

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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**STORYTELLING IN CAREER GUIDANCE ACTIVITIES OF A HIGHER
EDUCATION INSTITUTION**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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ANNOTATION

The object of the thesis research is storytelling as a communicative technology. The subject of the thesis is the peculiarities of using storytelling in career guidance activities of a higher educational institution.

The purpose of the thesis is to determine the peculiarities of using storytelling in career guidance activities of a higher educational institution. The methodological basis of the thesis was formed by general scientific methods: the method of analysis and synthesis, the method of induction and deduction, descriptive method, as well as private scientific methods used in conducting sociological research (content analysis).

In the process of writing the thesis the following results were obtained: the content and functions of storytelling as a communicative technology were disclosed, the elements and principles of storytelling were identified and disclosed, the characteristic of types of storytelling was given, the directions of career guidance activities of a higher educational institution were described, it was substantiated that the technology of storytelling works on the involvement of the target audience in social networks and allows to make career guidance work more effective, content analysis of posts in social networks Instagram was carried out.

The novelty of the obtained results lies in the complex analysis of storytelling as a communicative technology that can be used in career guidance activities of a higher educational institution. Materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Key words: storytelling, career guidance, higher education, communication strategies, educational technologies, social media.