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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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PERCEPTION OF VISUAL ADVERTISING MESSAGES

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The purpose of the graduate thesis is to reveal the peculiarities of perception of visual components of advertising appeals by the audience on the example of advertising «BonGenie».

The object of the research work is the visual components of the advertising appeal. The subject of the research work is the peculiarities of perception of visual components of advertising appeals by the audience on the example of advertising «BonGenie». Methodological basis of the graduate thesis was constituted by general scientific methods (the method of analysis and synthesis, induction and deduction method), the historical method, and methods used in sociological research (method of semantic differentials).

In the course of writing this thesis following results were obtained: different approaches were analyzed to identify notions of perceptions, reviewed theories, types, phenomenon and perception requirements. Then key features of color, font and advertisement styles were analyzed. There were also done researches about perceptions of visual aspects, as an example «BonGenie» chocolate was used.

The scientific novelty of the results of graduate thesis is caused by absence of data of perception of color combinations, fonts and the images of advertising references, in particular, chocolate advertising. The obtained results are explained by wide capabilities of theoretical and practical usage. Materials of this diploma work may be used in educational process and in developing of visual advertisement perception's components.

The materials and results of the graduate thesis were obtained on the basis of reliable sources and independently carried out theoretical and practical research.

Keywords: advertising, advertising appeal, visual components of advertising, color, color combination, font, image, perception, perception of advertising, color perception, perception of fonts, the perception of images, the study of perception.