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**BELARUSIAN STATE UNIVERSITY**  
**FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES**  
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**THE IMAGE OF A CHILD IN TELEVISION ADVERTISING**

Graduate Thesis  
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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## ABSTRACT

The purpose of the graduate thesis is to determine the peculiarities of using the image of a child in commercial and social television advertising.

The object of the research work is the image of the child in television advertising. The subject of the research work is the use of the image of the child in television commercial and social advertising. Methodological basis of the graduate thesis was constituted by general scientific methods (analysis and synthesis, comparison) and special methods (content analysis and focus-group interview) of research.

In the process of writing the graduate thesis, the following results were obtained: considered definition of advertising, determined the main characteristics of commercial and social advertising, examined the functions of commercial and social advertising; defined and examined gender images in advertising, which are broadcast on the territory of the Republic of Belarus; defined the legal aspects of using the image of a child in advertising, determined is the specificity of the representation of the child's image in television commercial and social advertising broadcast on the territory of the Republic of Belarus, defined the attitude of women-moms to the image of a child in television advertising.

The novelty of the results is due to the poorly understood specifics of the representation of the child's image in television advertising. The obtained results are characterized by wide possibilities of theoretical and practical application. Materials of the work can be used when planning an advertising campaign using the image of a child.

Materials and results of the graduate thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Key words: *advertising, television advertising, functions of advertising, image of the child, gender images, attitude to the image of the child, legal aspects.*