Big data).

Information processing is an ordered process of its transformation in accordance with the algorithm for solving the problem.

***Examples of student's homework on the topic of "Creative Thinking
as Motivator for the Development of the Media Scene"***

***6.2. Technological Innovation Leads the Deep Integration of Media
(an example of student's report)***

Advanced technologies should lead and drive integrated development, make good use of the achievements of the information technology revolution such as 5G, big data, cloud computing, the Internet of Things, blockchain, and artificial intelligence; strengthen forward-looking research and application of new technologies in the field of news and communication, and promote independent innovation in core technologies. With the deep integration of media, technology has always been the foundation, the support, and the key factor for the survival and development of media in the digital age. Mainstream media should always be sensitive to technology, so that they can use scientific and technological innovation to upgrade communication methods, innovate communication content, and improve communication effects.

Emerging technologies support mainstream media to transform production methods and build a modern communication system.

In recent years, the top-level design of media integration has been deeply rooted in people's minds. With the in-depth application of information technology in the media field, in order to create "four-in-one" media and build a "three-dimensional and diversified modern communication system of integrated development", each mainstream media has implemented its own innovations and characteristics in the field of integration, and pursued efficient development in content production, organizational structure, profit model and industrial functions. Furthermore, the new technology and new concept are fully integrated into the practice of media integration, and remarkable achievements have been made in enhancing the guidance of public opinion and expanding the influence of communication. The deep integration of technology and content, the intelligent technology that creates virtual reality, and the ubiquitous communication that links all things have become the remarkable characteristics of the deep integration of media enabled by technology.

First of all, the production process conditions have changed. At present, China has built a four-level financial media center, and some media groups have created cloud platforms, basically completing digital reform, forming a digital integration platform of one-time collection, dynamic integration, multiple publication, and long-term storage. This global, intensive content

supply mechanism drives mainstream media to construct an integrated production and distribution model. The all-media news gathering and editing platform represented by “Central kitchen” has nearly become the standard configuration of domestic media groups, improving the technical support system, opening up the information production process of newspapers, network, both terminal and micro; rationalizing the coordination mechanism of various links of collection, editing and distribution, forming a unified data exchange standard, unified customer resource management, and realizing an integrated mode of operation.

Secondly, the communication effect has been greatly improved. The application of new technologies in the media field is limitless, and the news content of mainstream media is advancing in the direction of visualization, mobile and social presentation. The deep application of data visualization, 5G+8K video, AI anchor, VR live broadcast, H5 production and other technologies has made the flow of content of mainstream media truly endless, greatly enhancing the communication power and influence. Moreover, many financial media centers have “one-stop” technical capabilities such as content release, data processing, and intelligent recommendation, and have become an all-media platform of “news + government + service” by docking with government department resources, promoting the digitalization of public services, and further improving the guidance and credibility of the media.

Thirdly, application of independent innovation technology is becoming more common. Qualified mainstream media, supported by independent innovation and cooperation with technology and Internet companies, have implemented artificial intelligence, data systems, intelligent hardware and other new scientific and technological means to assist news production and distribution. Just past the 2022 Beijing Winter Olympics, we see a lot of media technologies in the presentation of news reports; ice ribbon venues of the “cheetah”; “flying cat” short track speed skating arena; “time slice” ice and snow big jump platform; AI sign language anchor; VSS digital twin venue simulation system; one-stop broadcast function of the “5G backpack”... Behind the high-tech innovations is the improvement of media cross-border integration ability and independent research and development capabilities, which is also an important trend in current media development.

In the face of digital economy and digital transformation, mainstream media need to pay attention to the direction of technological innovation.

In recent years, the Internet, big data, cloud computing, artificial intelligence, blockchain and other technologies have promoted innovation

and become increasingly integrated into the whole process of economic and social development. The digital economy is developing at a rapid pace, with unprecedented scope and influence, and is becoming a key force in restructuring global resources, reshaping the global economic structure, and changing the global competitive landscape.

The digital economy and digital transformation present both opportunities and challenges for many media groups. In terms of productivity, there's a challenge of adapting to rapid technological innovation and generating visual, intelligent and differentiated content. In terms of communication power, there is an issue of using new communication means to break the boundaries of the industry, reaching more users and developing a new business model. Below are some new technological directions that deserve media attention.

Artificial intelligence applications based on big data

Today, artificial intelligence (AI) technologies such as machine learning, deep learning, natural language processing and natural language generation have been applied to many aspects of news production.

Virtual anchor is also a relatively advanced and extensive AI technology used by the press in recent years to broadcast news, conduct interviews, and interact with the audience. With the upgrade of technology, intelligent interaction technology has been perfected, and now virtual anchors are generally able to learn independently, and can interact with users through voice, text feedback and other means.

AI technology can also provide audiences with better personalized content customization and recommendation services for analyzing user profiles, monitoring hot topics, and so on. At present, the entire artificial intelligence industry is developing in the direction of multimodality, and the most noteworthy area for the media industry is machine vision, from artificial intelligence to automatic illustration, to semi-automated visual news and many other features.

Behind artificial intelligence is the support of big data technology. Big data technology can quickly obtain valuable information from various types of massive data through data collection, pre-processing, storage and management, analysis and mining, providing a solid material foundation for artificial intelligence algorithms such as deep learning. Mainstream media groups should pay attention to data assets, establish a unified, standardized, secure and controllable data resource center, and gather massive data resources from media, government, enterprises, operators and Internet platforms. Subsequently, creation of “smart media” requires the improvement of data

experience, and with the deepening of research, it will continue to open up a broader area for media integration.

VR, AR technology and immersive journalism

In the last year, the meta-universe has been on the rise, which is closely related to the development of virtual reality (VR), augmented reality (AR) and mixed reality (XR) technology. Facebook (Facebook) changed its name to “Meta” (Meta), although it is still in the early stages of the entire industry, but as the next generation of Internet forward-looking technology, it may further disrupt the way information is distributed, and have an impact on the media industry. For media groups, the development of immersive news is one of the important means of future integration with the meta-universe industry.

In the 5G era, with the ultra-high transmission speed and wider connectivity achieved by technology, transition from the traditional “listening”, “watching” and “reading” news to the immersive “perceiving” and “experiencing” news from the first-person perspective is evident and undisputable. Immersive news has subverted the way people obtain information and driven the evolution of news production methods. With the help of virtual reality technology, immersive news brings novel operation methods, immersive sensory experience, and panoramic communication content. The audience can instantly “arrive” at the scene of the news, experience the news from the perspective of the parties or witnesses of an event, and check the 360° panoramic view, reducing the inevitable “information attenuation” in the process of reporting and intensifying the influence of news events on the user at the psychological level.

Immersive news is the main communication form of the next-generation Internet represented by the meta-universe, and the media that can produce immersive news content will better adapt to the new information communication mode.

The technical capability of mainstream media is uneven, and the technological development is still restricted by various factors.

Compared with large Internet platforms, the technical development level of mainstream media is still low, and some media fail to truly understand the role of products, users, data, platforms and other elements in Internet thinking. How to use content advantages to innovate services, use data to attract and feed users, and use platform advantages to aggregate resources has become an issue in media innovation. The lack of Internet thinking and the lag of the system and mechanism will inevitably lead to the gradual shrinking of

communication mechanism, and the production process reconstruction and content innovation will be even less feasible.

The lag of system and mechanism restricts the development of technical personnel

With the development of the information age, the traditional media has been strongly impacted by the Internet, especially the mobile Internet, showing a high degree of mismatch between its structure and the Internet era. At present, the system and mechanism of most mainstream media in media convergence are still carried out under the framework of traditional media institutions, and the system and mechanism of new media in the network era have not yet been explored.

