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**SEMIOTIC ASPECTS OF CREATING AN ADVERTISING IMAGE**

Graduate Thesis

ABSTRACT

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## ABSTRACT

The object of research is the advertising image, its visual (pictorial) and textual (verbal) components. The subject of the study is the semiotic aspects of creating an advertising image, expressed verbally and non-verbally. The purpose of the work is to identify the key features of the advertising image from the standpoint of semiotic knowledge in the context of the history of the development of advertising as a type of mass communication. The methodological basis of the thesis was general scientific methods: the method of analysis, synthesis, the method of induction and deduction, as well as private scientific methods used in the humanities (semiotic analysis).

As a result of the study, specific features of the creation of advertising images were identified, which make it possible to effectively present information through advertising photography. In the process of writing the thesis, the following results were obtained: the periodization of the history of advertising development was carried out, the key concepts of semiotics were defined, the concepts of "image" and "image" were characterized from the point of view of semiotic knowledge, the main modern methods of researching images in advertising were identified, and a semiotic analysis of advertising texts. As a result of the study, specific features of the creation of advertising images were identified, which make it possible to effectively present information through advertising photography.

The scientific novelty of the study lies in the demand for systematically organized data on the features of the advertising image from the point of view of semiotics and their impact on the consumer. Knowing the properties of sign systems will help in building the most effective communication strategy and, as a result, in increasing sales figures.

*Key words: semiotics, image, advertising, marketing, image, sign systems, semiotic analysis, linguistics, sign, symbol.*