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## **POPULAR TOPICS ON TOP SOCIAL MEDIA IN THE UK, BELARUS AND CHINA: COMPARATIVE ANALYSIS**

The article deals with research of popular topics on top social media in the UK, Belarus and China as a reflection of social interactive skills of different nationalities. The authors examine the peculiarities of the hottest topics and discover the prevailing area of interest of the most popular social media in the UK, Belarus, and China.

**Key words:** social media; effective content; productive communication.

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## **ПОПУЛЯРНЫЕ ТЕМЫ В ВЕДУЩИХ СОЦИАЛЬНЫХ МЕДИА В СОЕДИНЁННОМ КОРОЛЕВСТВЕ, БЕЛАРУСИ И КИТАЕ: СРАВНИТЕЛЬНЫЙ АНАЛИЗ**

В статье рассматривается исследование популярных тем в ведущих социальных медиа в Соединённом Королевстве, Беларуси и Китае как отражение социальных интерактивных навыков разных национальностей. Авторы изучают особенности самых популярных тем и выявляют преобладающую область интересов самых распространённых социальных медиа в Соединённом Королевстве, Беларуси и Китае.

**Ключевые слова:** социальные медиа; эффективный контент; продуктивная коммуникация.

**Introduction.** Social media has rather short history in terms of time. However, it has entirely revolutionized and changed the manner in which we view ourselves today and interact with others. Social media platforms have rapidly become a crucial tool for developing social interaction skills. Thus, it is topical to study popular topics on social media in the UK, Belarus and China as a reflection of social interactive skills of different nationalities. It is actual to know how to interact and communicate via social media with people from different countries to become a successful part of multicultural society.

**Main part.** Social media can be defined as forms of electronic communication, a variety of internet applications or as interactive technologies [1]. The broad category of “social media” is made up of many different types of social media networks designed to meet the varying interests that send people to social media to connect [2]. According to the ways in which the information can be presented, four key formats of content are defined. They are text-based content, image-based content, video-based content and audio-based content. Both format and intent of the content can have very different effects on the audience. Each piece of content produced should have a clear aim. The purpose of content can be split in 3 major categories: education, entertainment and information. These categories of content almost dominate the whole social media.

Effective communication is a process of exchanging ideas, thoughts, knowledge and information in such a way that the purpose or intention is fulfilled in the best possible manner. One of the keys to effective communication is a relevant conversation topic. It helps to have a long and interesting discussion, share one’s experiences and knowledge, establish friendships, develop constructive self-esteem, acquire good social skills.

Popular topics vary on different platforms. Their popularity depends on different factors such as social status, gender, age, emotional background, generation, personal preferences, education level, etc.

The most popular platform in the UK in 2022 is a video hosting platform — YouTube. It is a video sharing service where users can search, watch, like, comment, share and upload their own videos based on different subjects. One can also create a personal YouTube channel, subscribe or follow other channels and users [3].

We have scrutinized information received from Internet users aged 25—44 years old in the UK to find out the predominant area of their

topic interest in the contents of YouTube. The research was carried out in English through online poll. A total of 60 people were recruited for the study. Data were collected using self-constructed questionnaire. The respondents were asked what topics and formats they prefer on YouTube. The study revealed that popular video formats include overviews, self-made series, video reviews, webinars, interviews, talk shows and tutorials. The most popular topics are music, travelling, cooking, education, animal facts life.

“Music” includes the following subtopics: the UK most crucial singers, songs, albums; the gossip from the worldwide music scene; week-end lists across all genres of music.

“Travelling” includes the following subtopics: authentic travel experience; top places to visit in the UK and around the world.

“Cooking” includes the following subtopics: cooking at home; recipes from expert cookery team and chefs; cooking hints, tips and advice.

“Education” includes the following subtopics: the latest teaching tools and teacher resources; school reforms; the exam system; behavior.

“Animal facts life” includes the following subtopics: animals from all over the world; pets and wildlife animals care.

We have scrutinized information received from young Internet users aged 16 years old in the UK to find out the predominant area of their interest in Internet platforms. The research was carried out in English through online poll. A total of 60 teenagers were recruited for the study. Data were collected using self-constructed questionnaire. The respondents were asked what social media, topics for discussion and formats they prefer. The study revealed that SnapChat is the most popular platform. 45 respondents out of 60 questioned in the UK utilize SnapChat. Content is catchy but short-lived. It reflects a given point in time. Core content is introduced through image and videos about teenagers and their friends. The hottest topics include studies, hobbies, travelling, shopping and music.

