

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

KONOPELKO Arseniy Vladimirovich

**AUTOMOTIVE ADVERTISING: A RETROSPECTIVE ANALYSIS**  
**(using the example of print advertising)**

Graduate Thesis  
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:  
Tatiana V. Kupchinova  
Doctor of Philosophy in Sociology,  
Assistant Professor

Minsk, 2021

## ABSTRACT

The research object of the thesis is advertising in the auto business. The subject of research of the thesis is the trends in the development of advertising in the field of auto business. The purpose of the thesis is to analyze the trends in the development of advertising in the field of auto business, using the method of retrospective analysis. In the process of writing the thesis, the following results were obtained: the features and advertising and its types, characteristics and features of the media were revealed, the role of the dealer in car advertising was revealed, the possibilities of retrospective analysis in the study of advertising were revealed, changes in the advertising of car manufacturers of the «5 wheel» magazine were revealed.

The novelty of the results is due to the poorly understood specifics of the representation of the corporate culture of companies on the Internet. The obtained results are characterized by wide possibilities of theoretical and practical application. Materials of the thesis work can be applied in the educational process, as well as in the formation of the strategy of online activities in the organizations studied.

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

*Keywords: advertising, automotive, automotive, automobile, advertising functions, advertising in auto business, media, advertising, retrospective, retrospective analysis, retrospective.*