At present, although the mainstream media has reinvented itself in terms of organizational structure and personnel allocation, the pattern of “splitting the world” in the content advantages of most traditional media and the technical advantages of Internet media have not changed. In the setting of recruitment and management of technical personnel, with the lack of scientific long-term strategic goals or systematic and clear direction, there are also administrative barriers, institutional barriers, personnel identity restrictions, salary system differences, etc., which is not conducive to the recruitment and training of all-media talents.

Suggestions for media to strengthen technical support capacity and promote deep integration and development

Promote innovative ideas and accelerate the implementation of new technologies in the media scene.

Media convergence is the media revolution led by technological innovation. 5G, blockchain and artificial intelligence will open a new era of intelligent interconnection, and the importance of trends is more and more obvious. To promote the development of media integration in depth, it is necessary to use the results of the information revolution to strengthen forward-looking research on new technologies.

Stimulation of the development and implementation of new technologies in the media scene also requires in-depth cooperation with leading Internet companies and cutting-edge technology companies. Although some powerful mainstream media have set up technology companies and established technology research and development laboratories, most of them are still in their initial stage, and the technical background is not deep enough. Thus, they should really consider deep cooperation with powerful technology companies in the market to jointly explore the application of new technologies

such as artificial intelligence, digital twin, blockchain, and computer vision in the media scene. Some media groups have established cooperation with technology companies such as iFlytek, Huawei, Baidu, Tencent and Bytedance to introduce each other's advanced technologies into their own media integration structure.

Improve technology matching and promote content supply-side reform.

Content production and technology application are two major systems that cannot be ignored in the deep integration of media. From the traditional printed news, listening to news and watching news, to experiencing immersive news across time and space, and pushing news through big data and scenes, no matter how the form of expression changes and how media technology changes, its service still lies in the content. Therefore, in the current state of the media industry, in order to provide high-quality content and implement the reform of the content supply side, content and technology can no longer stay separated, and the content that has not moved on to the new technology is hard to distribute successfully, and the technology that has no substance cannot really serve the actual needs of the people.

To sort out the issue of “technology” and “content”, the technical leaders and technical teams of media groups should deepen their understanding of content and realize that the fundamental purpose of technology in the media industry is to provide security for content and promote the reform of the supply side of content. Only in this way can reasonable technical planning be formulated, rather than seeking perfection and blindly pursuing luxury configuration. It is necessary to conduct proper research based on one’s own actual case, develop a technical system that conforms to the law of media content production, and create content that is suitable for the communication on new media platforms and can attract the attention of the audience.

Improve the system and mechanism to create a good environment for the engagement and training of technical personnel.

Mainstream media need to innovate the mechanism and system, create a good environment, re-integrate and optimize media resources, scientifically and reasonably adjust the allocation of departments, personnel and teams, establish and improve a stable management system and incentive mechanism, combine the introduction and training of technical specialists to bring their professional skills into play in media integration.

To form technological synergy and promote balanced and integrated development.

In terms of technology platform construction, it has gradually improved and accumulated a lot of experience in practice. In view of the unstable

economic development of different regions and the different stages of media development, each can realize resource sharing through its own implemented technology cloud platform. One model requires regional media to establish a unified technology cloud platform in the country, and use the mode of information aggregation and distribution and “news + service” to realize the sharing and interconnection of content data and user data from the technical and process standpoints. The other model requires building an independent and controllable platform for the capital media to empower the financial media centers at all levels from the point of view of technical support, content distribution, media asset sharing, etc., and using the cloud computing, intelligent distribution, video production and other technologies provided by the platform to focus on content creation, which is a better choice. In the field of media convergence, technology is an infrastructure, and the use of “holistic” and “integrated” thinking can promote the reasonable allocation of resources and drive the innovation and development of the entire communication system.

6.3. Media Game: Discuss Each Topic at Designated Time

Taken from: Cunningham, S. New cutting edge: upper intermediate: with mini-dictionary / S. Cunningham, P. Moor. – Harlow: Pearson/Longman, 2005. – 175 p.

FINISH	<i>pause</i>	<i>pause</i>	Talk for one minute about the ‘paparazzi’	<i>pause</i>
Talk for one minute about TV-programs aimed at men	Talk for one minute about the programs you liked best when you were a child	You have thirty seconds to list ten famous cartoon characters	<i>pause</i>	Talk for one minute about the things you read / don’t read in a newspaper
Talk for one minute about sports on television	Talk for one minute about listening to the radio	<i>pause</i>	You have twenty seconds to list five famous television crime series	Talk for one minute about the weather forecast on TV in your country

in the natural world. And the underwater scenes are beautiful and can be used as screensavers.

2. Talk for one minute about your favorite newspaper or magazine

My favorite magazine is the natural resources magazine and the magazine published by China National Geographic division. It is a scientific communication magazine involving humanities, nature, biology and geology. “Metro” is published by China National Geographic Magazine Co., Ltd. The slogan is: “Learning makes the dreams come true, knowledge changes lives”. Understanding and exploring nature, broadening one’s horizons, and gathering knowledge are the common goals of all mankind, and they are also the strongest and most indispensable needs of teenagers. With the development of humane society, the city environment teenagers grow up in nowadays is getting farther and farther away from nature. Under the heavy pressure of homework, they don’t get the opportunity to experience and understand the beauty of nature, the wonders of the world, and have little opportunity to experience the fun and beauty of exploring nature. The consultants are all from the Chinese Academy of Sciences, and the vast majority of the authors are experts and scholars active in various scientific fields. The editor-in-chief of this magazine is an excellent scholar. He finds interesting ways to spread academic knowledge among ordinary people. The museum magazine not only provides content specified for each issue, but also includes content on cultural and creative surroundings of the museum.

3. You have twenty seconds to list four different ways you can find out the news

1. Television: Watch news channels or programs that provide up-to-date news coverage.

Online news websites: Visit trusted news websites that offer news articles, videos, and live updates.

Social media: Follow reputable news organizations or journalists on platforms like X or Facebook to receive news updates in your feed.

Newspapers and magazines: Read physical or digital copies of newspapers or magazines that cover local, national, or international news.

It’s important to verify the credibility and reliability of the sources you use to stay informed.

4. Talk for one minute about television commercials that you really like or hate Television Commercials:

My favorite TV commercials come from Thailand. They shoot in a very bold style, sometimes their commercials are heartwarming, sometimes they’re

In recent years, the magazine industry has faced challenges due to the rise of digital media. Many publications have adapted by creating online platforms and social media accounts to reach a wider audience. They now offer digital content, interactive features, and engage with readers through comments and social media interactions.

In conclusion, women’s magazines play a significant role in providing women with a wide range of content related to fashion, beauty, health, relationships, and lifestyle. They aim to inform, inspire, and entertain their readers, while also reflecting and shaping societal trends and values.

My favorite women’s magazine is Mina Mina. Founded on September 22, 2004, it is a magazine exclusively authorized by Japanese Housewives Friends Publishing House. It mainly promotes women’s casual fashion and encourages women to focus on their own fashion sense. Notable is the sense of zero distance with readers, and full immersion and integration of the essence of women’s fashion culture in Japan, Hong Kong, Taiwan and China. The content is fashionable, instructive and practical. It is mainly divided into three sections: FASHION section is the fashion classroom of clothing trends, where the romantic colors and popular elements of spring, summer, autumn and winter types are interpreted. There are also Asian fashion trends carefully crafted by Tokyo’s popular fashion editors. In the BEAUTY section, Mina will recommend star care products in each issue, effectively teach beauty, slimming, hairdressing and dressing skills, and aspire to become reader’s personal beauty consultant, so that you can always show the unique natural beauty of a “Mina” girl. Mina’s LIFE STYLE has all the stars and brands, cuisine and style stores, characters, topics, music dramas and much more. Every issue of Mina will search for unique theme restaurants in Tokyo, Taiwan and domestic styles, warm and lovely concept stores, simple and fashionable furniture designs and music movie letters. Xi used to focus on the mix-and-match casual clothing style, and I like the casual style. The message that Mina wants to convey to readers is to learn to match, be your own stylist, and enjoy the fun of multi-level collocation more and more. Many people who pursue good taste, artists and designers who are engaged in fashion work are all loyal fans of Mina.

