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**REPRESENTATION OF IMAGE POLICY IN THE BELARUSIAN PUBLIC
AND POLITICAL PRESS**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The object of research work is the image of a politician. The subject of the research of the thesis is the representation of the image of a politician in the Belarusian socio-political press. The purpose of the thesis is to identify the features of the representation of the image of a politician in the Belarusian socio-political press. The methodological basis of the thesis is based on general scientific methods: the method of analysis, the method of synthesis, analogy, ascent from abstract to concrete, description method and comparison method, as well as the private scientific method used in social sciences (content analysis).

In the process of writing the thesis, the following results were obtained: methodological approaches to defining the concept of «image of a politician» were identified, the design features of the image of a politician were identified, the features of the Belarusian socio-political press as a channel for promoting the image of a politician were identified, and the features of representing the image of a politician in state and non-state Belarusian socio-political press.

The novelty of the results is due to the poorly studied features of the representation of the image of a politician in the Belarusian socio-political press. The obtained results are characterized by wide possibilities of theoretical and practical application. Materials of the thesis work can be used in the educational process, as well as in the design of the image of a politician during election campaigns.

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

Key words: image, image of a politician, representation of image, promoting image policy, construction image of a politician, strategies promoting image policy, channel as image promotion, Belarusian press, socio-political press, the press as a channel of promotion.