

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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**PHOTOGRAPHY AS AN ADVERTISING TOOL
IN SOCIAL NETWORKS**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social communications

Academic supervisor:
Doctor of Philosophy in Philosophy,
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ANNOTATION

The volume of the diploma work is 36 pages and includes 10 illustrations, 15 tables, 2 appendices and 26 sources of information.

Keywords: advertising, photography, social networks, advertising creativeness, visual perception.

The object of the diploma work research is photography as a key element of advertising communication in social networks.

The subject of the diploma work research is the influence of photographic content on associations.

The purpose of the diploma work is to identify the role of photography in advertising in social networks.

The methodological basis of the diploma work is made up of general scientific methods (analysis and synthesis, comparison, induction and deduction), as well as special research methods (quantitative content analysis method, survey using the free association method).

In the process of writing the diploma work, the following results were obtained: the place of photography in advertising communication in social networks was considered; The concept of photography is considered, its role in an advertising campaign in social networks and the formation of a brand image is described.

As part of this work, a study was conducted using the method of quantitative content analysis, where attention was focused on the measurement and quantitative assessment of content elements, a survey using the method of free associations was also used. This method allows you to identify spontaneous associations that are not imposed by external factors. The study identified the features of the perception of advertising creatives using photographs.