

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

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**THE INTERNET
AS A TECHNOLOGY OF MASS COMMUNICATION**

Master's dissertation
ANNOTATION

Qualification 1-23 81 03 Communicative management

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ANNOTATION

The purpose of the master's thesis research is to find out what is the specificity of the Internet as a means of mass communication and what determines its features.

The object of study is the Internet as a means of mass communication. The subject of the study is the development and functioning of the global network as a means of mass communication.

As a result of the study, the concept of mass communication and its main functions, as well as the specifics of the Internet and its main areas of use as a mass communication medium, were determined. However, due to the fast pace of development of this mass communication medium and the emergence of new phenomena, this topic remains always relevant and underdeveloped.

Keywords: mass communication, functions of mass communication, mass media, Internet, media, digital marketing, Internet marketing, communication, marketing strategies.