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BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

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HUMOR IN COMMERCIAL INTERNET ADVERTISING

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The structure of the diploma work consists of an introduction, three chapters, and a conclusion. The first chapter is theoretical and reveals the types, functions, and history of advertising. The second chapter is also theoretical and describes the functions of commercial internet advertising as well as the concept of commercial advertising in general. The volume of the diploma work is 33 pages and includes 2 appendices and 45 referenced sources.

Keywords: humor, commercial internet advertising, joke, sarcasm, advertising, consumers.

Object of the diploma work – humor in commercial internet advertising.

Subject of the diploma work – the use of humor in advertising to improve communication efficiency with the audience.

The goal of the diploma work is to identify the potential of using humor in advertising.

The methodological basis of the diploma work consists of a comparative analysis of literature on the topic and the project method.

During the research, the following results were obtained: the types and functions of humor in advertising were studied, the concept and essence of commercial internet advertising were defined, the functions of commercial internet advertising were revealed, and the practical part of the diploma work presents the stages of creating a commercial video.

The novelty of the results lies in the lack of a comprehensive approach to studying the influence of humor in commercial internet advertising. The obtained results are characterized by wide theoretical and practical applicability.

The materials and results of the diploma work are based on reliable sources and independently conducted theoretical and practical research.

The diploma work materials can be used in the educational process as well as in the development and implementation of humorous video advertisements.