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**ATTITUDES TOWARDS COMMERCIAL ADVERTISING AMONG  
DIFFERENT GENERATIONS IN BELARUSIAN SOCIETY**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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## ABSTRACT

The object of the graduate thesis is representatives of different generations in Belarusian society. Subject – the attitude of representatives of different generations to commercial advertising. The aim of the graduate thesis is to characterize the attitude of representatives of different generations to commercial advertising in the Belarusian society. The methodological basis of the graduate thesis consists of general scientific methods such as theoretical analysis and synthesis, generalization and formulation of conclusions, as well as specific scientific methods used in sociological research (survey method).

During the writing of the graduate thesis, the following results were obtained: the main characteristics of different generations and their attitude towards commercial advertising were identified; the peculiarities of the interaction between advertising communication and different generations were highlighted; an analysis was conducted to determine the most effective communication channels for reaching different age groups; the strengths and weaknesses of Belarusian commercial advertising in interaction with different generations were described; recommendations for improving current practices of commercial advertising were developed based on the conducted research.

The relevance of this topic is determined by the market's need to maximize the effectiveness of advertising for representatives of different generations in Belarusian society. The obtained research results possess scientific novelty, as there are no similar studies related to the analysis of the attitudes of different generations in Belarusian society towards commercial advertising. The materials obtained during the research can have both theoretical and practical applications. They can be applied in the educational process, in activities related to advertising development, as well as by other researchers to study the interaction of commercial advertising with different generations in Belarusian society.

*Keywords: commercial advertising, generations, target audience, impact of commercial advertising, perception of commercial advertising, attitude towards commercial advertising.*