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**MOBILE MOVIES AS A PHENOMENON OF SOCIAL COMMUNICATION:  
A SEMIOTIC ANALYSIS**

Master's thesis  
ABSTRACT

Speciality 1-23 80 11 Communications

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## ABSTRACT

The purpose of this work is to identify the specifics of mobile cinema as a phenomenon of social communication.

The object of the master's thesis is mobile cinema. The subject of the master's thesis is mobile cinema as a phenomenon of social communication.

In the process of writing the master thesis were obtained the following results: the phenomenon of mobile cinema was considered and its features highlighted; determined how semiotics allows you to read a movie text; using a semiotics approach, mobile movie clips were analyzed; revealed the specifics of mobile cinema.

*Key words: mobile cinema, social communication, semiotics, cinema language, interpretation, new media.*