

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

**SHPAK**  
Zlata Aleksandrovna

**INTERNET COMMUNICATIONS OF INTERNATIONAL COMPANY  
(on the example of IOOO "HILTI BIUAI")**

Graduate Thesis  
**ABSTRACT**

Qualification 1-23 01 15 «Social Communications»

Supervisor: Tatiana V. Kupchinova  
Assistant Professor  
Doctor of Philosophy in Sociology

Minsk, 2020

## ABSTRACT

The object of research of the thesis is the Internet communication of an international company. The subject of research of the thesis is the features of using tools and communication channels on the Internet of an international company. The purpose of this thesis is to identify the features of the use of tools and communication channels on the Internet of an international company (for example, the company Hilti BiUai IOOO). The methodological basis of the thesis was composed of general scientific methods: analysis and synthesis method, induction and deduction method, descriptive method and special research methods (traditional content analysis, content analysis).

In the process of writing a thesis, the following results were obtained: the definition of Internet communication is given, the role of an international company in the modern world is defined, the communication strategies of an international company are described, the tools and communication channels are defined. The example of the company IOOO "Hilti BiUai" shows the practice of using a corporate website and social networks. Structural and substantive analysis of the company's website, content analysis of social network posts allowed us to draw a number of conclusions and recommendations on improving the company's Internet communications system.

The novelty of the results is due to the analysis of social networks of an international company based on the selected criteria and making recommendations for further communication of the company on the Internet..

Materials and theses were obtained at based on reliable sources and independently conducted theoretical and practical research..

*Key words: internet communication, international company, content analyses method, website, social networks, communication tools.*