

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS**  
**BELARUSIAN STATE UNIVERSITY**  
**FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES**  
Department of Social Communication

STEPANCHUK  
Anastasia Arkadevna

**SOCIAL RESPONSIBILITY**  
**AS THE ELEMENT OF THE IMAGE OF THE ORGANIZATION**

Master's thesis  
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

Supervisor: Tatiana V. Kupchinova  
Candidate of Sociology,  
Associate Professor

Minsk, 2017

## **ABSTRACT**

The purpose of the master's thesis is to reveal the essence of social responsibility as an element of the organization's image.

Object of the master's thesis – the image of the organization.

The subject of the master's thesis is social responsibility as an element of the organization's image.

Methods used in writing the master's thesis: analysis of secondary data, analysis of the data obtained during the sociological survey, monitoring and analysis of publications in the media.

In the master's thesis theoretical foundations of the social responsibility of business were considered; The definition of the social responsibility policy of the organization as a tool for forming its image is given; The policy of social responsibility of OJSC Minsk Wheeled Tractor Plant was considered; Describes the internal social responsibility of the enterprise through a sociological study; Describes the external social responsibility of the enterprise through monitoring and analysis of references in the media; Recommendations are given to strengthen the image of the enterprise through a policy of social responsibility.

The results of the master's thesis can be applied in the educational process, as well as in the development of the social responsibility program as an element that influences the image of the organization of television advertising campaigns.

*Keywords: social responsibility, social responsibility of business, concept of social responsibility, directions of social responsibility, image, image of organization, structure of image of organization, mediology, media.*