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BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**REPRESENTATION OF FAMILY VALUES IN BELARUSIAN
SOCIAL ADVERTISING**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of research of the thesis is social advertising of family topics in the Republic of Belarus. The subject of research of the thesis is the representation of family values in Belarusian social advertising. The purpose of the thesis is to determine the essential characteristics and directions of the development of family-oriented social advertising in the Republic of Belarus. The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, as well as private scientific methods used in conducting sociological research (content analysis).

In the process of writing the thesis, the following results were obtained: the theoretical foundations of the study of social advertising were represented, the essential characteristics of this phenomenon were highlighted. A conceptual model of the concept of family values in social advertising was also presented. Based on the conducted content analysis, the main directions of the development of family-oriented social advertising and interpreted family values were identified. Based on the theoretical and empirical analysis, recommendations were developed for advertising agencies to introduce social advertising of family values in working with young people.

The novelty of the results obtained is due to the low representation of the problems of representation of family values in social advertising of the Republic of Belarus in scientific works. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, as well as in the development of a marketing strategy for promoting family values in social advertising.

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

Keywords: family, family lifestyle, representation of values, family values, advertising, social advertising, recommendations for the implementation of family-oriented social advertising.