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**PUBLIC SERVICE ANNOUNCEMENT OF A HEALTHY LIFESTYLE IN
UKRAINE AND BELARUS**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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Doctor of Science in History

Minsk, 2020

ABSTRACT

The object of research of the thesis is Belarusian and Ukrainian public service announcement. The subject of research of the thesis is public service announcement of a healthy lifestyle. The purpose of the thesis is to identify the main patterns of functioning of public service announcement in the Republic of Belarus and Ukraine. The methodological basis of the thesis consists of General scientific methods: the study of scientific literature, legal documents, as well as special methods used in conducting psychological research (the method of semantic differential).

In the process of writing the thesis were obtained the following results: the peculiarities of formation of Ukrainian and Belarusian social advertising; the role of social advertising in the field of public administration; studied the experience of the evaluation of social advertising of healthy lifestyles, studied the differences in perception of Belarusians and Ukrainians in social advertising, addressed the topic of drug addiction as an actual problem for Belarus and Ukraine.

The novelty of the results obtained is due to the lack of literature of comparative analysis in the functioning of social advertising in Ukraine and Belarus. The results obtained are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in planning communication activities of state bodies, as well as in the educational process.

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

Keywords: public service announcement, public service announcement in public administration, Ukrainian public service announcement, Belarusian public service announcement, healthy lifestyle, public service announcement against drug addiction.