

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**COLOUR IN PUBLIC SERVICE ANNOUNCEMENT:
SPECIFICITY OF PERCEPTION**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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Minsk, 2020

ABSTRACT

The object of this thesis is public service announcement. The subject is color perception in public service announcement. The aim is color perception analysis in public service announcement. Methodological basis of the thesis was constituted by general scientific methods (analysis and synthesis, deduction and induction) and special methods (semantic differential) of research.

In the course of writing this thesis following results were obtained: the aspects of color perception in history, the aspects of color perception of public service announcement, methods of the semantic differential, the aspects of color perception of public service announcement of the Ministry of Emergencies.

The novelty of the results is due to the poorly understood specifics of the color perception in public service announcement. The obtained results are characterized by wide possibilities of theoretical and practical application. Materials of the thesis work can be applied in the educational process, as well as in the formation of the strategy of online activities in the organizations studied.

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

Key words: public service announcement, colour in public service announcement, color perception in public service announcement, semantic differential.