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**SOCIAL ADVERTISING AS A TOOL FOR THE FORMATION
OF DIGITAL LITERACY AND PREVENTION
IN THE FIELD OF PERSONAL SAFETY**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Science in History,
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ANNOTATION

The structure of the thesis consists of an introduction, three chapters and a conclusion. The first and second chapters are theoretical, they consider the theoretical aspects of the problem, including the analysis of the basic concepts, describe social advertising, especially pay attention to educational and socializing functions. The third chapter is practical, which presents the results of a comprehensive study of the problem obtained through the use of survey methods and focus groups. The volume of the thesis is 97 pages and includes 5 appendices and 37 sources used.

Keywords: social advertising, digital literacy, prevention, personal safety, competence formation, digitalization, Internet, safe behavior, personal data.

The object of the study is Belarusian social advertising.

The subject of the study is the educational and educational role of social advertising in improving digital literacy and prevention, in the field of personal safety.

The purpose of the thesis is to explore the role of social advertising and its possibilities for improving digital literacy.

Research methods: study of educational, scientific and methodological, legal literature and documentation, analysis and interpretation of advertising materials, survey (by questionnaire), focus group.

In the process of writing the thesis, the following results were obtained: the theoretical foundations of the problem of social advertising in the formation of digital literacy and prevention in the field of personal security were studied and recommendations were developed to improve the effectiveness of its use (using the example of advertising by the National Center for Personal Data Protection); a characteristic of the effectiveness of social advertising in the context of the formation of digital literacy and prevention in the field of personal safety; The features of the use of social advertising for educational purposes for the target group – middle-aged people are revealed.

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

The novelty of the work lies in an integrated approach to the study of the phenomenon of social advertising as a tool for the formation of digital literacy and prevention in the field of security for potential target groups, which allowed us to determine the main directions of development of advertising communication of the National Center for Personal Data Protection. The materials obtained can be used in the practical work of organizations and structures engaged in educational activities in the field of security; in the practical work of advertising agencies.