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**POLITICAL ADVERTISING: THE TECHNOLOGIES  
OF CREATION AND DISTRIBUTION**

Graduate Thesis  
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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## ABSTRACT

The object of the thesis is political advertising. The subject – technology of creation and distribution of political advertising. The aim of the thesis is to consider the concept of political advertising, technology of its creation and distribution. The methodological basis of the thesis was the work of the following authors: E. V. Egorova – Gantman, S. F. Lisovsky, T. E. Greenberg, F. N. Ilyasov, P. A. Kuznetsov and others in Writing the thesis were used General scientific methods: collection, analysis, synthesis, and the method of content analysis.

In the process of writing the thesis were considered approaches to the definition of "political advertising", its goals, objectives, types. The concepts of "political advertising", "political PR", "propaganda" are correlated. Various technologies of creation and distribution of political advertising are considered. In the framework of the thesis was conducted a study on "the Role of socio-political press in the dissemination of political advertising" the Data show how often candidates use the socio-political press for the publication of political advertising, how the dynamics of its use in different years of election campaigns.

*Key words: political advertising, political PR, negative political advertising, technologies of creation of political advertising, strategy for the dissemination of political advertising, technology, distribution of political advertising, political press.*