

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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IMAGE POLICY: TECHNOLOGIES OF CREATION AND PROMOTION

Diploma work
ANNOTATION

Specialty 1-23 01 15 Social communications

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Minsk, 2024

ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter reveals the concept of “politician image” and describes the stages of creating a politician’s image. The second chapter is practical, which describes the forms and channels for promoting the politician’s image. The volume of the thesis is 76 pages and includes 7 tables, 2 appendices and 52 sources of information.

Key words: image, politician’s image, political advertising, political campaign, personal branding, PR in politics.

The object of research for the thesis is materials from the state socio-political press of the Republic of Belarus.

The subject of the thesis research is promoting the image of Belarusian politicians in the materials of the state socio-political press of the Republic of Belarus.

The purpose of the thesis is to consider technologies for creating and promoting a politician’s image.

The methodological basis of the thesis was made up of general scientific methods: system analysis, the method of induction and deduction, the historical method, comparative analysis, descriptive method, as well as the special scientific method - content analysis.

In the process of writing the thesis, the following results were obtained: the concept of image of a politician was considered; the elements that make up the politician’s image are characterized; technologies for creating and promoting a politician’s image are considered; The stages of creating a politician's image, channels for transmitting the politician's image to the target audience are considered.

The novelty of the results obtained is due to the lack of information about the promotion of Belarusian politicians through the socio-political press of the Republic of Belarus. The results obtained are characterized by wide possibilities for theoretical and practical application.

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

The materials of the thesis can be used in the educational process, scientific and political activities.