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**PERCEPTION OF AUTOMATICALLY GENERATED CONTENT
BY RECIPIENTS OF MARKETING COMMUNICATIONS**

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 reveals the basic concepts and historical development of artificial intelligence, considers its features and classification. The second chapter is devoted to the analysis of the use of AI in marketing communications: content generation technologies are described, factors influencing the audience's trust in automatically generated content are examined, and practical examples of using AI in marketing are considered. The third chapter presents the results of an empirical study of the perception of AI content using the example of advertising materials of Click Media Limited Liability Company. The volume of the diploma work is 48 pages and includes 3 appendices and 18 references.

Keywords: artificial intelligence, marketing, marketing communications, content generation, perception, trust, automatically generated content, advertising content.

The object of the diploma work research is automatically generated content as a marketing communications tool.

The subject of the diploma work research is the effectiveness of automatically generated content as a marketing communications tool.

The purpose of the diploma work is to identify the features of the perception of automatically generated content by the recipients of marketing communications.

Research methods: analysis, synthesis, comparison, induction and deduction, as well as a questionnaire survey, which was used to conduct a quantitative analysis of preferences, levels of trust and recognition of automatically generated content. Statistical methods were used to process the data.

In the process of writing the diploma work, the following results were obtained: the concepts and classification of AI were systematized; the stages of its development and areas of application in marketing were revealed; content generation technologies and factors influencing trust in AI materials were determined; the features of displaying automatically generated and traditional content were established.

The novelty of the obtained results is due to the comprehensive study of the perception of AI content based on the conducted empirical research. The obtained results are characterized by wide possibilities of theoretical and practical application.

The materials of the results and the diploma work were obtained on the basis of reliable sources and independently conducted research.

The materials of the diploma work can be used in the activities of marketing agencies and companies using AI technologies in communication with users.