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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**HUMOR IN COMMERCIAL AND SOCIAL ADVERTISING**

Graduate Thesis  
**ABSTRACT**

Qualification 1-23 01 15 «Social Communications»

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## ABSTRACT

The object of research of the thesis is humor as a semantic mechanism in commercial and social advertising. The subject of research of the thesis is the features of the use of humorous techniques and techniques to attract the attention of the audience. The purpose of the thesis is to identify the features of the use of humor in commercial and social advertising. The methodological basis of the thesis was composed of general scientific methods: the analysis and synthesis method, the descriptive method, the method of comparison, induction and deduction, as well as the private scientific methods used in conducting sociological research (focus group method).

In the process of writing a thesis, the following results were obtained: a number of key characteristics of humor were identified that positively or negatively affect the perception of advertising using it.

The novelty of the results is due to the lack of an integrated approach to studying the effectiveness of the use of humorous techniques in advertising. The results obtained are characterized by wide possibilities of theoretical and practical application. Materials of the thesis can be used in the educational process, as well as in the development of promotional products by commercial and non-profit organizations.

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

*Key words: humor, commercial advertising, social advertising, perception of humor, humorous images in advertising*