

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**SOCIAL ADVERTISING IN BELARUS AND CHINA:  
CROSS-CULTURAL RESEARCH**

Master's thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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Doctor of Science in History,  
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## ANNOTATION

The master's thesis "Social Advertising in Belarus and China: cross- cultural research" by Wang Haiming, a graduate student of the Department of social communication of BSU of the Faculty of Philosophy and Social Sciences is dedicated to studying the development characteristics and trends of social advertising in modern Belarus and China.

This dissertation defines the scientific terminology, characteristics and regulatory framework of "social advertising" in China and Belarus, as well as analyzes the topics, traditions that develop in the process of promoting relevant topics, communication channels, target groups and existing problems of functioning of social advertising in the two countries.

The purpose of the master's thesis is to identify the national characteristics of social advertising in Belarus and China at the present stage and clarify the theoretical basis for cross-cultural research within the framework of academic research.

*Keywords: social advertising, mass media, advertising themes, cultural background, advertising quality.*