

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

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**REPRESENTATION OF NATIONAL VALUES
IN COMMERCIAL ADVERTISING**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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ANNOTATION

The diploma work on the topic «Representation of National Values in Commercial Advertising» has the following structure: introduction, two chapters, and conclusion. The first chapter and the first paragraph of the second chapter are theoretical, revealing the concepts of nation, national culture, national values, and cultural representation. The second paragraph of the second chapter is practical, dedicated to the analysis of the representation of national values in commercial advertising and the examination of the peculiarities of the audience's perception of advertising that transmits national values. The volume of the diploma work is 53 pages and includes 43 illustrations, 12 tables, 4 appendices, and 32 cited sources.

Keywords: nation, culture, national values, representation, social construct, commercial advertising, content analysis, perception.

The aim of the diploma work is to study the construct of national values and their representation in advertising.

The object of the diploma work is national values.

The subject of the diploma work is the representation of national values in Commercial Advertising.

The methodological basis of the diploma work consists of general scientific methods (analysis and synthesis, comparison, induction and deduction), as well as special research methods (content analysis, semantic differential, Schwartz's Value Survey).

In the process of writing the diploma work, the following results were obtained: the concepts of nation, culture, and national values were considered; various cultural typologies based on value dimensions were studied; approaches to understanding culture were examined; the value orientations of Belarusians were considered; the process of representation and its approaches were defined.

As part of the work, a content analysis was conducted to identify trends in the representation of national values in commercial advertising, as well as a study using the semantic differential method to identify the peculiarities of the perception of advertising that transmits national values and to compare them with the peculiarities of the perception of advertising that does not transmit national values.