

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
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**PRIVACY MANAGEMENT IN SEMI-PUBLIC COMMUNICATION OF  
SOCIAL MEDIA USERS**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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## ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the features of privacy and publicity over time. The second chapter is practical, it describes the management of privacy in the communicative practices of users in social media on the example of the organization “VILVI”. The volume of the thesis is 57 pages and includes 1 appendix and 47 used sources.

*Keywords: privacy, publicity, social media, privacy management, semi-public communication.*

The object of research of the thesis is privacy management in the communication of social media users.

The subject of the thesis is the peculiarities of privacy management carried out by the employees of the organization “VILVI” in the process of communication in social media.

The purpose of the thesis is to analyze the peculiarities of privacy management of employees of “VILVI” in social media.

The methodological basis of the thesis was formed by general scientific methods: analysis and synthesis, induction and deduction, abstraction, analogy, special scientific method - handout paper questionnaire survey.

In the process of writing the thesis the following results were obtained: different approaches to the definitions of privacy and publicity were highlighted; different aspects of privacy management of social media users were studied. Special attention was paid to the changes in the ideas about privacy and publicity resulting from technological and socio-cultural changes. The results of the study confirmed that social media play a key role in the development of such forms of communication and interaction, where the boundaries between the personal and the public are becoming increasingly blurred.

The novelty of the obtained results is due to the absence of a comprehensive approach to the study of privacy in social media applicable to the collective of the Belarusian commercial agency, The obtained results are characterized by wide possibilities of theoretical and practical application.

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

The materials of the diploma work can be applied in the educational process and in the development of privacy protection strategies for organizations and individual users.