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**VISUAL TEXT IN ADVERTISING COMMUNICATION**

Graduate Thesis  
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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## ABSTRACT

The object of research of the thesis is a visual text in advertising communication. The subject of the research of the thesis is the peculiarities of creating and using advertising text. The purpose of the thesis is to identify the features of visual text in advertising communication. The methodological basis of the thesis was made up of general scientific methods of analysis and synthesis, comparison and generalization, as well as complex visual analysis according to the scheme of A. Berger.

In the course of writing the thesis, the concepts of advertising communication, advertising, advertising text were considered; models of advertising communication and types of advertising were considered; the most popular advertising tools were studied and identified, their advantages were considered; the types of advertising texts, their structure and functions were studied; visual means of communication in the advertising text were considered, and advertising was analyzed based on the complex analytical model of A. Berger, during which the features of the use of visual text in modern advertising were identified.

The novelty of the results obtained is due to the constant dynamics and changes in the advertising market. The results obtained are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in practical activities when creating visual advertising, as well as in special courses on the study of advertising communications in educational institutions.

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

*Keywords: advertising communication, advertising, advertising tools, PR-tools, visual communication tools, advertising text.*