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**THE FEATURES OF THE NATIONAL CULTURES REFLECTED IN THE
ADVERTISING COMMUNICATION OF GLOBAL BRANDS ON SOCIAL
MEDIA ON THE LOCAL MARKETS (SAMSUNG CASE STUDY)**

Master's thesis
ABSTRACT

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ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Miss Viktoryia Dzemidovich “The features of the national cultures reflected in the advertising communication of global brands on social media on the local markets (SAMSUNG case study)” is devoted to the features of the national cultures that are reflected in the advertising communication of the global brand Samsung on Instagram in the Belarusian and Norwegian markets. The paper presents

The paper explores the concept of culture using functionalist, interpretive, and critical approaches, reveals the features of advertising as an instrument of international marketing communications, defines the specifics of creating advertising messages taking into account the peculiarities of national cultures, analyzes the national cultures of Belarus and Norway using Hofstede's theory of cultural dimensions, as well as presents the results of a content-analytical study of the advertising communication of the global brand Samsung on Instagram in the Belarusian and Norwegian markets, carried out on the basis of the typology of advertising appeals and cultural dimensions suggested by N. Albers-Miller and B. Gelb

The master's thesis aims to reveal the features of the national cultures that are reflected in the advertising communication of the global brand Samsung on Instagram in the Belarusian and Norwegian markets.

Keywords: culture, national culture, intercultural communication, advertising, international marketing, global brand, marketing communications, content analysis.