

To cultivate students with a deep understanding of Russian language skills and cultural knowledge, universities must shift from a knowledge-accumulation model to one that promotes comprehensive development.

The teaching environment must evolve, utilizing modern media like projectors and computers to enrich the presentation of Russian cultural knowledge, thereby stimulating students' interest and understanding. Content reform is also necessary to keep pace with the explosive development of information in society, ensuring that students can independently gather, analyze, and solve problems.

These strategies and recommendations aim to align Russian cultural education with modern educational demands, fostering talent that is innovative and well-versed in the cultural dynamics between Belarus and China.

In summary, the reform of Russian cultural teaching in Chinese universities is pivotal for Sino-Belarusian humanities cooperation. Future directions must innovate pedagogy and talent cultivation to meet the demand for professionals versed in Russian culture, essential for deepening bilateral ties. This is an advantage for Belarus, because the Chinese perceive our country as part of a more Russian-language educational space.

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ANALYSIS OF THE DEVELOPMENT OF BELARUSIAN NATIONAL E-COMMERCE ACCOUNT IN CHINA

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Summary. *Since China and Belarus upgraded to an all-weather comprehensive strategic partnership, the two countries have made remarkable achievements in cooperation in economy and trade, investment, finance, machinery manufacturing, agriculture, energy, biotechnology, digitalization and other fields. This article will focus on the China-Belarusian e-commerce cooperation to analyze the achievements of cultural and economic exchanges between China and Belarus.*

Since the e-commerce cooperation between China and Belarus, the establishment of the Belarusian National Commodity Pavilion on China's prominent e-commerce platform has yielded significant process.

According to statistics, as of November 1, 2023, the number of followers for the Belarusian National Commodity Pavilion on China's Tiktok platform has surpassed 1,384,000 with an impressive growth rate. Since the opening of the live broadcast, the average view amount is approximately 284,000. The sales during each live broadcast range from ¥100,000 to ¥250,000. Moreover, over 400 short videos have been published with a peak like count reaching 350k and an average-likes count of around 2k – indicating immense popularity among Chinese audiences. These short videos encompass diverse themes such as Belarusian Encyclopedia, Good Things Recommend, Soviet Story, Official Record etc., explained

Belarus' history and culture while sharing insights into its people's lifestyle and education system through high-quality content. Additionally, more than 200k fans are present on Small Red Book – a social media platform – with product sales exceeding 80 units; Jing Dong – an eminent Chinese e-commerce platform – has listed over a hundred product packages as well. The positive engagement of netizens on various e-commerce platforms is a direct illustration of the friendly relations between China and Belarus.

The establishment of the Belarusian National Commodity Pavilion account on China's leading e-commerce platform not only facilitates the accessibility of high-quality Belarusian goods to Chinese consumers but also enhances the dissemination of comprehensive content including Belarusian history, culture, education, science and technology through the Internet platform that is more user-friendly and offers a wider range of formats. This collaboration in digitalization between both countries has been further strengthened through the implementation of e-commerce platforms, live broadcasting construction, and content creation. With continuous optimization of digital technology, product diversity has gradually expanded while service quality has consistently improved, fostering cultural exchanges between the two nations.

At the same time, the establishment of the Belarus National Commodity Pavilion account aims to optimize the trade structure of the two countries, by directly expanding the export volume of Belarusian goods and services to China, building confidence for the business cooperation between Chinese and Belarusian enterprises, generating incentive effect, and creating new opportunities for increase investment and high-tech cooperation. Moreover, It holds deeper significance in promoting the proportion of high value-added products and advanced technological innovations.

In order to enhance the understanding and recognition of the Belarus National Commodity Pavilion account among Chinese through various e-commerce platforms, as well as continuously improve audience goodwill. It is recommended to optimize account operations using the following means:

1. By inviting prominent Belarusian enterprises to participate in live events, and inviting enterprises to interact directly with platform users through the form of connection, the anchor can utilize the factory or office location of the enterprise as the background, or set up relevant live Q&A sessions, so that users can gain a more intuitively understanding of various stages such as manufacturing, production, processing, packaging, thereby enhancing their comprehension of Belarus' modern and efficient production mode. Moreover, this strategy aims to facilitate consumers' purchase decisions on Belarusian goods.

2. Collaborate with prominent cargo carriers and accounts in China, inviting them to visit Belarus, take beautiful scenery as the background, and set interesting interactive element that allow Chinese users to truly experience the natural environment of Belarus without pollution, historic cultural buildings, and the warmth of Belarusian people. Utilize the influence of these cargo carriers as a means to

enhance cultural exchanges and facilitate increased commodity sales through the e-commerce platform.

3. Cross-cultural communication can be carried out through the participation of the overseas students of the two countries in short video or live broadcast interaction. As a group of people who are relatively familiar with friendly countries, the overseas students of the two countries can contribute to content creation, which can better stand in the perspective of culture and education, enhance mutual understanding, respect and promote cooperation between the two populations.

With the rapid development of China's economic system, e-commerce, particularly delivery of goods, has established a favorable and efficient operational model. The establishment of the Belarusian National Commodity Pavilion enhances the efficiency of exporting cultural content, promotes cross-cultural understanding, direct presentation of high-quality products to the Chinese consumers, and adds value to enterprises. In the future, we should improve the selection mechanism by optimizing content and leverage digital logistics upgrades to expedite and streamline trade flows between both countries. This will further facilitate economic development and promote harmonious growth along a new Silk Road while improving the happiness index for both nations.

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DIGITAL MARKETING COMMUNICATIONS ON THE EXAMPLE OF HUAWEI AND XIAOMI COMPANIES

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Summary. *This article aims to provide a comprehensive analysis of the digital marketing strategies employed by two prominent technology companies, Huawei and Xiaomi. Utilizing a comparative framework, the study evaluates the similarities and differences in their digital marketing approaches, highlighting key aspects such as social media presence, content marketing, influencer collaborations, and customer engagement.*

In today's globalized marketplace, digital marketing plays a critical role in promoting brands, engaging with consumers and gaining a competitive edge [1 p. 359]. Social Media Presence. One discrepancy is that Xiaomi has a larger follower base across most platforms, suggesting a potentially stronger online presence when compared to Huawei. Xiaomi also places a greater focus on creating a sense of community and fostering brand loyalty through interactive posts, contests, and user-generated content.

Content Marketing. Huawei and Xiaomi are two Chinese smartphone manufacturers that have gained significant traction in the global market. Both companies have implemented effective content marketing strategies to engage their target audience and build brand awareness. Both Huawei and Xiaomi create a wide