

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**THE ROLE OF SOCIAL NETWORKS
IN THE PROMOTION OF POLITICAL PARTIES:
THE CASES OF THE AMERICAN ELECTIONS**

Master's Thesis

ABSTRACT

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ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Zhu Ruijie “The role of social networks in the promotion of political parties on American elections” is devoted to the use of social networks in the promotion of political parties in American elections. The paper presents the characteristics of social networks as a tool of political campaigns, an overview of the American electoral system and its features; analyzes the use of social networks in the election campaigns of Barack Obama and Donald Trump; identifies trends and prospects for the use of social networks as a tool of political marketing.

The master's thesis aims is to identify the role of social networks in the promotion of political parties (using the example of American elections).

Keywords: social networks, political marketing, promotion, political parties, elections, electoral system, Barack Obama, Donald Trump