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**SOCIAL ADVERTISING IN BELARUS AND CHINA:
COMPARATIVE ANALYSIS**

Master's thesis
ABSTRACT

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ABSTRACT

The object of research is the Belarusian and Chinese social advertising, presented in the form of videos and posters.

The subject of the research is the cultural traditions and moral and ethical values of the Belarusian and Chinese people, reflected in social advertising.

The purpose of the work is to identify the main distinguishing features and characteristics of the Belarusian and Chinese social advertising, as well as to conduct a comparative analysis of social advertising in China and Belarus.

Based on the purpose of the study, the author posed the following tasks – to study the theoretical aspects of social advertising in Belarus; to consider the main trends in the development of social advertising in China; present comparative aspects and trends in the development of social advertising in Belarus and China.

The scientific novelty of the study lies in the fact that it examines in detail various cultural aspects and features of the reflection of Belarusian and Chinese cultural traditions in social advertising, and provides a classification of advertising plots.

The theoretical significance of the research results lies in the fact that the conclusions of the study can be used in the educational process when improving the programs of disciplinary courses and developing special practical courses.

Keywords: advertising, advertising activity, media space, media, social advertising.