

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

MAVRIN
Roman Vitalievich

**COMMUNICATION PRACTICES OF PRESSURE GROUPS IN THE
CONDITIONS DIGITALIZATION OF MEDIA**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Alexander V. Postalovskii
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ABSTRACT

The subject of the thesis is the pressure groups. The object – aspects of the communication of pressure groups in the conditions of digitalization of media. The aim of this thesis is to define communication practices of pressure groups in the conditions of digitalization of media.

In the course of writing this thesis following results were obtained: we have defined the concept of pressure groups, characterized forms of communication of the pressure groups and defined the concept of digitalization of media. Methodological basis of the thesis was constituted by general scientific methods (the method of analysis and synthesis, induction and deduction method), the historical method, and methods used in sociological research (content-analysis).

As a part of the thesis, study was conducted by the method of content analysis of electronic versions of Belarusian socio-political print media during 01.01.2019 – 01.01.2020 period.

The scientific novelty of the results of thesis is the need to develop an exact scientific tool in order to identify and categorize communication practices of pressure groups in the conditions of digitalization of media. Materials of the thesis can be used in the following research of pressure groups.

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

Key words: pressure groups, communication practices, digitalization of media, lobbying.