

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

TAO HAIYAN

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

Master's thesis

ABSTRACT

Speciality: 1-23 80 11 Communications

Scientific adviser:
Irina I. Kalachova
Doctor of Science in History
Professor

Minsk, 2022

ABSTRACT

The master's thesis "The Social Advertising in China and Belarus:A Comparative Analysis" by TAO HAIYAN, a graduate student of the Department of social communication of BSU of the Faculty of Philosophy and Social Sciences is dedicated to the analysis the modern theoretical approach and regulations of social advertising in China and Belarus. The paper gives definitions of the terms and development about "social advertising" in China and Belarus, the regulation and management department of social advertising in the two countries, analyze the target groups of social advertising and the themes of advertising in both countries, distribution channels of social advertising and types of distribution media.

This master's thesis aim is to identify common and distinctive features of social advertising in Belarus and China at the present stage and provide a theoretical basis for future scholarly research.

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