

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

ROVNEIKO
Viktoria Aleksandrovna

PR AS A TOOL FOR PROMOTION IN THE SPHERE OF ART
(on the example of the belarusian musical show business)

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Natalia A. Elsukova
Candidate of Sociology,
Associate Professor

Minsk, 2018

ABSTRACT

The purpose of the diploma work is to reveal the peculiarities of using PR tools in the field of art (on the example of the Belarusian music show business).

The object of the research of the diploma work is PR-activity in the sphere of art.

The subject of the research of the diploma work is the PR tools used in practice, as well as the channels through which PR activities are carried out in the music show business.

Methodological basis of the thesis was constituted by general scientific methods: the method of analysis and synthesis, induction and deduction method, the method of comparison, and also the particular scientific methods used in sociological research (polling method).

In the course of writing this thesis following results were obtained: the main PR functions were determined, the history of PR emergence was considered, and thus the basic prerequisites for the development of this method were determined, the characterization of the art sphere was identified, the specific features of PR in the field of art was identified, the sphere of music show business was examined, considered interaction of PR and Belarusian music show business from the point of view of experts and from the position of student youth of the Republic of Belarus.

The scientific novelty of the results of thesis is due to the limited number of studies and scientific publications on this subject, the constant often occurring changes and activity of this field. The obtained results are characterized by ample opportunities of theoretical and practical application. Materials of the thesis can be implemented both for educational purposes and for practical development of various PR-strategies in the sphere of art, in particular in the field of music show business.

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

Key words: PR, public relations, specific of PR-activity, promotion method, sphere of art, promotion in the sphere of art, production, musical show business, belarusian music show business, definition of target audience, channels of information distribution.