

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

ZHANG Bolin

**REPRESENTATION OF NATIONAL VALUES
IN CHINESE ADVERTISING**

Master's thesis
ANNOTATION

Speciality 7-06-0321-02 Communications

Academic supervisor:
Tatyana V. Kupchinova
Doctor of Philosophy in Sociology,
Associate Professor

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ANNOTATION

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Zhang Bolin «Representation of national values in Chinese advertising» is devoted to the analysis of advertising as a sociocultural phenomenon, description of sociocultural functions, and characterization of Chinese national values. The research is devoted to identifying the peculiarities of the representation of Chinese national values in commercial and social advertising.

The master's thesis purpose: identify the features of the representation of national values in Chinese advertising.

Keywords: advertising, Chinese advertising, culture, national values, Chinese national values.