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**REPRESENTATION OF FAMILY VALUES  
IN BELARUSIAN AND CHINESE SOCIAL ADVERTISING**

Master's Thesis

ABSTRACT

Specialty 1-23 80 11 Communications

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## ABSTRACT

The purpose of the study is to identify the main trends in the development of social advertising that broadcasts family values in Belarusian and Chinese society, to compare the regulatory framework of advertising communication, the functions of social advertising, its thematic and species diversity.

The object of the study is social advertising.

The subject of the research is the representation of family values in Belarusian and Chinese social advertising.

Objectives of the study:

1. to study the processes of institutionalization of social advertising as a communication technology, to show the essence of social advertising as a socio-cultural phenomenon, its role and significance for strengthening the family both in Belarus and in China.

2. to develop a research program and conduct a comparative analysis of the main trends in the development of social advertising of family values in Belarus and China in modern conditions.

3. To offer recommendations for government agencies that regulate the processes of promoting social advertising of family values in society, as well as for PR agencies, based on a comparative analysis in different countries.

*Key words: social advertising, family values.*