

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

PILYUGIN Pilip Vadzimavich

**VISUAL TEXT IN ADVERTISING COMMUNICATION  
(ON THE EXAMPLE OF THE SOCIAL NETWORK TIKTOK)**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Philosophy in Philosophy,  
Associate professor  
Alexander Y. Sarna

Minsk, 2024

## ANNOTATION

The object of this work is visual text. Subject of the work – visual text in advertising communication on social networks.

The purpose of the thesis is to identify the advantages of using visual text in advertising communication and ways of using it to achieve marketing goals. The methodological basis of the work was analysis and synthesis, comparison and generalization, project method.

In the process of writing the thesis, the following results were obtained: the process of development of information and communication systems of society was considered, trends in the transformation of media consumption were identified, types of video content were identified by purpose and placement methods; characteristics of the stages of development of social networks are given, their modern structure is characterized, the concepts of opinion leader and influencer are considered. To identify effective methods of working with influencers on the social network TikTok, a campaign was developed and carried out to promote the ready-made salad brand.

The scientific novelty of the study lies in the demand for the social network TikTok as a means of advertising communication. Effective placement of advertising content is impossible without knowledge about the features of the social network, its elements.

*Key words: video-content, social networks, TikTok, Influencer, media consumption.*