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**COMMUNICATIVE TECHNOLOGIES
OF IMPACT IN SOCIAL ADVERTISING**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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Doctor of Science in History

Minsk, 2020

ABSTRACT

The object of research of the thesis is social advertising in the Belarusian society. The subject of research of the thesis is technologies and methods of communicative impact in social advertising. The purpose of the thesis is to identify the main communication technologies of impact in the Belarusian social advertising.

The methodological basis of this work was composed of general scientific methods: statistical analysis, analysis of legal documents on the topic, historical analysis, comparative analysis. The empirical basis of the study was the data obtained in the course of our own content analysis.

In the process of writing a thesis, the following results were obtained: the role of social advertising in the mass communication system of modern society was determined; its basic typologies are studied; considered the stages of production and placement of social advertising in Belarus; features of legislative regulation of social advertising are revealed; The communicative technologies used in it are examined, and the main methods of exposure in the Belarusian outdoor social advertising are identified.

The novelty of the work is due to the insufficient number of studies and works devoted to studying the role and effectiveness of social advertising and the techniques used in it in the Belarusian society. The findings can be the basis for further research, as well as be used in creating samples of social advertising and planning preventive work with the population.

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

Key words: social advertising, communicative impact technologies, linguistic impact techniques, outdoor advertising, tonality, shock advertising, content analysis of social advertising.