

tech-savviness and a blend of technical and soft skills. The employment rate of young professionals is influenced by an array of factors and policies. Educational institutions can better prepare students for successful integration to the contemporary workforce by adapting training programs, developing practical skills and future-relevant skills, collaborating with businesses, supporting lifelong learning and encouraging research and innovation.

The government created the youth business incubator in order to promote the youth employment in China and develop leadership skills. The Beijing youth business incubator's goals are in line with developing the young people's innovation and entrepreneurship while solving issues related to the youth employment. The main goal of establishing a young business incubator is to provide the necessary framework and platform for developing leaders and executing ideas not only in the business sector but also in the public sector.

For China the development a healthy youth labor market and sustainable economic growth must be aligned with initiatives in youth policies that support entrepreneurship, education, and employment.

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The role of television and social media news in China's socio-economic transformation

Abstract. *This research delves into the intricate relationship between globalization and China's socio-economic development model, focusing on the unprecedented transformations observed therein. It investigates the multifaceted impact of these transformations not only on China's economic structure and technological advancements but also on the methodologies employed*

for information dissemination. The article elucidates how China's socio-economic model provides a rich reservoir of news materials for these platforms, serving to showcase the nation's achievements and advancements on a global scale. Moreover, it examines how television and social media platforms play a pivotal role in shaping public perceptions of China's development while concurrently enhancing the efficiency of news dissemination. The analysis further underscores the extension of this interaction between television and social media platforms, which augments the platform for disseminating China's development model, thereby enriching public understanding and recognition. Specifically, the article explores how social media filters news content, complementing the role of television news in powering social media by providing high-quality information. Ultimately, this study posits that this interactive relationship serves to enrich news dissemination and foster a deeper understanding of China's socio-economic development model, with promising prospects for further evolution through technological advancements and media innovation.

Keywords: China; socio-economic development model; TV; social media; globalization; information dissemination; perception; interaction; media integration.

Роль телевизионных и социальных медиа новостей социо-экономической трансформации Китая

Аннотация. Исследование затрагивает сложные взаимосвязи между процессами глобализации и социо-экономической моделью развития Китая с основным акцентом на рассматриваемых непрецедентных трансформациях. Центральными элементами работы являются основные каналы распространения новостей, а именно телевидение и социальные медиа. В статье показано, как социо-экономическая модель Китая обеспечивает богатый резервуар новостных материалов для этих платформ, и демонстрирует достижения и прогресс страны на мировой арене. Кроме того, анализируется роль телевидения и социальных медиа в формировании общественного восприятия развития Китая. Показано, как социальные медиа фильтруют новостной контент, дополняя роль телевизионных новостей в поддержании социальных медиа высококачественной информацией, и как это взаимодействие способствует обогащению распространения новостей и углублению понимания социо-экономической модели развития Китая с перспективой дальнейшего развития через технологические достижения и инновации в области медиа.

Ключевые слова: Китай; социо-экономическая модель развития; телевизионные новости; социальные медиа; глобализация; восприятие; интеграция СМИ.

With the deepening of globalization, China's social and economic construction model is undergoing unprecedented changes. This change is not only reflected in the optimization and upgrading of the economic structure and the rapid development of technological innovation, but also in the rapid changes in information dissemination methods. Television and social media, as the most important news dissemination channels at the moment, are profoundly interacting with China's social and economic construction model.

On the one hand, China's social and economic construction model provides rich news materials for television and social media. In the context of globalization, China actively participates in international economic cooperation and competition and promotes the formation of a new pattern of comprehensive opening up. In this process, whether it is the promotion of the "Belt and Road" initiative, the expansion of free trade zones, the emergence of scientific and technological innovation achievements, and measures to improve social and people's livelihood, TV and social media have provided a large number of TV and social media with the characteristics of the times and an international perspective. news content. The dissemination of these contents not only showcases China's achievements in social and economic construction, but also enhances domestic and foreign audiences' awareness and understanding of China's development model.

On the other hand, while television and social media spread news, they are also shaping and influencing the perception of China's social and economic construction model. Television, with its intuitive and vivid characteristics, can present complex economic phenomena and policy measures to the audience in an easy-to-understand manner; while social media, with its fast and interactive advantages, can arouse widespread attention and discussion in a short period of time, forming a strong public opinion field. This communication method not only improves the efficiency of news dissemination, but also guides the public's views and attitudes towards China's social and economic construction model to a certain extent.

The interaction between television and social media also provides a broader platform for the dissemination of China's social and economic construction model. Users of social media can quickly spread news reports on TV to a wider audience through functions such as sharing, commenting and retweeting. This method of communication not only increases the exposure of news, but also strengthens the public's understanding and recognition of China's social and economic construction model. At the same time, user feedback and discussions on social media can also provide valuable opinions and suggestions for TV media and promote the continuous improvement and perfection of TV news reports.

