

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication**

**TSIMOKHAUTSAVA**  
Iryna Yuryevna

**COMMUNICATION STRATEGIES OF PRODUCT PROMOTION  
IN THE FIELD OF FINE ARTS**

Graduate Thesis  
ABSTRACT

Qualification 1-23 01 15 «Social Communication»

Supervisor: Anastasiya V. Kirylava  
Senior Lecturer

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## ABSTRACT

The aim of the graduate thesis is to characterize communication strategies of product promotion in the field of fine arts.

The object of the graduate thesis research is product promotion in the field of fine art. The subject of the research is the communication strategies of product promotion in the field of fine arts. Methodological basis of the graduate thesis was constituted by general scientific methods of analysis and synthesis, comparison and generalization, induction and deduction, including the particular scientific method of sociological research (semi-structured interview).

In the course of writing this graduate thesis the following results were obtained: considered the concept of fine art; studied the situation of the world art market and art market in Belarus; reviewed the marketing system in relation to fine arts; considered approaches to the study of communication strategies; researched and highlighted communication strategies for promoting artists on the Belarusian art market of pictures.

The scientific novelty of the results of graduate thesis is due to the lack of research on communication strategies for promoting artists in the Belarusian art market of pictures that reveal the strengths and weaknesses of their promotion. The obtained results are characterized by wide possibilities of theoretical and practical application. Materials of the graduate thesis can be used in the educational process, as well as in the development of an information campaign in social networks in support of brands.

The materials and results of the graduate thesis were obtained on the basis of reliable sources and independently carried out theoretical and practical research.

*Key words: fine arts, art market, artwork, marketing, promotion, communication strategies, belarusian artists.*