6. You have thirty seconds to name three stories that are in the news at the moment

Current News Stories:

Railway New Year’s Day holiday transportation is expected to take in 63 million passengers

of Hogwarts, with its moving staircases, talking portraits, and Quidditch matches.

The franchise’s success is attributed not only to its engaging storyline but also to its ability to explore universal themes such as friendship, bravery, loyalty, and the power of love. The films resonate with audiences of all ages, appealing to both fans of the books and newcomers to the wizarding world.

The Harry Potter film series has become a cultural phenomenon, inspiring a dedicated fan base and influencing popular culture. It has spawned theme parks, merchandise, spin-off films, and a stage play, further expanding the magical universe created by J.K. Rowling.

In summary, the Harry Potter film series is a captivating and enchanting journey that has captured the hearts and imaginations of millions, inviting viewers into a world of magic, adventure, and the enduring power of friendship.

9. Talk for one minute about the advantages of having satellite television

Satellite TV is a form of radio and television that uses geosynchronous satellites to transmit digitally encoded and compressed TV signals to the user. There are two main ways. One is to transmit the digital TV signal to the front end of the cable TV, and then convert it from a cable TV station to an analogue TV to the user’s home. I think the advantages of satellite TV include a large coverage area, long transmission distance, good communication quality and diversity. It provides a large number of channels, covering many types of programs, including news, sports, entertainment, education, documentaries, etc. Users can choose to watch content according to their own interests and needs. Using the satellite TV system, users can independently decide their own channel selection and viewing time, regardless of the program arrangement of the TV station. In addition, users can also subscribe to paid channels or purchase on-demand content according to their personal needs.

Whether you’re a sports enthusiast, a movie buff, a news junkie, or a fan of international programming, satellite TV offers a vast selection of channels to choose from. This variety ensures that there is always something for everyone in the family.

Satellite TV also offers superior picture and sound quality compared to other broadcasting methods. The signals transmitted by satellites are not subject to the same interference and signal degradation that can affect terrestrial broadcasting or cable TV. This results in a more reliable and consistent viewing experience, with sharper images and clearer sound.

Furthermore, satellite TV often provides advanced features and services. Many satellite TV providers offer interactive features like on-demand

can relieve the fatigue of driving and is very convenient. Listening to it when you sleep will help you sleep a lot better. My favorite radio program when I sleep is emotional stories, especially with soothing background music. Narrator’s gentle voice can be very hypnotic.

13. Talk for one minute about sports on television

Diving is a beautiful water sport. It is a sport of jumping into the water from a height in various styles or taking off from the diving equipment, completing a certain set of moves in the air, and entering the water with specific movements. The Chinese Diving Institution is organized by the China Diving Association, which was announced in Beijing on January 11, 2020. Guo Jingjing is a world-famous diver. Guo Jingjing always dives beautifully. When she goes into the water, she barely makes any waves, like a gentle swallow flying in the air. She has won many Olympic championships. Guo Jingjing never gave up when she encountered setbacks or difficulties. She believes that she can overcome all obstacles and achieve her goals. This persistence and perseverance are her keys to success. It tells us that only by persistently pursuing our goals can we overcome difficulties and achieve the ultimate success.

14. Talk for one minute about TV-programs aimed at men

This Chinese program called “Come on! Good Men” is a national male talent show, similar to “Super Female Voice” and CCTV’s “Dream China”. However, this program does not only focus on vocal music, but also ranks the contestants by their overall literacy, which includes singing, acting skills, wit, popularity, etc. In addition to setting up the championship, Good Boy also has a variety of awards such as the best team spirit, the most photogenic, most popular contestant, the best physique, the best talent, the best wisdom award, etc. However, it may be difficult for such male talent shows to gain popularity in the fierce, competitive world of TV variety shows, which may be related to the audience’s expectations for variety shows, and may also be affected by the content and publicity strategies of a program. In order to continue attracting the new audience, male talent variety shows may need to be constantly innovated and adjusted to meet the diverse needs of the audience.

15. Talk for one minute about the programs you liked best when you were a child

My favorite program from when I was a child was a cat and mouse cartoon. This cartoon accompanied me throughout my childhood. It was very interesting and relaxing. The storyline of Tom and Jerry revolves around Tom the domestic cat and Jerry the mouse, with Tom always trying to catch Jerry and get rid of him. Although Tom always fails to catch the mouse, he has far

more fun chasing Jerry. At the same time, Tom often uses violent tools or traps such as axes, hammers, explosives and firecrackers to deal with Jerry in the cartoon. But Jerry is very clever. My brother and I like this cartoon best. It also has a Sichuan dialect version in China. In Chinese, Tom is called 假老练, and Jerry is called 风车车. The success of Tom and Jerry is not only reflected in the legendary status it earned in the last century, but also in its continuous influence and continued love of the audience throughout many generations. Even today, the series can still attract the attention of the new generation of viewers and become a classic choice in family entertainment. This universal attraction across time and cultural boundaries is due to the versatility of values it represents and the excellence of animation production.

16. You have thirty seconds to list ten famous cartoon characters

Here are ten famous cartoon characters:

1. Mickey Mouse
2. Bugs Bunny
3. SpongeBob SquarePants
4. Homer Simpson
5. Bart Simpson
6. Scooby-Doo
7. Pikachu (from Pokémon)
8. Tom (from Tom and Jerry)
9. Jerry (from Tom and Jerry)
10. Fred Flintstone

17. Talk for one minute about the things you read / don't read in a newspaper

When it comes to newspapers, there are several things that I read and some things that I don't. Newspapers are a valuable source of information, providing coverage on a wide range of topics that help us stay informed about current events and issues.

I typically read news articles that cover global and national news, politics, economics, science and technology, culture, and entertainment. These articles provide me with a broad understanding of what is happening in the world, allowing me to stay updated on the latest developments and trends.

I also pay attention to opinion and editorial pieces, as they offer diverse perspectives and analysis on various subjects. These articles often provide insight into different viewpoints and help me broaden my understanding of complex issues.

However, there are some things that I don't read in the newspaper. I tend to skip over-sensationalized or tabloid-style articles on celebrity scandals

and other trivial matters. While these articles may have entertainment value, they usually lack depth and relevance to the important issues that shape our society.

Additionally, I exercise caution when reading articles that have a clear bias or lack credible sources. It's essential to critically evaluate the information presented and seek out multiple sources to gain a more balanced perspective.

Overall, newspapers play a crucial role in providing news and information to the public. By being selective in what I read, I can make the most of this valuable resource and stay informed about the topics that matter most to me.

