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NATIVE ADVERTISING IN CINEMA

Graduate Thesis
ABSTRACT

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ABSTRACT

The object of this thesis is native advertising. The subject - the use of native advertising in movies. The purpose of the thesis is to find out how native advertising is used in cinema. The methodological basis of the thesis was general scientific methods: the method of analysis of information sources, the method of induction and deduction, as well as private scientific methods used in sociological research (group survey method).

In the process of writing the thesis, the following results were obtained: the essence of the concept, types, functions of native advertising was revealed; the history of the development of native advertising in cinema was described; the types, functions, opportunities and limitations for the use of native advertising in cinema were described; the features of the memorability of brands placed in cinema through native advertising were revealed; the factors affecting the memorability of native advertising were revealed.

The novelty of the results is due to the lack of knowledge of native advertising as a tool for promotion in the cinema, as well as the lack of knowledge of the perception of native advertising by consumers.

The obtained results can be used in the educational process, in the practice of marketing communications, as well as in further studies of native advertising in movies.

The materials and results of the thesis were obtained on the basis of various Russian and English-language sources and independently conducted theoretical and practical studies.

Keywords: native advertising, product placement, tool for brand promotion, the cinema, the integration of the brand into the film, the memorability of the brand, integrating the brand into the plot.