

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

SEMYONOV Mikhail Dmitrievich

**INSTRUMENTS OF CONTEMPORARY PROMOTION
IN THE INTERNET MEDIA**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
Irina I. Ekdumova
Doctor of Philosophy in Political Science
Assistant Professor

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ABSTRACT

The subject of the thesis is the Internet media. The subject of the thesis is the propaganda means of influencing the audience of online media. The purpose of the thesis is to identify the features of the use of propaganda tools that are used by Internet media.

The methodological basis of this thesis was formed by general scientific methods: deduction and induction, classification and comparative method, analysis and synthesis, as well as a particular scientific method used to obtain the results of empirical research - content analysis.

In the process of writing the thesis, the definitions of the following concepts were formulated: "Internet media", "propaganda", "civic journalism". Also, the approaches to the study of propaganda, it were considered, the features of communication in the Internet media were identified, the methods and techniques of propaganda in the online media were described, characterized and classified.

The developed content analysis toolkit for obtaining empirical knowledge in the practical part of the thesis is applicable in further studies of online media. The results obtained can be useful in further theoretical research for the study of propaganda tools, as well as in educational activities.

Keywords: propaganda, online media, citizen journalism, propaganda tools, manipulation, influence of online media, social networks, media convergence, new media, media, mass communication.