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**PROMOTION OF HEALTHY LIFESTYLE
IN THE BELARUSIAN STATE PRESS**

Diploma work
ANNOTATION
Specialty 1-23 01 15 Social communications

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ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical,

The object of research of the thesis is. healthy lifestyle

The subject of the thesis research is the promotion of a healthy lifestyle in the Belarusian state press.

The purpose of the thesis is to identify the presence of promotion of a healthy lifestyle in the Belarusian state press.

The methodological basis of the thesis was made up of general scientific methods of analysis, synthesis and comparison, as well as a special research method - content analysis.

In the process of writing the thesis, the following results were obtained: the essence of a healthy lifestyle as a social phenomenon was revealed; methodological approaches to determining a healthy lifestyle are considered; typologies of healthy lifestyle principles are considered; approaches to defining propaganda are considered; the essence of propaganda in relation to a healthy lifestyle is determined; the legislative framework of the Republic of Belarus affecting the promotion of a healthy lifestyle was considered; the programs of the Republic of Belarus for the formation of a healthy lifestyle among the population of the Republic of Belarus were considered; A study was conducted on the promotion of a healthy lifestyle in the Belarusian state press.

In the process of writing the thesis, a study was carried out using the method of content analysis of the Belarusian state press for the period of one calendar year from January 2023 to December 2023. During the study, it was possible to record the presence of promotion of a healthy lifestyle, as well as to identify some features of the promotion of a healthy lifestyle in the materials of the Belarusian state press.

The materials and results of the thesis were obtained on the basis of reliable sources and independently completed theoretical and practical research.

The materials and results of the thesis were obtained from reliable sources.

The results obtained are characterized by wide possibilities for theoretical and practical application, allowing us to understand how appropriate it is to assert the presence of promotion of a healthy lifestyle in the materials of the Belarusian press

Key words: healthy lifestyle, health, healthy lifestyle, promotion of healthy lifestyle, press, propaganda in the press, popularization of healthy lifestyle, messages about a healthy lifestyle