“Studies” include the following subtopics: the needs of modern learners; support for online students; higher education policy; tips on how to succeed in college and beyond.

“Hobbies” include the following subtopics: creative ideas and leisure time; hobbies that make money; fun and unusual hobbies; “Travelling” includes the following subtopics: holiday itineraries; tips for

incredible travel experiences on a modest budget; travel agencies, tour operators, tourist boards, airlines, cruise lines, car hire, law, regulation.

“Shopping” includes the following subtopics: musthave lists; minimalist lifestyle; online shopping; fashion trends; street chic; clothes worn by celebrities; buying behavior; sustainable fashion.

“Music” includes the following subtopics: top ranking artists, songs, albums; upcoming singers; award-winning music; experimental and alternative music.

So, our analysis has shown that the most popular social media in the UK are YouTube and SnapChat. The most popular topics on YouTube are music, travelling, cooking, education and animal facts life. The hottest topics on SnapChat are studies, hobbies, travelling, shopping and music. The most popular social media in the UK are generally aimed at entertainment, education, interaction.

The most popular platform in Belarus in 2021 is Viber. It’s a voice and instant messaging service where users can make free calls, send texts, pictures and video messages, set up groups and public chats, use stickers, share music and helpful links, promote social interaction, share knowledge and experience for personal and professional purposes, play games, delete and edit seen messages, conduct polls.

We have scrutinized information received from Internet users aged 20—35 years old in Belarus. The research was carried out in English and Russian through online poll. A total of 60 people were recruited for the study. Data were collected using self-constructed questionnaire. The respondents were asked what topics and formats they prefer in Viber [4]. The study revealed that text-based content dominates other forms. There’s a lot of image-based content as well. The platform has got a well-stocked library of stickers, smiles, GIFs. There are ready-to-use items and there are facilities to create new ones. The most popular topics are everyday life issues, relations, working, weather concern, eating habits.

“Everyday life issues” includes the following subtopics: the daily chaos of our lives; life/work balance; relationship problems; “Relations” includes the following subtopics: family problems; marriage.

“Working” includes the following subtopics: work environment; salary; work and employment relations; workplace bullying.

“Weather concern” includes the following subtopics: daily forecasting; weather dependent people; weather and clothes; weather and gardening.

“Eating habits” includes the following subtopics: a healthy living diet; calories; home cooking and eating out; the first meal of the day; fast food.

We have scrutinized information received from young Internet users aged 16 years old in Belarus to find out the predominant area of their interest in Internet platforms. The research was carried out in English through online poll. A total of 60 teenagers were recruited for the study. Data were collected using self-constructed questionnaire. The respondents were asked what social media, topics for discussion and formats they prefer. The study revealed that TikTok is the most popular platform. 51 respondents out of 60 questioned in Belarus utilize TikTok. Content on the platform is catchy, emotional and self-driven. Video- and image-based content dominates other formats. The hottest topics include humour, dance and music, life hackings, animals and pets and studies.

“Humour” includes the following subtopics: the crazy things that celebrity do; embarrassing moments; funny animal behavior and activities; the misery of other people.

“Dance and music” includes the following subtopics: top-ranking songs, artists, albums; dance styles; dance and music news and events.

“Life hackings” includes the following subtopics: living smarter and more efficiently; practical life tips; life hacks for money and happiness; emotional intelligence.

“Animals and pets” includes the following subtopics: the cutest baby animals; pet things; animal behaviour; exotic animals; animal abuse.

“Studies” includes the following subtopics: study hacks; study life balance; urgent problems; pitfalls in studies.

So, our analysis has shown that the most popular social media in Belarus are Viber and TikTok. The most popular topics on Viber are everyday life issues, relations, working, weather concern, eating habits. The hottest topics on TikTok are humour, dance and music, life hacking, animals and pets and studies. The most popular social media in Belarus are generally aimed at interaction, education, entertainment.

The top popular platform in China in 2022 is WeChat. It is a multi-purpose messaging, mobile payment and social media service where users can interact with each other, share voice, photo, video, music and text messages, buy goods and services, play games, transfer money, have quick access to public services like weather forecast, traffic status,

making hospital registrations, paying public utility, booking a ticket or a taxi ride, renting a house.