18. Talk for one minute about the ‘paparazzi’

I think paparazzi is a bad word. Paparazzo is a person who spies on the private life of celebrities. There is a well-known paparazzo in China named Zhuo Wei, who often spies on celebrities’ major events. He is known as “the first paparazzo in mainland China”. Paparazzo is a profession that exists to satisfy the curiosity of the public, and the working conditions are often particularly uncomfortable. Sometimes they are like street rats, hiding in Tibet for a little titbit about celebrity life. It can only be said that the existence of paparazzi is meaningful, but it is also harmful. After all, if you are not careful, you may violate the law protecting the privacy of others. In 2017, in order to create a healthy and upward mainstream public opinion environment, 19 vulgar star-chasing accounts, including All-Star Detective and Zhuo Wei, were banned. And I think celebrities should be given some space, and regular people should not be overly involved in their lives.

Example 2:

1. Talk for one minute about your favorite television program

My favorite television program is a sitcom called Married... with children. The story revolves around the family encountering various issues in life, and their attempts to cope with / solve them, and most episodes involve the parents’ attempts to act as a good example for their children and teach them how to know right from wrong. It’s a show that has withstood the test of time, providing laughter and comfort through its cleverly written script and memorable catchphrases. The ensemble cast brings a diverse range of personalities to life, and the show’s ability to tackle serious topics with a light, humorous attitude makes it a timeless classic.

2. Talk for one minute about your favorite newspaper or magazine

My favorite newspaper, The global news, offers a balanced mix of factual news, insightful analysis, and engaging features. It covers a wide

range of topics, from local events to international affairs, and provides in-depth reporting on current events. The newspaper's editorial section is particularly thought-provoking, offering diverse perspectives on pressing issues. The magazine I enjoy most is one that covers lifestyle, culture, and thought-provoking essays, providing a blend of entertainment and intellectual stimulation.

3. You have twenty seconds to list four different ways you can find out the news

There are various ways to stay informed about the news, including reading newspapers, watching news broadcasts, browsing online news websites, and listening to news radio stations.

4. Talk for one minute about television commercials that you really like
or hate

I particularly enjoy commercials that tell a story, evoke emotions, or showcase creativity. For example, the Coca-Cola commercials. They can be memorable for their cleverness, humor, or the way they connect with the audience. On the other hand, I dislike commercials that are overly repetitive, misleading, or those that interrupt the flow of a program in an annoying manner.

5. Talk for one minute about magazines aimed at women

Magazines targeted at women often cover a broad spectrum of topics, from fashion and beauty to career advice and lifestyle tips. They serve as a source of inspiration, empowerment, and community for their readers. They represent a wide range of women's experiences and perspectives. Vogue (stylized in all caps) is an American monthly fashion and lifestyle magazine that covers various topics, including haute couture fashion, beauty, culture, living, and runway fashion. Based at One World Trade Center in the Financial District of Lower Manhattan, Vogue was founded in 1892 as a weekly newspaper before becoming a monthly magazine years later.

6. You have thirty seconds to name three stories that are in the news at the moment

How the War With Hamas Has Damaged Israel's Tech Firms and Economy
The D.A. in Georgia is accused of being in a romantic relationship with the special prosecutor in the election case
Microsoft Debates What to Do With A.I. Lab in China

7. Talk for one minute about violence on television

Violence on television has long been a topic of debate, with concerns about its potential impact on viewers, particularly children and adolescents.

The portrayal of violence can serve various narrative purposes in television programming, such as creating tension, advancing plotlines, or exploring complex themes. However, the frequency and graphic nature of violent scenes have led to concerns about desensitization, imitation, and the normalization of aggressive behavior, while television can be a powerful storytelling tool that includes violence as a narrative element.

8. Talk for one minute about your favorite film

“Bloody Daisy” (血观音):

“The Bold, the Corrupt, and the Beautiful” is a critically acclaimed Taiwanese film directed by Yang Ya-che. The film delves into the complex relationships and moral ambiguities within a family, set against the backdrop of political corruption and social issues. It is a gripping drama that showcases the intricate web of power, loyalty, and betrayal, offering a stark commentary on the human condition. Madame Tang, the wife of a general, is an antique dealer who lives in a mansion with her two daughters. Dealing with high ranking government officials and the rich, their lives are disrupted when the family of their close friend is murdered. Soon, the murder escalates into a game of survival between those who are involved, in which the person who has the last laugh is the winner.

9. Talk for one minute about the advantages of having satellite television

Satellite television offers a multitude of advantages that have revolutionized the way we consume media and entertainment. Expanded Channel Selection; Improved Signal Quality; Interactive Services; High Definition (HD) Content; Sports and Entertainment Packages; International Content; Flexibility and Mobility; Customer Service and Support; Satellite television provides a wide range of channels and content, often including international programming that might not be available through traditional cable or terrestrial TV. It offers high-quality reception, especially in remote areas where terrestrial signals may be weak. In summary, satellite television enhances the viewing experience by offering a wider range of content, improved signal quality, and advanced features that cater to the diverse needs and preferences of viewers.

10. Talk for one minute about the weather forecast on TV in your country

In my country, the weather forecast is an essential part of daily television programming. It helps viewers plan their day, from deciding on appropriate clothing to planning outdoor activities. Accurate weather predictions are crucial for agriculture, transportation, and emergency preparedness, making it a vital service for the public. The weather forecast on television in China

reflect their interests, hobbies, and values. However, it's important to note that television programming is increasingly moving towards inclusivity and diversity, with shows that appeal to a broad spectrum of viewers regardless of gender.

15. Talk for one minute about the programs you liked best when you were a child

As a child, I was captivated by animated series that combined humor, adventure, and life lessons.

One such show follows the story of a fairy named Mi who is sent to Planet Pandasia to warn the residents about a great evil that threatens to destroy Pandasia. She chooses a heroic panda named Toby to defeat King Audie and his minions, Gold and Silver, who want to collect the seven Beans of Power and rid Pandasia of its colorful, beautiful environment, leaving nothing but a gloomy wasteland.

Shows like “Scooby-Doo,” “Pandalian,” and “Pokémon” were not only entertaining but also educational, teaching valuable lessons about friendship, perseverance, and the importance of staying true to oneself. These programs were a source of joy and imagination, and they played a significant role in shaping my early years.

16. You have thirty seconds to list ten famous cartoon characters

Ten Famous Cartoon Characters:

Mickey Mouse, Bugs Bunny, Bart Simpson, Tom from “Tom and Jerry,” Dora the Explorer, Winnie the Pooh, Tweety Bird, Shrek, SpongeBob SquarePants, and Bugs Bunny.

17. Talk for one minute about the things you read / don't read about in a newspaper

Opinion and Editorial Sections: These sections offer perspectives on current events and issues, providing readers with viewpoints from various columnists and editorial boards. Entertainment: Reviews of movies, music, theater, and other forms of entertainment are popular among those seeking cultural content. Lifestyle and Health: Articles on health, wellness, fashion, travel, and other lifestyle topics can be of interest to me. Paid Advertising: Many readers skip over paid advertisements, unless they are specifically looking for a product or service. Classified Ads: Unless someone is looking to buy or sell something, classified ads are often overlooked. I tend to skip advertisements and sections that don't interest me personally.

18. Talk for one minute about the ‘paparazzi’

The term “paparazzi” refers to a type of freelance photographer who specializes in taking candid photos of celebrities, often in public places.

