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**PR-TECHNOLOGIES IN FORMATION THE BANK'S IMAGE
(on the example of JSC «ASB Belarusbank»)**

**Graduate Thesis
ABSTRACT**

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of the thesis research is the bank's image. The subject of the thesis research is the bank's image building using PR-technologies. The purpose of the thesis is to determine capabilities and features of PR-technologies in the bank's image building. The methodological basis of the thesis was represented by general scientific methods: method of analysis and synthesis, method of induction and deduction, descriptive method and method of comparison, as well as private scientific methods used in social sciences (in-depth interview, content analysis).

During writing of the thesis, the following results were obtained: the concept and features of the bank's image were defined, the bank's image structure was described, the tools of the bank's image building were defined, the concepts and types of PR-technologies were described, the specificity of PR-technologies use in the banking industry was defined, the practice of using PR-technology in the image building was shown through the example of JSC «ASB Belarusbank».

The scientific novelty of the results is due to the lack of knowledge of PR-technologies specificity in the bank's image building. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in educational process, as well as in development of the Bank's image strategy.

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

Key words: image, image structure, bank`s image, PR-technologies in the banking industry, banking product and service, tools of the bank`s image building.