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VISUAL BRANDING TOOLS

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The research object of the thesis is the peculiarities of visual branding tools. The subject is their influence on the brand image and the attitude towards them and their perception. The research aim is to reveal the peculiarities of perception of visual branding tools among students of the Belarusian State University based on the focused interview method.

The methodological basis of the thesis was formed by general scientific methods: analysis, synthesis, induction, deduction, comparison, classification. The method of focused interviews was used as the method of empirical research.

The following concepts were reviewed in the process of thesis writing: 'brand', 'branding technologies', 'visual communication and brand image', features of brand positioning and tools for its promotion, modern approaches to visual brand identification and features of perception of visual brand promotion tools among students. The novelty of the results is established by the need of constant availability of relevant information about visual branding tools and branding technologies and their perception.

The obtained results are characterized by wide possibilities of theoretical and practical implementation. Besides, they can be useful for further theoretical research in this area of knowledge.

The data used in the thesis was obtained on the basis of reliable sources and individually conducted research.

Keywords: brand, branding technology, brand positioning, brand promotion tools, visual brand promotion tools, brand image.