The name comes from the character Paparazzo, a news photographer in Federico Fellini's 1960 film "La Dolce Vita," which depicted the intrusive nature of the media. The paparazzi play a complex role in our society, capturing candid moments of public figures and providing the public with glimpses into the private lives of the rich and famous. However, their methods can be invasive, raising ethical questions about privacy and the line between public interest and personal space.

a. ****Role in Media****: Paparazzi play a significant role in shaping public perceptions of celebrities by capturing their private lives and moments that are not intended for public consumption. These images often make their way into tabloid newspapers, magazines, and online media, fueling public interest and curiosity about the personal lives of the famous.

b. **Ethical Concerns**: The paparazzi's methods have been widely criticized for their invasive nature. They often use long-range lenses to take photos without the subject's knowledge or consent, which can lead to privacy violations. This has sparked debates about the ethics of journalism and the balance between public interest and individual privacy.

c. ****Impact on Celebrities****: The constant surveillance by paparazzi can have a significant impact on the mental health and well-being of celebrities, as well as their families. It can lead to a loss of privacy and a feeling of being constantly under scrutiny.

d. ****Legal Issues****: In response to these concerns, some jurisdictions have enacted laws to protect individuals from harassment by paparazzi. These laws may include restrictions on where and how photographs can be taken, as well as penalties for violating these rules.

e. **Economic Aspects**: Despite the ethical debates, the paparazzi industry is economically significant, with images often fetching high prices from media outlets eager to publish exclusive shots of celebrities.

In summary, the paparazzi are a controversial presence in the media landscape, balancing the public's appetite for celebrity news with the privacy rights of individuals. Their work raises important questions about the ethics of journalism, the nature of being a celebrity, and the boundaries of personal space in the public eye.

CONCLUSION

In the system of extensive higher education, a practice-oriented approach to learning is currently becoming more and more relevant, with the primary goal of developing professional competencies in students. Future specialist needs not only to acquire knowledge, but to understand and creatively process it with subsequent application in professional activities. The semantic content of this study guide is determined by the practical purpose of the subject. Studying “Creative industries and media” will allow you to combine the theoretical foundations of media studies and the practical analysis of the modern information environment features, understand the specifics of the creative person model constructed in scientific literature, and use creative industries in journalistic work.

Thus, in accordance with the requirements for the students' competencies, this study guide will help students master the creative approach to communicative activity based on a combination of theoretical knowledge and practical skills. With that, the combination of the author's content containing references to Belarusian reality and materials from practical and creative works by Chinese students based on Chinese reality fits into the general context of intercultural communication between our nations.

ANNEX 1

INFORMATION AND METHODOLOGICAL SUPPORT OF THE “CREATIVE INDUSTRIES AND MEDIA” STUDENT COURSE

The “Creative Industries and Media” study guide is compiled in accordance with the curriculum of the “Creative Industries and Media” course for the specialty 7 – 06 – 032102 “Communications. Media Communication”. The Relevance of the presented materials lies in the systematic presentation of theoretical and methodological knowledge on the means of mass communication as a derivative of an interactive society. The study guide analyzes creative technologies of media management; reveals the role of creativity in the processes of the media industry; examines the role of creative journalism in the humanization of the social environment.

The **Aim** of the “Creative Industries and Media” course is to examine journalistic practices and the social agenda in the context of post-industrial reality.

Objectives of the student course:

- understanding of the processes of formation and development of the information-oriented society, including that in Belarus, by the masters' students;
- mastering the methods of communication impact on the mainstream audience.

In the system of training a university-educated specialist, this student course belongs to the “Basics of Media Communication” module of a unit of the higher education institution. It combines basic journalistic, sociological and political science approaches. It is thematically and methodologically linked to such student courses as “Sociology of Politics”, “Media studies” and “Sociology of Communication”.

Requirements for student competencies.

As a result of mastering the student course, the student must be able to:

- **UPC-3.** Apply interdisciplinary approaches to solving professional problems, possessing sufficient knowledge in scientific and practical activities related to journalism.
- **SC-2.** Solve professional tasks and generate a creative product that is in demand on the market based on a systematic understanding of the role and place of mass media in modern-day political, economic, and socio-cultural processes.

- the key theoretical concepts of creative production;
- creative formats and genres of journalism;
- information product characteristics;
- content and types of information services;
- subjects and objects of information influence.

- implement the socio-humanitarian concepts of creative journalism;
- put media communication technologies into practice;
- define the media scene as an environment for the formation of a creative personality;
- characterize the awareness of society as the possession of knowledge required for the development of adequate concepts of the subjective environment;

- the creative method based on a combination of theoretical knowledge and skills;
- the “emotional intelligence” as a journalistic approach to communication activities in the media.

CONTENT OF EDUCATIONAL MATERIAL

The Modern Media System as a Derivative of an Interactive Society

The structure of a political system, the main components of the system, such as: a subsystem of political actors, both institutional (state, social and political associations), and non-institutional (communities, individuals); regulatory subsystem representing a set of rules governing the activities of the state and society; subsystem of political consciousness and political culture (including political ideology and psychology, political traditions, public opinion); subsystem of political communication, creating information arrays for the effective political governance of the society. It is at the center of interaction with other components and acts as a kind of information field of politics.

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Topic 2

Creativity is an attribute of human activity, its “necessary, essential, inherent property”. Creativity is the highest form of independent activity of a person and society. Creativity is a historically evolutionary form of human activity, expressed in various types of endeavors and leading to the development of a personality. A prerequisite for creative activity is the process of cognition, accumulation of knowledge about a subject that needs to be changed. Creative activity is an amateur activity that encompasses changing reality and self-realization of a person in the process of creating material and spiritual values, new and more progressive forms of management, education, etc., and pushing the limits of human capabilities.

Creative activity is the main component of culture, its essence. Culture and creativity: structure of the creative economy; creativity as the main tool for the development and expansion of resources; the role and place of a creative individual in the modern-day media industry; creative person as the powerhouse of the information-oriented society. A qualitatively new type of person: creative individual as a person producing new ideas and projects for technological development and innovation; high-performance individuals who contribute to scientific and practical progress; people generating products and services that are many times more valuable than the benefits they consume throughout life. The structure of the creative economy is dominated by enterprises and institutions of a creative nature. Creativity as a crucial tool for the development and accumulation of resources.

Topic 3

Media cluster is a competitive information space based on the integration of science, education and production efforts. Main areas of work: development and implementation of information and communication innovations in cluster organizations; implementation of research works aimed at solving topical problems facing the media; information and event support of joint activities of the parties; creation of practice-oriented educational environment on the basis of department branches; vocational guidance of applicants. Main forms of work: scientific and practical seminars; implementation of student research on the orders of editorial teams; preparation of information materials and joint media projects; involvement of practicing journalists in training;

organization of summer schools, schools for young journalists, contests and academic competitions for applicants.

Media cluster as an information resource of management activity.

Topic 4

Modern Journalism in the Context of Creative Industries

The concept of “emotional intelligence” – EQ) – a group of mental abilities that help to perceive and understand one’s own feelings, as well as the feelings of other people to ensure effective interaction with others (J. Maer).

Developed emotional intelligence as the management of emotions, emotional resources; courage in making difficult decisions; foresight of hidden obstacles; influence on the direction of the actions of others; ability to combine the efforts of different people. Ways of extrapolation of creative technologies of modern business to the field of media activity: combination of rationalism and creativity (T. Peters); ability to incorporate editorial staff into a highly productive team; enhancement of personal efficiency (P. Grigal); creation of an information product aimed at “advancement of perception of the world”. Emotional intelligence as a creative tool.

Topic 5

**The Role of Creative Journalism in the Humanization
of the Social Environment**

The concept of social information. The concept of social journalism. Humanitarian agenda in the content model of the modern-day media: content of newspaper and magazine media; content from news agencies; electronic media content. Humanitarian agenda and the social practice of the media. The role of journalism in the creation of cultural environment in modern society. The experimental field of “travel projects” combining several areas of the media industry (information, image and creativity). The phenomenon of “smart leisure”. “Soft power” as a creative component of image formation in the information space of a country. The social theme of the Belarusian mass media as a reflection of the social focus of the domestic policy of the Republic of Belarus.

