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BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**OPPORTUNITIES AND LIMITATIONS OF COMMERCIAL ADVERTISING  
ON SOCIAL MEDIA**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communication

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## ANNOTATION

The structure of the master's thesis includes 3 chapters. The structure of the master's thesis includes 3 chapters. The first chapter examines contemporary definitions and theoretical frameworks of commercial advertising. The second chapter analyzes opportunities for commercial advertising on social media platforms. The third chapter investigates limitations of commercial advertising in social media contexts.

The master's thesis comprises 79 pages, contains 7 figures, 15 tables, and cites 57 sources.

*Keywords: social media advertising; advertising communication value; infomercial; ideological function; governance strategy.*

The object of this research is the opportunities and limitations of commercial advertising on social media.

The subject focuses on comparative analysis across platforms and media types.

The purpose of the master's thesis is to reveal opportunities and limitations of commercial advertising on social media through empirical investigation.

Research methodology employs:

- Statistical analysis of user behavior data
- Field observation of advertising interactions
- Content analysis of ad creatives
- Comparative analysis across platforms (e.g., Facebook vs. TikTok) and media types (social vs. traditional media)

The master's thesis establishes a theoretical framework for social media advertising as a commercial communication tool, systematically compares platform-specific advertising mechanisms, and identifies critical governance strategies for optimizing communication value. The results demonstrate how ideological functions embedded in infomercials shape consumer engagement across platforms, while providing cross-media comparative analysis of advertising efficacy.