We have scrutinized information received from Internet users aged 18—64 years old in China. The interview was carried out in English through online poll. A total of 60 people were recruited for the study. Data were collected using self-constructed questionnaire. The respondents were asked what topics and formats they prefer on WeChat. The study revealed that text and image-based formats of content are at the focus of attention, then video and audio come. The most popular topics are fashion, beauty, health, artificial intelligence, games.

“Fashion” includes the following subtopics: the latest fashion trends; styles ranging from street; high fashion; the secrets of looking beautiful and stylish.

“Beauty” includes the following subtopics: different cosmetics and beauty products; skin care; make-up and hair care tips; beauty discoveries.

“Health” includes the following subtopics: health related news; living healthy; family and pregnancy; healthy lifestyle; children’s health; weight loss.

“Artificial intelligence” includes the following subtopics: the hottest research trends in the IT industry; robotics; the knowledge of innovators.

“Games” include the following subtopics: video game news; game culture; virtual reality; top games and players; the world of PC and mobile games.

We have scrutinized information received from young Internet users aged 16 years old in China to find out the predominant area of their interest in Internet platforms. The interview was carried out in English through online poll. A total of 60 teenagers were recruited for the study. Data were collected using self-constructed questionnaire. The respondents were asked what social media, topics for discussion and formats of content they prefer. The study revealed that Douyin is the most popular platform. 53 respondents out of 60 questioned in China utilize Douyin [5]. Text and image-based formats of content are at the focus of attention, then video and audio come. The hottest topics include humour, fashion, appearance, food, relations.

“Humour” includes the following subtopics: family and friends; animals; schooling; weather; celebrities; human nature; toilet humour; appearance; fashion.

“Fashion” includes the following subtopics: the latest teen fashion trends and clothing; street fashion; celebrity looks.

“Appearance” includes the following subtopics: skin, make-up and hair care tips; celebrity looks; body language.

“Food” includes the following subtopics: tasty food recipes; menus for holidays and parties; take-out meals; weight loss recipes; “Relations” includes the following subtopics: true and toxic friendship; looking for a boyfriend/girlfriend; breakups; dating; flirt.

So, our analysis has shown that the most popular social media in China are WeChat and Douyin. The most popular topics on WeChat are fashion, beauty, health, artificial intelligence, games. The hottest topics on Douyin are humour, fashion, appearance, food, relations. The most popular social media in China are generally aimed at entertainment, interaction, gaming, financial transactions.

**Conclusion.** It should be admitted that ever since social media started to spread, it has become an essential part that almost no one can live without. The popularity of a platform depends on the quantity of active internet users. The nature of the content represented in them is very diverse. It may range from photos, images, texts to videos of different formats. The hottest topics as well cover various spheres of life. However, there are social media services that specify in a certain type of content. Moreover, the predominant area of interest of the social media users differs on discernible platforms.

Investigation of the top social media in the UK, Belarus and China has shown the following:

The most popular social medium among adults in the UK is YouTube; in Belarus — Viber; in China — WeChat.

The most popular social medium among teenagers in the UK is SnapChat, in Belarus — TikTok, in China — Douyin.

The most popular service for video-based content in the UK is YouTube and SnapChat (live); in Belarus — TikTok, in China — WeChat and Douyin.

The most popular service for live broadcasting content in the UK is YouTube, in Belarus such content is not widely spread, in China — WeChat.

The most popular service for interactive content in the UK is SnapChat, in Belarus — TikTok, in China — Douyin.

The most popular topics on social media in the UK are music, travelling, cooking, education, animal facts life (YouTube), studies, hobbies, travelling, shopping and music (SnapChat), in Belarus — everyday life issues, relations, working, weather concern, eating habits (Viber), humour, dance and music, life hackings, animals and pets and studies (TikTok), in China — fashion, beauty, health, artificial intelligence, games (WeChat), humour, fashion, appearance, food, relations (Douyin).

The most popular social media in the UK are generally aimed at entertainment, education, interaction, in Belarus — at interaction, education, entertainment, in China — entertainment, interaction, gaming, financial transactions.

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## **THE CURRENT STATE AND PROSPECTS FOR THE DEVELOPMENT OF CHOREOGRAPHIC EDUCATION IN CHINA**

This article discusses the current state of choreographic education in China, examining the challenges faced by educators and students and the opportunities for