Topic 6

**Creative Thinking as a Motivator for the Development
of the Media Scene**

Theoretical aspect: creative thinking as a motivator of media scene transformations. Methodological aspect: search for creative representations of society in mass media production. Practical aspect: format hybridization;

“storytelling” as a form of activity performed by freelance journalists; creative approach to information processing (Big data).

EDUCATIONAL AND METHODOLOGICAL CARD OF THE STUDENT COURSE

Section number, topics	Title of the section, topic	Form of knowledge control
1	2	3
1	The Modern Media System as a Derivative of an Interactive Society: thematic content, practical sessions	essay, report
2	Creativity as the Dominant Element of the Information-oriented Society: thematic content, practical sessions	report, questionnaire
3	Creative Technologies in Media Management: thematic content, practical sessions	report, summary
4	Modern Journalism in the Context of Creative Industries: thematic content, practical sessions	summary, report
5	The Role of Creative Journalism in the Humanization of the Social Environment: thematic content, practical sessions	essay, report
6	Creative Thinking as a Motivator for the Development of the Media Scene: thematic content, practical sessions	media game

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LIST OF RECOMMENDED DIAGNOSTIC TOOLS AND METHODOLOGY FOR DETERMINING THE FINAL GRADE

Recommended diagnostic tools are as follows: *report*, *summary*, *essay*, *questionnaire*, *creative game*

The grade of a *report* during practical sessions is based on the following:

- clarity of topic formulation – 20 %;
- thorough presentation of the topic – 60 %;
- inclusion of real-world examples – 20 %;

The grade of a *summary* is based on the following:

- originality of the chosen topic – 50 %;
- coherent, comprehensive and reasoned exposition of the topic – 50 %.

The grade of an *essay* is based on the following:

- topic relevance – 20 %;
- individual, original narrative style – 10 %;
- well-defined, coherent narrative – 50 %;
- grammatically correct presentation – 20 %.

The grading of the answers to the questions listed in a *questionnaire* is based on the following:

- specificity of answers – 50 %;
- illustratory nature of the answers – 20 %;
- demonstration of the question relevance for the respondent – 20 %;
- descriptiveness – 10 %.

The grade of one's participation in the *media game* is based on the following:

- The midterm assessment for the “Creative Industries and Media” student course includes an exam.

Approximate weight factors determining the contribution of the current assessment to the overall grade during the midterm assessment:

answering questions during practical sessions (report), participation in discussions – 30 %;

The final grade for the student course is calculated on the basis of the current assessment grade (rating system for knowledge monitoring) – 50 %, and the exam grade – 50 %.

The following methods and approaches are used in organizing the educational process:

- mastering the content of a student course by solving practical tasks;
- acquisition of skills necessary for the effective solution of various types professional tasks;

2) educational discussion method that allows students to engage in meaningful exchange of opinions and ideas to present and/or agree on existing opinions on a particular issue.

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Organization of students' independent work

The following forms of independent work are used when studying the “Creative Industries and Media” student course:

- writing summaries, essays, searching (sorting) and reviewing literary sources and electronic sources on an individually assigned course issue;
- doing homework;
- studying material assigned for self-study;
- preparing for classroom studies;
- preparing for the exam;
- analyzing statistical and factual materials on a given topic;
- preparing for and participating in conferences and contests.

Routine independent work of students is aimed at deepening and consolidating knowledge, as well as developing practical skills.

Self-study includes the analysis of the theoretical knowledge acquired.

AN APPROXIMATE LIST OF QUESTIONS FOR THE EXAM

1. What is the most important position in the theory of systems?
2. List a number of subsystems of a political system consisting of their own interacting elements.
3. What is a stable political process based on?
4. List the distinctive features of media.
5. Explain the most important political functions of media.
6. Why do we consider mass communication a social institution?
7. Explain the meaning of an intermediate zone in a socio-political system.
8. What is the essential characteristic of a civil society?
9. Explain the role and the place of the creative class in the modern media industry.
10. What are the two tips of a “creative class”?
11. Who is the author of the two-step communication theory?
12. Who is the author of the concept of a cluster, and where was it first mentioned?
13. Define a cluster.
14. List the three most common types of media clusters.
15. Give an example of an innovative media cluster.
16. What are the key social determinants of mass communication?

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ANNEX 2

THE INTERACTIVE ADVANTAGE OF THE EDUCATIONAL PORTAL

In the context of the information society, the demand for innovative approaches to teaching journalistic disciplines is increasing. The format of the educational portal of the Belarusian University allows you to demonstrate the possibilities of multimedia technologies as enriching the content of educational material. The experience of using interactive tools in the creative works of foreign students studying in English has been accumulated during the teaching of the Creative industries and Media training course at the Faculty of Journalism. Its goal is to integrate technological and creative principles in creating a sought-after information product.

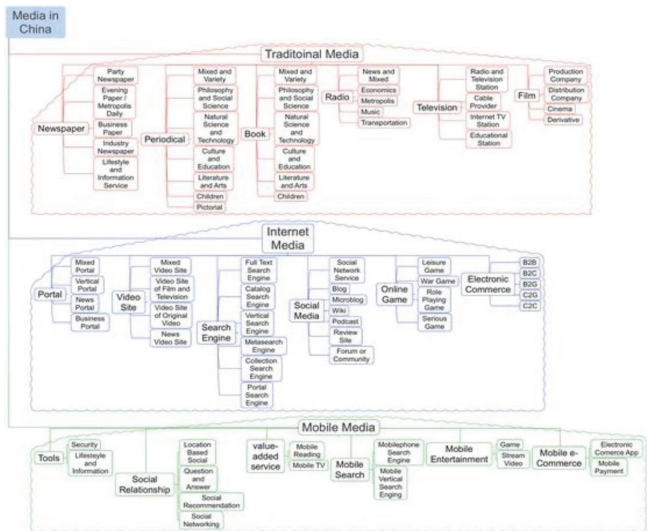
The generalization of the students' creative product revealed their widespread use of a new multimedia electronic technology combining journalistic text from short symbols-words and its graphic visualization. This is how an interactive narrative is created – a special multimedia project dedicated to a specific event, an important issue, an actual date, and a multidimensional topic. For example, the answers of one of the students to the questionnaire “Essential Qualities of a modern Journalist” (“Basic qualities of a modern journalist”) turned into a visualized story about his first experience of journalistic work – a business trip to one of the remote Chinese villages. The essay on social advertising was supplemented by the video format of an interactive wall in the Shanghai Metro: from advertising the “Holy Land of Mount Lingshan” to an interactive reflection of the Olympic Games. The activities of one of the leading modern online video service platforms in China, Mango TV, are revealed through the illustration of a large set of online video platforms: PC, mobile phone, IPTV, Internet television with four cross-platform integrations, providing a choice of TV shows, movies and other content at any time and anywhere the place.

Modern communicative media practices are combined on the educational portal with the format of the “media industry”, which creates an experimental field for creativity. So, by completing the task on the topic “Self Introduction” (“A story about themselves”), students introduce teachers and classmates to their drawings, design samples, and artistic photography enriched with the help of artificial intelligence.

This project by the author of the textbook was compiled on the basis of visual versions of students' practical work as part of their distance learning.

The analysis showed that creativity is not an abstract concept for Chinese students. Their creative works become a representation of the modern media environment and at the same time a reflection of the lifestyle of modern China.

The information space of their country reveals the full range of colors of the media palette:



■ Known around the world as one of the most influential media brands in China, *“People’s daily”* is presented in the creative works of master’s students both in historical retrospective and in richness of the modern day content:



Since its establishment in 1948, People's Daily (translated literally as "People's Daily Newspaper") has played a multifaceted role in communicating the Party's ideology and promoting government policies in China, shaping public opinion and influencing the media. Multiple channels are used to reach wider national and international audiences, including printed, online media, and mobile apps.



