

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

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**TV ADVERTISING IN MODERN
BELARUSIAN MARKET
(using the example of baby food advertising)**

Graduate Thesis
ANNOTATION
Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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ANNOTATION

The object of research for the thesis is television advertising of baby food. The subject of the thesis research is the features of television advertising of baby food in modern Belarus.

The purpose of the thesis is to examine television advertising as a marketing tool. The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method, as well as special scientific ones used in the social sciences (content analysis).

In the process of writing the thesis, the following results were obtained: modern approaches to the definition of television advertising and the functions of television advertising in the modern world were considered; Television advertising is analyzed as a unit of influence on consumers for brand promotion; the integration of images into television advertising has been studied; The advantages and limitations of television advertising are given. Television advertising for baby food was also analyzed.

The novelty of the results obtained is due to the complexity of using television advertising in marketing due to insufficient research into the mechanisms that may be involved in creating advertising messages and designing an advertising campaign. The results obtained are characterized by wide possibilities for theoretical and practical application. The thesis materials can be used in the educational process, as well as in the creation of television advertising.

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

Key words: advertising, television advertising, types of television advertising, marketing, promotion, impact on the consumer.