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**INFLUENCE OF PERSONAL CHARACTERISTICS OF STUDENTS ON
THE PERCEPTION OF SOCIAL ADVERTISING**

(on the example of social advertising containing problems of bullying,
Accident and nicotine addiction)

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of research of the thesis is social advertising. The subject of the research is perception of social advertising. The aim of the thesis is to identify the features of the perception of social advertising, depending on the personal characteristics of the student youth. The methodological basis of the thesis consists of general scientific methods, as soon as the 16-factor personal questionnaire by R. B. Cattell (Form C) and the method of semantic differential by Ch. Osgood.

In the process of preparing this thesis, the following results were obtained: the main characteristics of social advertising as a phenomenon were recognized; the features of the concept of "social problems" revealed; personal characteristics of student youth identified; in according to the own surveys the semantic space has been built, and compared with the personal characteristics of the tested students.

The scientific novelty of the results caused by the lack of knowledge of the features and degree of influence the personal characteristics of individuals on the perception of social advertising. The results are characterized by wide possibilities of theoretical and practical application. Thesis materials can be used in the educational process, as well as in the preparing advertising messages, testing them and broadcasting to audiences of them.

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

Keywords: social advertising, functions of social advertising, efficiency of social advertising, social perspective, perception of social advertising, personal characteristics of students.