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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**CREATIVE CONCEPTS
IN MODERN BELARUSIAN COMMERCIAL ADVERTISING**

Diploma work
ANNOTATION
Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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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 covering the definition, significance, and technologies of creativity in commercial advertising. The second chapter is practical, focusing on the development of creative commercial advertising using the case study of PG Brand Reforming. The volume of the thesis is 54 pages and includes 5 appendices and 37 sources used.

Keywords: commercial advertising, creativity, creative concepts, creative technologies, brand, advertising campaign, advertising message, elements of advertising message, advertising image, target audience.

The object of the research work is modern Belarusian commercial advertising.

The subject of the research work is creative concepts in modern Belarusian commercial advertising.

The aim of the thesis is to explore the application of creative concepts in modern Belarusian commercial advertising.

Methodological basis of the thesis was constituted by general scientific methods (the method of analysis and synthesis, induction and deduction method, comparison method, descriptive method) and methods used in sociological research (unstructured interview, case study). In the course of writing this thesis following results were obtained: the concept and the essence of creativity in commercial advertising was defined; the differences between the concepts of «creativity» and «artistic expression» were clarified; the existing creative technologies in commercial advertising are singled out; the stages of advertising campaigns were outlined; the elements of advertising messages were presented; the possibilities of using creative concepts in commercial advertising on the example of PG Brand Reforming were revealed and a number of recommendations for further development and creation of effective commercial advertising were developed.

The novelty of the results obtained is due to the lack of an integrated approach to the study of the use of creative concepts in modern Belarusian commercial advertising. The results obtained are characterized by wide possibilities of theoretical and practical application.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the thesis can be used in the educational process, as well as in the development and implementation of advertising campaigns in PG Brand Reforming.