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**MANIPULATIVE TECHNIQUES
IN COMMERCIAL ONLINE ADVERTISING**

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 concept of online advertising, as well as its features. The second chapter is practical, it examines the concept of manipulation, as well as analyzes manipulation in commercial online advertising. The volume of the thesis is 50 pages and includes 2 appendices and 34 sources used.

Keywords: online advertising, Internet, video advertising, media advertising, contextual advertising, brand, manipulation, recognition, reach, advertising rating, conversion, impact on the user, target audience.

The object of the study: commercial online advertising.

The subject of the study is manipulation in commercial online advertising.

The purpose of the study is to identify the features of manipulative techniques used in modern advertising campaigns on the Internet.

The research method is a comparative analysis of the literature on the topic of the work and a visual analysis of commercials using the Berger scheme.

In the process of writing the thesis, the following results were obtained: the features and differences of "contextual advertising", "SEO promotion", "media advertising", "advertising on social networks", "SMM promotion" were identified; methods of manipulation in online advertising were identified; the main ways of attracting attention in online advertising were highlighted.

The novelty of the results obtained is due to the lack of an integrated approach to the study of manipulation in commercial online advertising. The obtained results are characterized by wide possibilities of theoretical and practical application.

As a result of the work, the history, features and manipulations in online advertising were considered, and a study was conducted on the study of commercial online advertising ads.

The theoretical section of this work can be used to further investigate the phenomenon of manipulation in commercial online advertising as one of the most important tools for influencing the audience. The practical section can be used by advertising agencies to create more effective advertising.