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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**REPRESENTATION OF SOCIAL VALUES
IN COMMERCIAL ADVERTISING**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of this thesis is commercial advertising. The subject is a representation of social values in commercial advertising. The aim of this thesis is to study how social values are represented in commercial advertising.

In the course of writing this thesis the following results were obtained: the phenomenon of advertising, the difference between commercial and social advertising was considered, aspects of the perception of advertising were considered, the method of semantic differential was studied.

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

Key words: advertising, public service announcement, social values, research methods, perception of public service announcement, semantic differential.