07/04/1958

■ The rise of *Chinese radio* broadcasting is catalogued from the first radio station (December 30, 1940) to the establishment of the Chinese national radio system, which includes more than 17 channels and 354.5 hours of weekly broadcast.

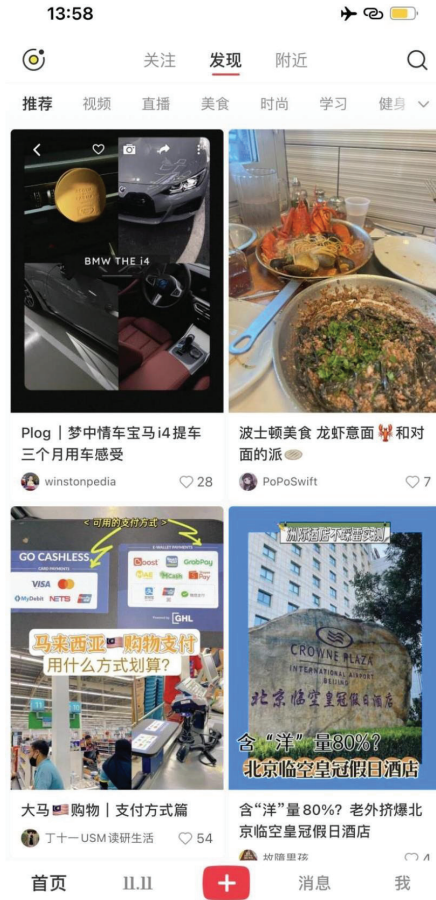


■ Future journalists love their **television**. **Mango TV** is one of the leading online video service platforms in China, controlled by the state-owned Hunan Broadcasting System. It attracts young people with a broad selection of television shows, movies and other content available anytime and anywhere. This is ensured by a wide range of online video platforms: PC, mobile phone, IPTV, Internet television with four cross-platform integrations:



The popularity of media giants does not obscure local media structures. For example, We Chat is an emerging social media platform that provides individuals and businesses with a space to interact, offers a plethora of content and services, and builds fan communities and brand images. It is significant that various levels of the Chinese government also use this media platform for the distribution of information, primarily in the form of videos.

At the same time, *social networks* are becoming a lifestyle platform, offering tips and ideas about fashion, beauty, personal care, food, travel... Users interact with them according to their interests and record their stories in the form of short videos, pictures and texts:



■ The wealth of creative technologies is widely used in *media management*. The authors of *an essay titled “Creative Technologies in Media Management”* note: “Its core is the communicative interaction between platforms and users. The media is not only a conductor of content, but also an active builder and promoter of relationships. This gives the mass communications system the role of a public forum for discussing events that are relevant to the nation.”

Thus, “*Photo in military uniform*” H5, published by People’s Daily online generated over a billion views in 10 days:



■ Master’s students are focused on their *future career path*. Some of them have already taken several confident steps towards their goals. For Jiang Yudian, for example, filling out *a questionnaire on the topic of “The five characteristics that are most typical for a modern journalist”* grew into writing an essay. He shared his experiences and photographs taken while working at the Sichuan TV and radio station. The village he was sent to on assignment from the editors was considered poor. According to government requirements, the common goal for all its inhabitants was to “get rid of the hat of poverty.” The goal of the journalists was to see how this was coming along.

Jiang Yudian rated the characteristics of modern journalists as follows:

1. *Sociability*. Sincere exchange of views between journalists and local residents significantly reduced the distance between them:



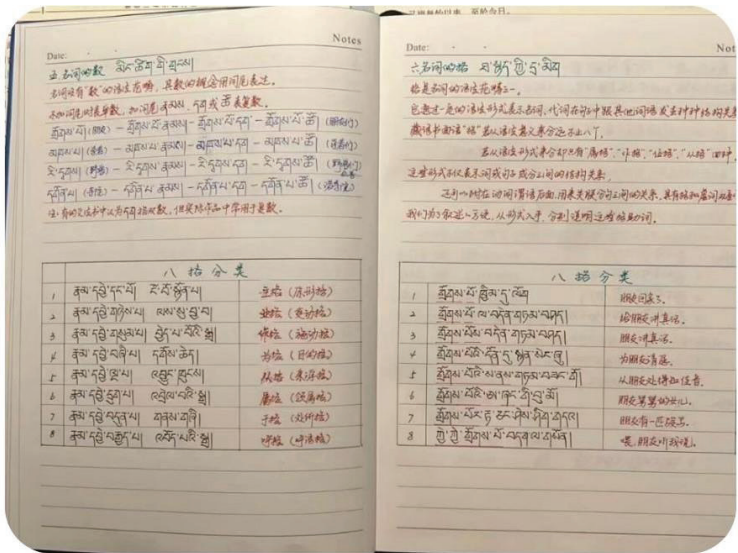
2. *Professionalism*. Over nine days, they took more than a thousand pictures, “including morning, dawn and night shooting”; aerial photography and routine work moments in the lives of the villagers:



3. *Persistence*. Technical difficulties and uncomfortable conditions did not delay the progress of the shooting:



4. *Efficiency*. Photos show grammar exercises by the journalists who studied the linguistic features of the local dialect. Speaking the same language made it easier to communicate with the local population:



5. *Curiosity*. A constant desire to update one’s knowledge, ensuring the improvement of news content:



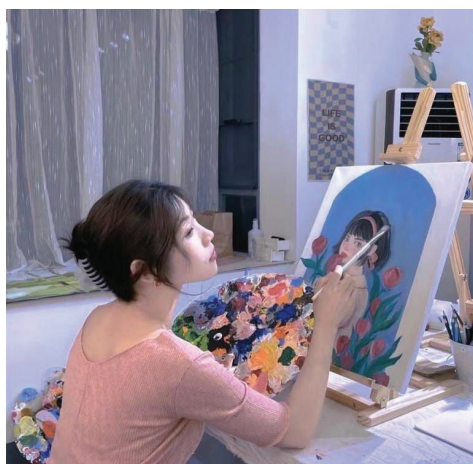
■ *The essays prepared by master’s students on the topic of “Self introduction”* reflect their creativity not only in journalism, but also in a diverse living space.

Master’s student *Sun Yitong* managed to demonstrate professional and social ambition during his studies. Notably, he was the Secretary of the Central Secretariat of the Communist Youth League, deputy chairman of the Shandong Students Federation. He also won the first prize at the national math competition and first prize at the provincial student math competition:





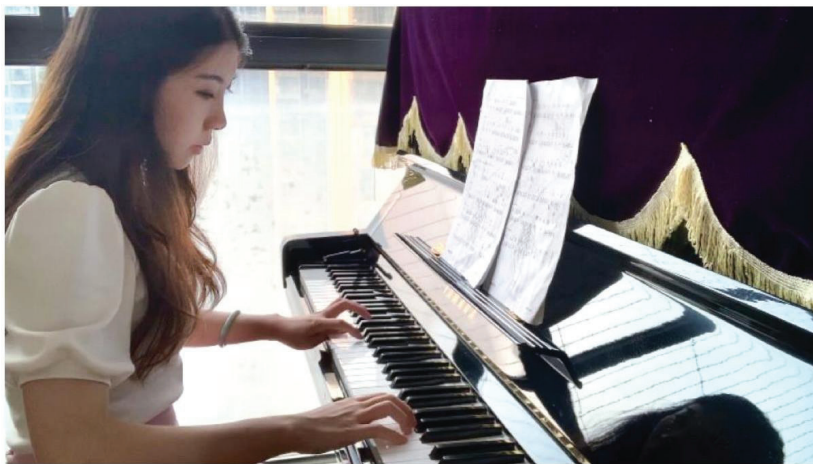
With support of her friends, Wang Zehui opened a painting studio in Changsha, specializing in teaching children and adults to draw:



