

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

SALIHOVA
Anna Albertovna

**COMMUNICATIVE WEBSITE DESIGN
(on the example of the tourist agency «Magellan»)**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Olga V. Tereschenko
Professor
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ABSTRACT

The object of research of the thesis is web design. The subject of research of the thesis is the communicative website design. The purpose of research of the thesis is to study the nuances of web design and further application of them. The methodological approaches of this work are based on information provided by domestic and foreign researchers. The methodology consists in the study of scientific literature and secondary research data on the relevant topic. The empirical basis of the study was the data obtained in the course of their own experimental and analytical research.

In the process of writing the thesis, the following results were obtained results: the fundamental design theories are defined and considered, the main structural and design elements of the site are highlighted and studied in detail; the opinion and connection were examined regarding the appearance of the site, the convenience of using it and the positive attitude towards the products on the site and the site itself; the recommendation character of the site's compliance with the modern look is confirmed.

The novelty of the results obtained is due to the lack of a comprehensive approach to creating a site, taking into account current requirements and recommendations. The materials of the thesis can be used in the educational process, serve as a basis for further research on website design and be a theoretical basis for practical activities in this field.

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

Keywords: communicative site design, web design, design, site structure, usability, testing usability, user, marketing in design, psychology of design, redesign.