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**DIGITAL TRANSFORMATION
IN THE FIELD OF SOCIAL ADVERTISING**

Graduate Thesis

ABSTRACT

Specialty 1-23 01 15 Social Communications

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ABSTRACT

The object of research is social advertising. The subject of the study is the digital transformation of social advertising. The purpose of the work is to reveal the changes taking place in the field of social advertising in the context of digital transformation. The methodological basis of the thesis was made up of the following methods: analysis of literature on the topic, study of normative legal documents in the legislative framework on advertising in the Republic of Belarus, Russia, Ukraine, analysis of the results of the study of social advertising in Belarus, the method of unconnected observation, the method of questionnaire survey.

As a result of the study, the peculiarities of the perception of the young audience of social advertising on the Internet were revealed. In the process of writing the thesis, the following results were obtained: the fundamentals of the functioning and historiography of social advertising are described, the regulation and examination of social advertising are characterized, theoretical and practical aspects of digital transformation are determined, the features of digital transformation in the advertising sphere are listed, the state of social advertising at the present stage of development is described, the features of perception of a young audience of social advertising in the network are revealed Internet.

The scientific novelty of the research lies in the absence of scientific papers on the subject of the research being conducted. Although the phenomenon of digital transformation exists in public life for a sufficient period of time, covering all spheres of life, however, no research has been conducted on digital transformation in the field of social advertising. Thus, the research conducted in this paper will be one of the first in the field of digital transformation of social advertising. The study will help diagnose the realities of the functioning of social advertising in the context of digital transformation, identify opportunities for further development of the sphere of social advertising on the Internet, and will demonstrate channels of communication with a young audience.

Keywords: social advertising, digital transformation, advertising on the Internet, advertising regulation, modern social advertising, perception of social advertising.