it is essential to understand and respect the culture and preferences of the target audience. Precise translation and cultural sensitivity are paramount in bridging the cultural gap. At the same time, innovative formats and collaborations can help create content that resonates with international viewers. By carefully navigating these challenges and seizing these opportunities, TV show producers can create content that is both authentic and engaging for foreign audience, thus bridging cultural divides and fostering greater global understanding.

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Entertainment video contentent in social media: thematic diversity and dissemination specificity

Abstract. *In the era of self-media with the rapid development of information technology, the functions of mobile phones are gradually improving, and 5G networks make transmission and sharing more convenient. Short video platforms have emerged, which is in line with people's psychology of releasing pressure and seeking convenience and entertainment in today's fast-paced*

life. Entertainment videos go from sharing personal experiences to sharing funny and beautiful things, and then to spreading ideas, increasing social interaction, bringing online distance, conveying life themes, personal thoughts, etc., constantly deepening and expanding their own influence. Therefore, in response to the diversity of themes in short video content, it is necessary to guide it correctly and form norms, so that entertainment has boundaries, encourage more excellent and creative entertainment video content, and curb the negative impact of bad video content.

Keywords: *entertainment video; content; dissemination.*

Развлекательный видеоконтент в социальных сетях: тематическое разнообразие и специфика распространения

Аннотация. *В эпоху селфмедиа с быстрым развитием информационных технологий функции мобильных телефонов постепенно улучшаются, а сети 5G делают передачу и обмен информацией более удобными. Появились платформы для коротких видео, что соответствует психологии людей, стремящихся снять напряжение и искать удобства и развлечений в современной быстро меняющейся жизни. Развлекательные видеоролики переходят от обмена личным опытом к обмену забавными и красивыми вещами, а затем к распространению идей, увеличению социального взаимодействия, увеличению дистанции в Интернете, передаче жизненных тем, личных мыслей и т. д., постоянно углубляя и расширяя собственное влияние. Поэтому, реагируя на разнообразие тем короткого видеоконтента, необходимо правильно его направлять и формировать нормы, чтобы развлечения имели границы, поощрять более качественный и креативный развлекательный видеоконтент и сдерживать негативное влияние плохого видеоконтента.*

Ключевые слова: *развлекательное видео; контент; распространение.*

Social media refers to a kind of online platforms and tools built through the Internet and digital technology, which are used to create, share and exchange information, views, content and interests. These platforms allow users to establish personal or institutional online accounts in virtual spaces, and interact with other users through various forms of content such as text, images, audio, and video. Some common social media platforms include Tiktok, Facebook, Twitter, Instagram, LinkedIn, YouTube, and more. Each platform has its unique characteristics and user group, designed to meet the needs and interests of different users. Many social media platforms share some common characteristics: user generated content, interactivity, network effects, real-time, multimedia, and global.

The spectacle of entertainment short videos is a reflection of popular popular culture, a reflection of social civilization development and progress, and a satisfaction of entertainment needs in the daily lives of media users in the new era [1]. Entertainment short videos are online videos of less than 3 minutes or tens of seconds, generated by shooting, adjusting, beautifying, and creating special effects on smart devices, and can be shared in real-time on social networks [2].

Entertainment videos in social media are not only providing entertainment, but also an important tool for promoting user interaction, promoting content dissemination, and strengthening the relationship between users and platforms. This is also why many social media platforms constantly innovate to meet the needs of users for entertainment content. Entertainment videos play an important and diverse role in social media, playing a crucial role in the attractiveness and user interaction of social media platforms.

With the development of science and technology, people's social behavior has become more convenient and in-depth on the internet. Entertainment videos help create a more relaxed, friendly, and socialized social media experience. Users can interact with other users by commenting and sharing entertainment content, forming common points of interest. In addition, social media platforms often launch various challenges, trends, and activities, and entertainment videos are often the core of these activities. Users participate in these activities by creating interesting videos, enhancing the sense of user engagement on social media.

