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**PRESENTATION OF CORPORATE CULTURE  
IN THE SOCIAL NETWORKS OF THE ORGANIZATION  
(on the example of public corporation "Savushkin product")**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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## ABSTRACT

The object of research is the corporate culture, broadcast through the social networks of the organization. The subject of research is the features of the representation of corporate culture in the social networks of the organization. The purpose of the work is to identify the features of the representation of corporate culture in the organization's social networks using the example of public corporation "Savushkin Product". The methodological basis of the thesis was the general scientific methods of analysis and synthesis, induction and deduction, comparison; private scientific - content analysis.

The results of the research carried out as part of the thesis work using the content analysis method became the basis for determining the features of the corporate culture representation in the accounts of public corporation "Savushkin Product" in social networks. In the process of writing the thesis, the following results were obtained: the term "corporate culture", the history of its development and approaches to its definition, the structure and elements of corporate culture, and the features of the representation of corporate culture were studied.

The novelty of the results obtained is due to the insufficient study of the specifics of the representation of the corporate culture of companies on the Internet, the lack of research on the corporate culture of public corporation "Savushkin Product", broadcast by the company in its social networks.

*Key words: corporate culture, organization, elements of corporate culture, social networks, representation of corporate culture.*