

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**RESEARCH METHODS FOR THE PERCEPTION
OF PUBLIC SERVICE ANNOUNCEMENT**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of this thesis is public service announcement.

The subject is a set of research methods for the perception of public service announcement.

The aim of this thesis is to study the phenomenon of public service announcement and the methods of perception research.

Methodological basis of the thesis was constituted by general scientific methods (analysis and synthesis, deduction and induction) and special methods (semantic differential and repertory gratings) of research.

In the course of writing this thesis following results were obtained: the aspects of public service announcement, the aspects of perception of public service announcement, methods of studying perceptions are considered; methods of the semantic differential and repertory grids were studied.

The novelty of the results obtained is due to the insufficient knowledge of the phenomenon of the perception of public service announcement in Belarus.

The obtained results are characterized by wide possibilities of theoretical and practical application. The materials used and the results of the thesis are reliable. The paper was written independently.

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

Keywords: public service announcement, research methods, perception of public service announcement, semantic differential, Kelly repertoural grids.