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**MOTIVATION AND ARGUMENTATION IN ADVERTISING
COMMUNICATION OF COMMERCIAL BRAND
(on the example of «Coca-Cola»)**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of the research work is advertising communication of a commercial brand. The subject of the research paper is motivation and argumentation in advertising communication of a commercial brand. The purpose of the thesis is to study how motivation and argumentation are used in advertising communication of commercial brand. The methodological basis of the thesis is based on general scientific methods of analysis and synthesis, comparison and generalization, induction and deduction, including the method of sociological research content analysis.

In the process of writing the thesis, the following results were obtained: the definition of the motive is given, its functions and types that are used in advertising messages are described; approaches to the study of motivation in advertising messages are identified; the concept, types and techniques of argumentation in advertising messages are considered; the concept of brand advertising communication is defined, and the communication process is analyzed and the tools that it uses are studied; the motives and arguments that are used in advertising messages of the Coca-Cola brand are highlighted; the role of national stereotypes in the creation of advertising messages of the Coca-Cola brand is revealed.

The novelty of the results obtained is due to the lack of information in the field of practical application of motives and arguments. There is a need to study the current problem due to the lack of research on this topic. Information about the analysis of the motives and arguments used in advertising messages of such a well-known brand as Coca-Cola will allow you to follow the example of this brand and make more successful advertising of similar products in the future.

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

Key words: motivation, argumentation, brand, advertising communication, advertising message, culture, international advertising.