

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

ZHANG Cuicui

ADVERTISING IMAGE IN CHINESE FASHION INDUSTRY

Master's thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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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 Cuicui “Advertising Images in the Chinese Fashion Industry” is devoted to the analysis of the transformation of advertising images in the Chinese fashion industry. The paper explores fashion as a social and cultural phenomenon, reflecting societal values and everyday life. It examines the dynamic growth and significant transformations within the Chinese fashion industry and the crucial role advertising images play in promoting fashion products and establishing brand identities. The research focuses on the features and development characteristics of male and female advertising images in the Chinese fashion industry.

The master's thesis purpose is to identify the features of the transformation of advertising images in the Chinese fashion industry.

Keywords fashion, advertising, advertising image, Chinese fashion industry, male and female advertising images.