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FORMING THE IMAGE OF THE COUNTRY IN THE NEW MEDIA

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of study — the image of the country. The subject of the study is the formation of the image of the country in new media. The purpose of the work is to reveal the essence of the formation of the image of the country in new media. The methodological basis of the thesis — analysis and synthesis method, method of comparison, generalization, as well as content analysis of new media publications.

In the process of writing the thesis, the following results were obtained: the concepts of “image” and “brand” were revealed, the most important comparative characteristics between them were identified, the concept of “country image” was revealed and its structure was determined, the ability of the media and new media to appear in as the tools for creating (changing / maintaining) the image of objects, the current image of Belarus in new Russian media in 2018 is described.

The newness of the results is due to the lack of an integrated approach to studying the process of forming the image of countries in new media. Materials of the thesis can be used in the educational and research process, as well as in the work of new media.

Keywords: image, brand, country image, structure of country image, media, new media, mass communication, media influence, formation of image in the media, methods of analysis of the internet's content, content analysis, image of Belarus.