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**BEAUTY-BLOGGING AS AN INSTRUMENT FOR PROMOTING
COSMETIC BRANDS**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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ABSTRACT

The purpose of this work is to identify the main ways to promote cosmetic brands through beauty blogs.

The object of research of graduate thesis work is beauty blogging in the promotion of cosmetic brands. The subject of the research work is the ways to promote cosmetic brands through beauty blogging.

The methodological basis of the graduate thesis was: the method of theoretical generalization of the scientific literature, the method of scientific observation and description, as well as general scientific methods (analysis, synthesis and deduction), private-scientific methods (content analysis).

In the process of writing the graduate thesis, the following results were obtained: the promotion of the brand on the Internet was considered; The concept is disclosed and the main characteristics of the blog are considered; features of blog marketing; the specificity of the cosmetic brand as an object of promotion is considered; Identified the main features of the beauty blog on YouTube video hosting as a platform for the promotion of cosmetic brands; an analysis of ways to promote cosmetic brands through beauty blogs on YouTube video sharing.

The relevance of this topic lies in the fact that beauty blogs are readily used as platforms for marketing tasks implementation, but in spite of this, the very specifics of the organization of such kind of promotion of goods and services is not sufficiently studied and requires consideration and scientific coverage. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the graduate thesis can be used in the educational process.

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

Key words: blog, blogger, beauty-blogging, promotion, YouTube, internet, cosmetic brand.