

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

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ADVERTISING COMMUNICATION IN SOCIAL MEDIA

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
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Doctor of Philosophy in Philosophy
Assistant Professor

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ABSTRACT

The object of research of the graduate thesis is advertising communication in social media. The subject of the research of the graduate thesis is the features of advertising communication in social media and the effectiveness of their influence on the audience. The purpose of the graduate thesis is to get an idea of the effectiveness of their influence on the audience based on the study of the features of advertising communication in social media in Belarus. The methodological basis of the graduate thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method, methods of observation, comparison, as well as methods of data analysis and strategic analysis.

In the course of writing the graduate thesis, the following results were obtained: based on the study of the features of advertising communication in social media in Belarus, the authors obtained ideas about the effectiveness of their influence on the audience, reviewed the theoretical data on social media as a platform for advertising communication, and described the phenomenon of advertising communication as an integral element of marketing.

The novelty of the obtained data lies in the fact that today the topic of advertising communication in social media is poorly studied, so the data obtained during the writing of the thesis are new and relevant. The relevance of the topic is due to new trends in the development of the information society, as well as the specifics of the changes in the modern advertising space, including its formation on the Internet. The materials of the graduate thesis can be used in the preparation of advertising promotion of brands, products and services in social media, in determining the strategy of the company's presence on the Internet, as well as in the analysis and creation of advertising content, when choosing a promotion channel.

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

Key words: social media, advertising communication, advertising, effectiveness, social networks, internet audience, commercial advertising campaign, content strategy, marketing, Web 2.0.