Social entertainment content has social interactivity, and entertainment content can trigger social interaction between users. Comments, likes, shares, and other behaviors encourage users to actively participate in the dissemination of content, creating a more active social media environment. Content can trigger regional challenges and trends on platforms, and various challenges and trends often emerge on social media. Entertainment content is often related to these trends. By participating in these challenges, users can create relevant entertainment content, thereby promoting the dissemination of specific themes or trends on social platforms.

Good works can achieve emotional resonance, while entertainment content often triggers emotional resonance among users. Whether through humor, emotion, or pleasure, content that can evoke emotional resonance is more likely to spread on social networks because users tend to share experiences that resonate. Social media emphasizes visual and multimedia elements, while entertainment content is typically presented in the form of images, videos, and more.

Content with strong visual appeal is more likely to attract user attention, thereby increasing the possibility of dissemination. The real-time

nature of social media enables entertainment content to spread more quickly. When a certain content causes heated discussions on social media platforms, it can quickly spread throughout the entire network, forming a so-called "viral spread". Social entertainment content is mostly generated by users, and entertainment content is not only professionally produced, but often generated by users. Users can create diverse entertainment content by uploading their own interesting videos or images.

Actively developing short videos has significant social significance and cultural value, and is worth promoting and applying on a large scale [3]. Tiktok video platform, which has a huge share in China's entertainment short video market, aims to "record a good life". Platform users can record and share the small happiness and fun in their life from their own life circle, forming the initial content of short videos and attracting audience attention. The competition between short video platforms such as TikTok, Instagram Reels, Snapchat Spotlight, and others on a global scale continues to be fierce. These platforms compete for user attention by launching new features, signing with well-known creators, and providing more creative tools.

At present, many mobile short video production processes are complex, involving multiple processes such as selecting shooting content, venue layout, prop selection, video shooting, video editing, post production beautification and dubbing, and the video mode is single, which cannot meet the needs of the public in the era of self-media [4]. Some creators incorporate educational elements into entertainment videos to attract a wider audience. This interactivity strengthens the connection between users and content. The application of virtual and augmented reality (VR/AR), integration of social media and e-commerce, and Social media platforms are increasingly focused on promoting diversity and inclusivity in content. Promote the emergence of creators from different cultures, backgrounds, and identities to better reflect the diversity of global audiences. The characteristics of short video content on different social media platforms also vary greatly. For example, TikTok focuses on short videos, emphasizing creativity and entertainment. Pinterest: primarily focused on image sharing and inspiration, suitable for use in lifestyle and creative content. YouTube: It focuses on long videos, including education, entertainment, games, and other types of content.

So, through unique creativity and interesting content, videos are more likely to be shared and disseminated. Utilize the unique attributes of entertainment videos to attract audience attention. Next is user engagement and interaction. Creators can encourage audience participation in video content, increasing user interactivity can help improve video exposure and dissemination. With platform specific optimization, different social media platforms have different characteristics and algorithms.

Creators can optimize video content to meet the requirements of specific platforms, including video length, tag usage, cover design, etc. Combined with the platform's social sharing function, it provides convenient social sharing buttons, allowing users to easily share videos on their social networks. Sharing is one of the main ways for video dissemination.

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Лингвокультурные факторы развития белорусско-китайского сотрудничества на современном этапе

Аннотация. *На развитие белорусско-китайского сотрудничества влияет целый ряд факторов, среди которых лингвокультурные факторы занимают далеко не последнее место. В данной статье рассматриваются понятие и виды лингвокультурных факторов, а также анализируется их роль в развитии межгосударственных отношений, в частности в продвижении сотрудничества между Китаем и Республикой Беларусь. Изучив основные направления партнерства на настоящее время, авторы предлагают ряд мер гуманитарного характера, призванных расширить и углубить взаимодействие данных стран в лингвокультурной сфере.*

Ключевые слова: *лингвокультурные факторы; Китайская Народная Республика; Республика Беларусь; белорусско-китайское сотрудничество.*