SUMMARY

Theme:
«Features of technologies and resources of making video products for advertisements (for example of author's projects «The advertising campaign of the hotel courtyard «Caravan» and «Circassians». The history of the Adyghe (Circassian) people»)

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54 pages, 55 bibliographic titles, 3 appendixes.

Keywords: television advertising, advertising campaign, the creation of video.

Relevance of the research issue currently TV advertisement occupying the key position in media. The analysis of phenomenon of video advertisement, tendencies, problems and perspectives of its development in Russia seems an urgent task that necessitated the choice of the theme.

The purpose is to analyze the technologies of making video advertisement using the example of video materials formed upon the results of «Advertisement campaign of hostel «Karavan»» project, also slideshow «Circassian. The history of Adyg (circassian) people».

Research objectives:
1. To describe the history of video advertisement and tendencies of advertisement market development.
2. To analyze the functioning features and types of video advertisement.
3. To examine the technology processing of video products made on video materials basis.
4. To reveal features of making video products on video products basis using modern computer technologies.

Structure: necessitated by the purpose, research objectives and inner logic of the considered issue. Consist of two chapters, containing four paragraphs, the conclusion and a 59-reference bibliography. The total volume is 65 pages.

Results of the research: having researched the advertisement activities we believe that the following conclusions can be done. Advertisement – is an information of any kind, spread by any ways and use in any resources. Computer technologies allow bringing the process of making
video advertisement to a higher standard. Video materials based on video, as well as photoproducts, have different opportunities to be effective as long as computer technologies selecting accurately. This aspect considered while establishing the advertisement clip for hostel «Karavan» as well as for «Circassian. The history of Adyg (circassian) people» slideshow, which allowed releasing effective projects with minimum budget.