

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

KULIKOVSKAYA Alexandra Evgenievna

**FEMME ACTIVISM
IN THE RUSSIAN-LANGUAGE INTERNET SPACE:
ON THE EXAMPLE OF INSTAGRAM**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
Julia J. Gafarova
Doctor of Philosophy in Philosophy,
Assistant Professor

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ABSTRACT

The object of research of the thesis is the activity of femm activists in the Russian-language Internet space. The subject of the research of the thesis is the specifics of femm activism in the Russian-language Internet space. The purpose of the thesis is to characterize the phenomenon of femme activism in the Russian-language Internet space. The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction and the comparative method, as well as private scientific methods used in conducting social research (content analysis and the method of semi-structured interviews).

In the process of writing the thesis, the following results were obtained: the history of the development of feminism was considered, the main directions of modern feminism were identified, the features of activism on the Internet were identified, the social network Instagram as a platform for femme activism was studied, the features of the representation of femme activism on the Internet were identified, the audience's perception of the activities of femme activists was studied.

The novelty of the data obtained is due to the lack of data on femme activism in the Russian-language Internet space. The results of the work are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used by women activists to more effectively promote the ideas of feminism on the Internet, while establishing communication with an audience that has a positive attitude to feminism.

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

Keywords: feminism, femme activism, Internet activism, cyber activism, features of activism on the Internet, Instagram.