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**THE SOCIAL NETWORK INSTAGRAM
IN THE STRUCTURE OF THE NATIONAL INFORMATION FIELD**

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, two chapters and a conclusion. The first chapter is theoretical, it reveals the theoretical aspects of the national information field and the place of social networks in its structure. The second chapter is devoted to an empirical analysis of Instagram as part of the media system, its role in shaping information flows and its impact on the audience.

Keywords: Instagram, social networks, national information field, interactivity, media promotion, public opinion formation, media in Belarus, information security, state information policy.

The volume of the diploma work is 50 pages and 30 used sources.

The object of the diploma work research is the social network Instagram as an element of the media system.

The subject of the diploma work is the role of the Instagram social network in the structure of the national information field.

The purpose of the study is to establish the place and functions of the Instagram social network in the national information field, as well as to identify its impact on media consumption and communication strategies of various actors.

The methodological base includes the analysis of scientific literature, content analysis of Instagram posts, statistical methods of audience research, as well as comparative and structural-functional approaches.

The scientific novelty of the work lies in the comprehensive consideration of Instagram not only as a marketing tool, but also as a significant factor in the formation of the information environment that affects the media landscape of the country.

The practical significance of the research lies in the possibility of applying its results in the field of media management, political communications and digital marketing, as well as in developing strategies for interacting with the audience on social networks.

The prospects of researching the topic of using Instagram in the national information field of Belarus are related to the relevance and dynamism of the development of digital communications in the country. Recent large-scale sociological studies conducted in Belarus in April 2025 open up opportunities for a deep analysis of the perception and influence of social networks, including Instagram, on shaping public opinion and user behavior.

The development of professional Instagram promotion and advertising practices, discussed at relevant conferences such as InstaMinsk 2025, indicates the need to explore new tools and strategies that are changing the media landscape and ways of communicating with the audience.

In the future, the study may cover the effectiveness of various content formats, legal regulation, as well as the impact of Instagram on political and social dynamics in Belarus. The topic has great potential for interdisciplinary study combining sociology, media studies and digital marketing.