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### **Management of the State Media Bodies in Belarus: in Pursuit of Ideology Coherence?**

This paper examines a 2018 administrative reshuffle of the management of the state media bodies in Belarus. Political elite rotations in a highly centralized government, such as Belarus, help sustain single-pyramid systems. They also prevent coalition building among elites that might rise to challenge autocratic leadership. However, while the older generation of Belarusian public administrators is retiring, the system has adopted a new strategy. Belarus' autocratic leadership has appointed new administrators from the candidates who have worked in governmental bodies closer to the Administration of the President. The appointment of new state media administrators could indicate that Belarus' leadership aims at eliminating ideological asymmetries in public communication. In this paper, I will compare three media events and how these events have been presented to the public in state controlled media. This paper aims at understanding how the change in management of the state media bodies will shape ideological discourses of the Belarusian leadership.