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**PSYCHOLOGICAL EFFECTIVENESS OF ADVERTISING:  
PERCEPTION OF COMMERCIALS BY YOUNG PEOPLE**

Master's thesis  
ABSTRACT

Speciality 1-23 80 11 Communications

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## ABSTRACT

The purpose of this work is to identify methods of effective psychological influence in advertising.

The object of the master's thesis is advertising videos of mobile operators in Belarus, Russia and Ukraine. The subject of the master's thesis is the psychological effectiveness of advertising videos.

In the process of writing the master thesis were obtained the following results: the theoretical contribution of psychology in advertising; commercials evaluated according to the degree of motivation to take action, taking into account their classification according to duration, type, method of production and the species composition; the advertising videos also analyzed based on the ideas of the main directions of psychology; the basic techniques of effective psychological influence in advertising.

*Key words: advertising, advertising psychology, psychological effectiveness of advertising, manipulation, psychoanalysis, Gestalt psychology, behaviorism, cognitive psychology, General psychology, reception, video clip.*