

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

KOROVKINA Alexandra Gennadievna

HUMOR IN COMMERCIAL ADVERTISING

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

Scientific advisor:
Aliaksandr J. Sarna
Doctor of Philosophy in Philosophy,
Associate Professor

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ABSTRACT

The object of the study is humor in commercial advertising. The subject of the study is the influence of humor on the memorability of advertising. The purpose of the work is to identify the features of the influence of humor on the perception of advertising. The methodological basis of the thesis was general scientific methods: the method of analysis, synthesis, the method of induction and deduction, as well as private scientific methods (questionnaire survey as part of the study of the influence of humor on the memorability of advertising).

As a result of the study, specific features of the influence of humor on the memorability of advertising information were revealed. In the process of writing the thesis, the following results were obtained: the general characteristics of advertising were described, the key concepts of advertising and humor were identified, the factors of advertising effectiveness were identified and described, and a questionnaire sociological survey was conducted on the impact of humor on the memorability of advertising information. As a result of the study, specific features of the influence of humor on the memorability of advertising information were revealed.

The scientific novelty of the study lies in the demand for systematically organized data on the impact of humor on the memorability of advertising information. Knowledge of the influence of humor on the perception of advertising information in building the most effective communication strategy and, as a result, in increasing sales figures.

Key words: advertising, marketing, analysis, humor, memorization, perception, efficiency.