Furthermore, this symbiotic relationship between television and social media platforms has significant implications for the future of news dissemination and media convergence in China. Scholars have extensively researched and analyzed the dynamics of this interaction, shedding light on its multifaceted impact on society and media landscape. For example, in the journal “Researching the Convergence of Television News and Social Media”, the authors explore in detail the implications of the interaction between social media and television news. The journal pointed out that although the Internet and social media have a great impact on television media, television journalists must continue to play to their strengths and highlight the influence of social media. Although social media is widely used nowadays, it still faces many problems in many aspects such as operation form and profit model. In order to achieve long-term development, they must also work closely with television media.

Specifically, social media supports television news. Social media directly filters some news content. It relies on interaction and communication to directly filter the mainstream topics that the current public is concerned about. Television news powers social media. Compared with social media, TV news has extremely high information quality and attracts higher attention from the audience. Especially many popular news topics on social media are related to popular TV or columns.

Television news can extend the breadth and depth of information on social media. The sophisticated processing of TV news has largely solved the problems of authenticity and incomplete elements of social media information. At the same time, social media can also widely disseminate hot topics on TV news, thus exerting the value of news.

Let us have a look at examples that illustrate how television news and social media work in tandem to enhance the dissemination of information, offering audiences a comprehensive understanding of current events and issues. Through collaboration, both mediums contribute to the value and impact of news reporting in today’s media landscape.

Television News Enhancing Social Media Content

During a major political event, such as a presidential election, television news broadcasts comprehensive coverage, including in-depth analysis, interviews with experts, and live updates. Social media platforms, such as Twitter and Facebook, amplify this coverage by sharing snippets of interviews, infographics summarizing key points, and real-time updates from reporters on the ground. This extends the reach of television news content and provides users with a deeper understanding of the event.

Social Media Amplifying Television News Stories

When a natural disaster strikes, television news stations provide extensive coverage, including footage from affected areas, interviews with

survivors, and updates on relief efforts. Social media platforms, such as Instagram and TikTok, quickly disseminate these stories through user-generated content, hashtags, and viral challenges. This widespread sharing raises awareness about the disaster and mobilizes support for affected communities, effectively amplifying the value of television news reporting.

Television Investigative Reports and Social Media Engagement

Investigative reports aired on television news programs delve into complex issues such as government corruption or environmental scandals. Social media users, inspired by these reports, engage in discussions, share personal experiences, and call for action on platforms like Reddit and YouTube. This grassroots movement fueled by social media activism puts pressure on authorities to address the issues highlighted in television news investigations, demonstrating the collaborative power of both mediums.

Social Media Instantaneous Response to Breaking News

During a breaking news event, such as a terrorist attack or a major sports championship, television news provides continuous coverage with live updates, eyewitness accounts, and expert analysis. Social media platforms, including Twitter and Snapchat, serve as real-time communication channels, allowing users to share news alerts, photos, and videos as events unfold. This immediate dissemination of information on social media complements television news coverage, providing audiences with up-to-the-minute updates and diverse perspectives.

Moreover, the evolution of this interactive relationship reflects broader trends in media convergence and the changing nature of news consumption in China. As audiences increasingly turn to digital platforms for information, the role of television and social media in shaping public discourse and influencing perceptions becomes increasingly pronounced. Recognizing the power of user feedback and discussions on social media, television media can harness these insights to enhance the quality and relevance of news reporting, fostering a more informed and engaged citizenry. Looking ahead, the continued evolution of technology and media forms will likely deepen the integration between television and social media news in China. Advancements in artificial intelligence, data analytics, and mobile technology present new opportunities for personalized and immersive news experiences. Moreover, as China's socio-economic landscape continues to evolve, television and social media will play a crucial role in reflecting and shaping societal values, aspirations, and concerns.

In short, there is a profound interactive relationship between China's social and economic construction model under the background of globalization and television and social media news. This interaction not only enriches the content and form of news dissemination, but also promotes the understanding and dissemination of China's social and economic

construction model. In the future, with the advancement of science and technology and the continuous innovation of media forms, this interactive relationship will become closer and deeper.

In conclusion, the symbiotic relationship between television and social media news is a dynamic force driving China's socio-economic transformation and media evolution. By leveraging the strengths of both platforms and fostering collaboration, China can navigate the complexities of a rapidly changing media landscape while promoting transparency, accountability, and public engagement. As scholars and practitioners continue to explore and innovate, the future of news dissemination in China holds promise for greater connectivity, accessibility, and impact.

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Educational potential of Chinese and Belarusian entertainment programs: comparative analysis

Abstract. *This article compares and analyzes the inherent educational potential in entertainment programs between China and Belarus. It delves into the unique attributes and educational values that these programs from different cultural and socio-political backgrounds bring to the audience. The focus of this study is on how to use these entertainment media for educational purposes, emphasizing their similarities and differences in content, presentation style, and potential information conveyed. By carefully studying various popular forms of entertainment in both countries, including reality shows, dramas, and game shows, this analysis delves into how these programs cleverly incorporate educational elements, whether in promoting cultural awareness, social values, or language learning. This comparative study not only reveals the role of entertainment in informal education, but also explores the potential of these projects in cultivating cross-cultural understanding and appreciation, thereby helping to discuss the intersection of entertainment, education, and culture in the digital age more broadly.*