Institute of Romance and Germanic Languages of Information and Humanitarian Technologies / Department of Innovation, Marketing and Advertising: 42.04.01 - Advertising and Public Relations (Commercial Advertising)

**Theme of master's work:** Advertising in the field of information technology

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**Relevance of the research topic.** The Internet, the Global Network, generates all the information about the world around, designed to be oriented in it and actions to change it. The existence of this semiotic continuum urgently requires a theoretical justification for this phenomenon. Much has been said about the vast class of works that exist on the Internet and are intended to form the information field of this modern medium of mass communication. An important role in the composition of the discourse field of the Global Network is played by an advertising channel. Advertising on the web has characteristic features reflecting the general properties of the information placement channel, and at the same time, it includes its own specific advertising characteristics like QMS.

Due to its interactivity and the ability to interact with the consumer, the Internet is a more effective advertising channel than other media, and is considered one of the most promising means of advertising distribution.

Today, advertising on the Internet is the most convenient, efficient and affordable way to disseminate information and promote goods and services. Therefore, the master's thesis on the topic: "Advertising in the field of information technology" is today very relevant.

**The goal:** the creation of an unobtrusive advertising campaign, the selection of colors and fonts without aggressive contrasts that can cause irritation. And also - increasing the recognition of the organization and maintaining a positive image.

**Tasks:**
1) Carry out a detailed analysis of certain types of advertising in various Internet resources in order to identify the most promising platform and way of placing advertising on the Internet;

2) To explore social media as an entertainment medium of modern communication;

3) To study the psychological perception of color, depending on the socio-cultural specifics of the region and other factors affecting the effectiveness of advertising;

4) Conduct a comparative analysis of the preferences of Internet users for various types and forms of Internet advertising

5) Development of Web-design and corporate style of the site of the organization "Inter Group", which is the object of research of this work.

6) Creating a holistic image of the advertising campaign, increasing brand awareness.

Theoretical significance of the research is determined by the possibility of further use of this work with the purpose of studying the functioning and features of advertising in various Internet resources.

The practical significance of the research lies in the possibility of introducing proposed methods for optimizing advertising and brand positioning on the Internet in order to increase the effectiveness of advertising campaigns, in particular, for the organization of "Intera Group" and other enterprises represented on the Internet.

Results of the research:

In the course of a creative project developed a corporate style and design of the home page «IntereAGroup» based organization logos, a number of advertising banners for different sections of the site on the basis of the developed corporate identity and Now, there are unobtrusive advertising campaign to promote the site.

The work done will contribute to increasing the effectiveness of advertising in various Internet resources, strengthening the company "Intera Group" in the market, as well as improving the memorability of the brand.
Recommendations: the results of the study are recommended for use in the company's activities.