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BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**SPECIAL PROJECTS AS A FORM OF MODERN NATIVE ADVERTISING**

Diploma work  
ANNOTATION

Speciality 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Philosophy in Philosophy  
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## ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the theoretical aspects of native advertising and special projects. The second chapter is practical, it shows the results of research, such as comparative analysis and expert interviews. The volume of the thesis is 57 pages and includes 7 illustrations, 6 tables, 2 appendices and 68 used sources.

Keywords: native advertising, special projects, media strategies, interactive technologies, commercial publications, digital marketing.

The purpose of the thesis is to analyze the theoretical aspects of native advertising and special projects, as well as to conduct a comparative analysis of their application in the Belarusian media.

The object of this thesis is native advertising and special projects in the Belarusian media.

The subject of the thesis is methods and strategies of using native advertising and special projects to promote brands in the Belarusian media.

In the process of writing the thesis the following results were obtained: the background and the history of the emergence of native advertising were considered; the general characteristic and specificity of the essence of native advertising was given; the attitude of special projects to native advertising was revealed; the data obtained by SWOT-analysis method was described; the data comparative analysis of special projects market participants by cost was described; the data obtained in the course of analyzing the conditions of placement and creation of special projects in Belarus was described.

The novelty of the work lies in the comprehensive approach to the study of native advertising and special projects, which allowed to identify the most effective strategies for their application in the Belarusian media. The materials and results of the study can be used in marketing and media research courses, as well as become the basis for the development of marketing strategies for the media.