...at the fashion studio:



...she also writes music:



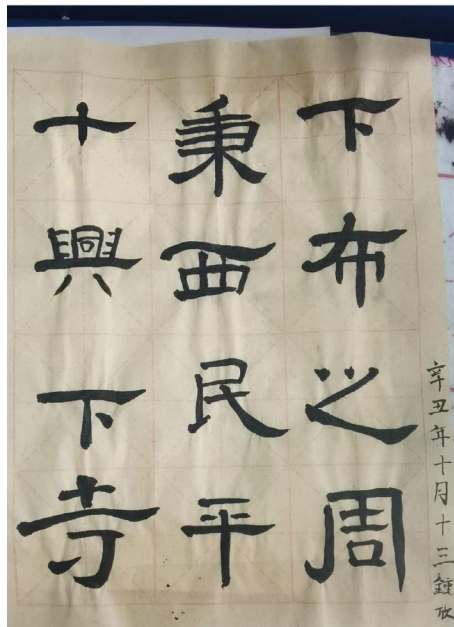
Li Runan is passionate about dancing and dreams of becoming an actress:



Zhong Xin – winner of the “Special prize of Jiangxi” certificate in a Photography Contest:



Her watercolors, photographs, designs, brush writing, paintings on porcelain show extraordinary talent:



In journalism, this can be attributed to the format that is relevant today, which includes several areas of the media industry, connecting information and image and creating an experimental field for creative output.

■ The professional ascent of these capable young people is greatly helped by *the pride they take in their country and its history*. In *an essay on the topic of “The Person You Want to be Like”*, master’s student *Liu Yanxi* talks about *Zhou Enlai, the first premier of the State Council of the People’s Republic of China*, discussing his impact both as a historical figure and as a person:



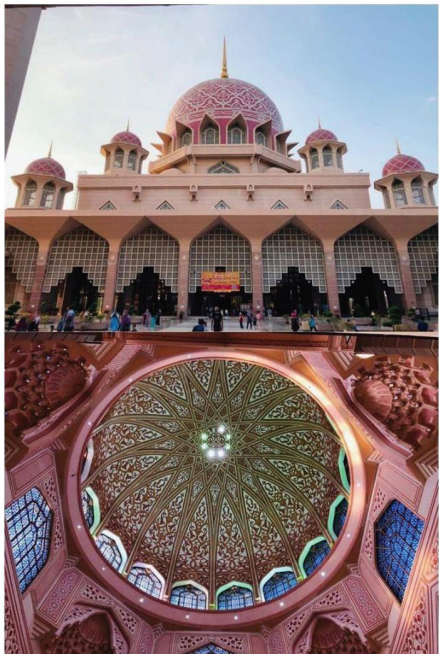
Zhou Enlai was a statesman, diplomat, and one of the founders and key leaders of the party, who explored the socialist path suitable for China.
Heroes of the Chinese Civil War: Mao Zedong, Zhou and Zhu De



Zhou (left), his wife Deng Yingchao (center) and adopted daughter Sun Weishi

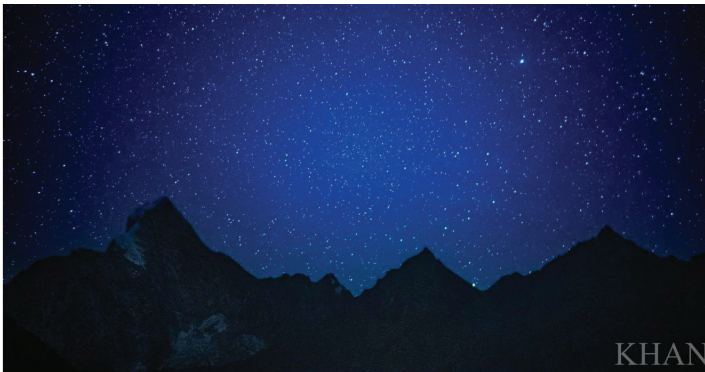


■ The creative success of undergraduates is largely due to *their close connection to their native land*. They love and know how to creatively depict its nature, customs and culture. *Here are just a few examples of collages and photographs from the essay on the topic: “My close circle”,* made by master's students *Yang Jiasheng, Liu Yanxi, Hua Chunwei*:





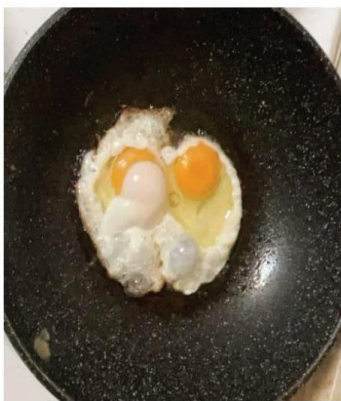
Kang Hongsheng spent several weeks in the mountains to capture the inimitability of this starry sky on film:



■ It goes without saying, that during their international studies, they all miss home very much. Some even sacrifice sleep to talk to their family on the Internet:



But they gradually get used to both the deep snow and the student cuisine:



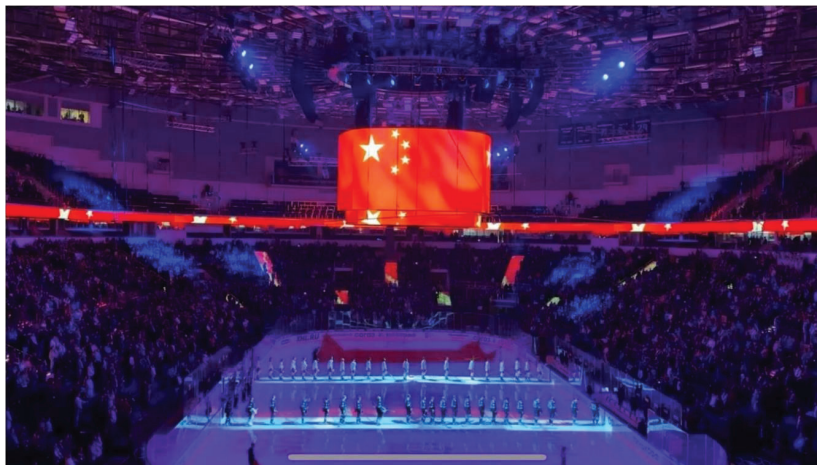
...They light up the main Christmas tree of our country with the locals in Minsk:



...By visiting exhibitions, museums and theaters, they begin to learn and enjoy our culture:



... Cheering for their people at the China-Belarus hockey match:



... And they themselves go in for sports in modern gyms:



...With curiosity as one of the characteristic of journalists, they travel all over Belarus, noting expressive details of communication with the locals through a phone translator:



As a result, they share their accumulated experiences and new acquired knowledge with friends living in China, creating *joint* cultural projects while being separated by nearly seven thousand kilometers (!):



Photographs and collages of master’s students: Zhong Xin, Wu Jiazheng, Wang Zehui, Hu Xunyue.

It is no coincidence that, when answering the *survey question*: “*What makes you feel good?*”, class leader *Geng Yuqing* prioritized *creativity*: “It develops flexible thinking, ability to accept changes and generate new ideas and approaches when faced with unfamiliar situations. In a fast-changing world, creativity is vital to adaptability and resilience.



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NOTES

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