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**PSYCHOSEMANTIC METHODS IN ADVERTISING RESEARCH**

Master's thesis  
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

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Minsk, 2018

## ABSTRACT

The aim of this thesis is to study the possibilities and limitations of the method of semantic differential and the technique of Kelly's repertory gratings to study the perception of advertising.

The object of the thesis research is the perception of advertising.

The subject of research are aspects of the perception of social advertising. Methodological basis of the thesis was constituted by general scientific methods (analysis and synthesis, comparison) and special methods (semantic differential and repertory gratings) of research.

In the course of writing this thesis following results were obtained: the aspects of perception of advertising, methods of studying perceptions are considered; methods of the semantic differential and repertory grids were studied; the advantages and disadvantages of methods for studying perception were identified.

As a part of the thesis study was conducted by the methods of semantic differential and repertory grids to study the perception of social advertising among students. It was possible to reveal the peculiarities of perception of advertising, in which various methods of influence were used. Advantages and disadvantages of methods were revealed.

The materials and results of the thesis were obtained on the basis of reliable sources and independently carried out theoretical and practical research.

*Keywords: research methods, perception of advertising, semantic differential, designs, kelly repertoural grids.*