

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

NEBOSKO
Maria Aleksandrovna

COMMUNICATIVE ASPECTS OF INTERACTION OF GENERATIONS

Graduate Thesis
ABSTRACT

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Supervisor: Irina I. Kalachova
Professor
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ABSTRACT

The object of research of the thesis is the functions and values of generations of the population of Belarus. The subject of the research is the thesis of communicative interactions between generations - residents of Belarus. The purpose of the thesis is to identify the features of the communicative aspects of intergenerational interaction. The methodological basis of the thesis was the in-depth interview method.

In the process of writing, the following results were obtained: the basic concepts of the theory of generations were determined, and their functions were studied. The values of the Belarusian people are considered on the example of the opinions of representatives of three generations post-war, reform and millennial generations on the problems of preserving the traditions of continuity in the field of family-marriage relations, raising children, in professional activities, cultural norms, education, healthy lifestyles. The models of communicative practices of the interaction of generations (the generation of grandparents, parents and children) are analyzed. New technologies of intergenerational communication in the experience of social advertising are shown.

The relevance of this topic is to change the impact of communication on intergenerational relations, which affects all aspects of life, including family and marriage relationships, professional values, education, cultural norms, health and lifestyle.

The practical significance of the work lies in the fact that its results can be used in the educational process for the training of specialists in social communication, in working with groups of different ages in organizations.

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

Key words: values, generation, traditions, marriage and family relations, new communicative technologies, social advertising.